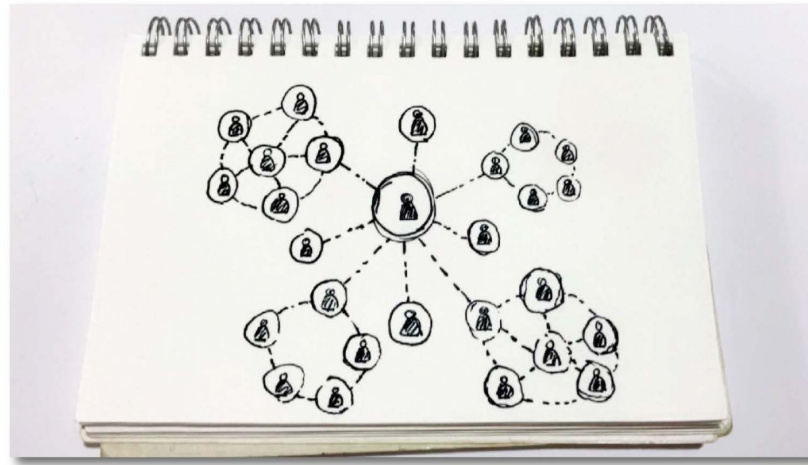




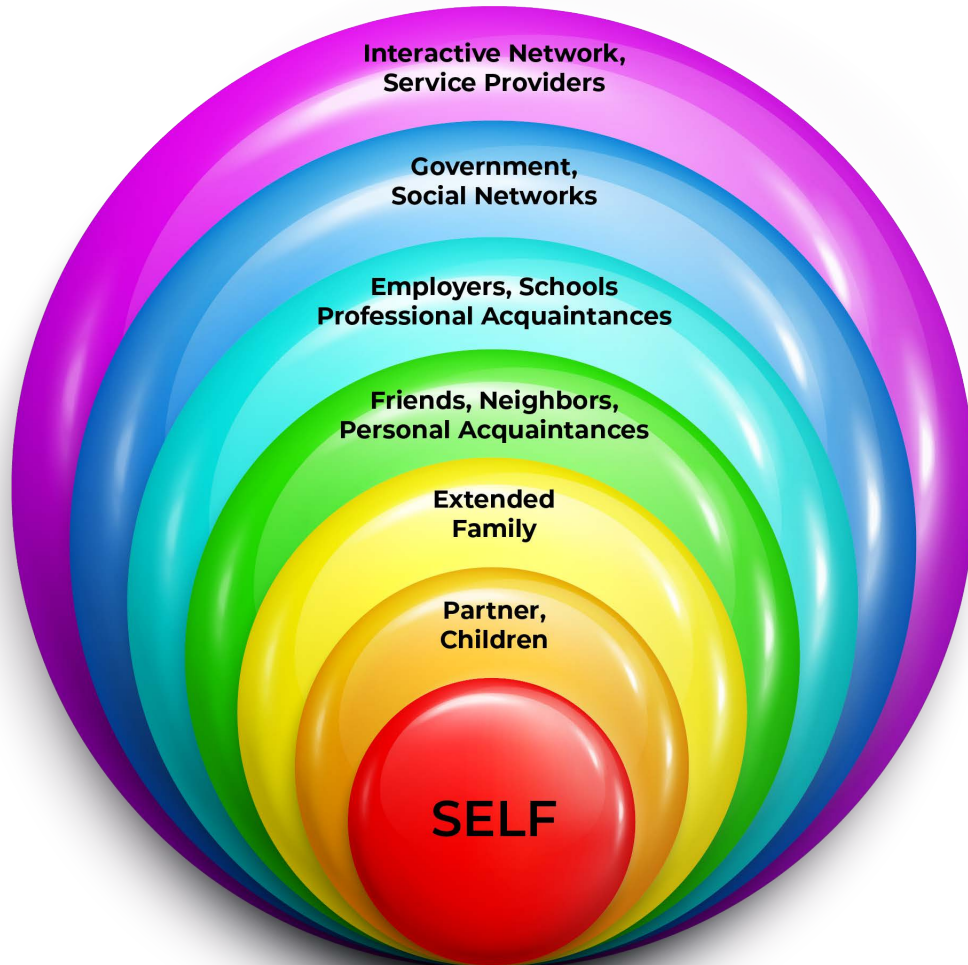
ACCELERATE
RE

SOI



Your **Sphere of Influence**, or **SOI**, is a collection of both the personal and professional contacts in your life. As you look at the graphic below, you can see that a lot of the concentrated level of influence is on yourself. This is KEY.

We are our own greatest influence (or at least we should be). That means that the success or stagnation of our business ultimately rests on what we do, or don't do. When growing a business, it is easy to look at all the other circles, and blame the size of those for our lack of growth. Ultimately, WE are our own best (or worst influence), and we have control over that circle, and how far it can reach. We want to make sure that our circle is expanding in a positive way. These tips and tools will help you make that happen.



Typically when people begin thinking about their SOI, they think about the first three circles, and *might* consider the fourth circle, but that is where they usually stop.

As a real estate agent, we need to think much, much bigger. Not only do we need to evaluate our current circles but we should also shift our mindset; considering everyone we have ever met (or will meet) as potential additions to our SOI. We also need to consider the individuals within each circle as an *additional source* of an entirely new circle of SOI, that can expand our own!

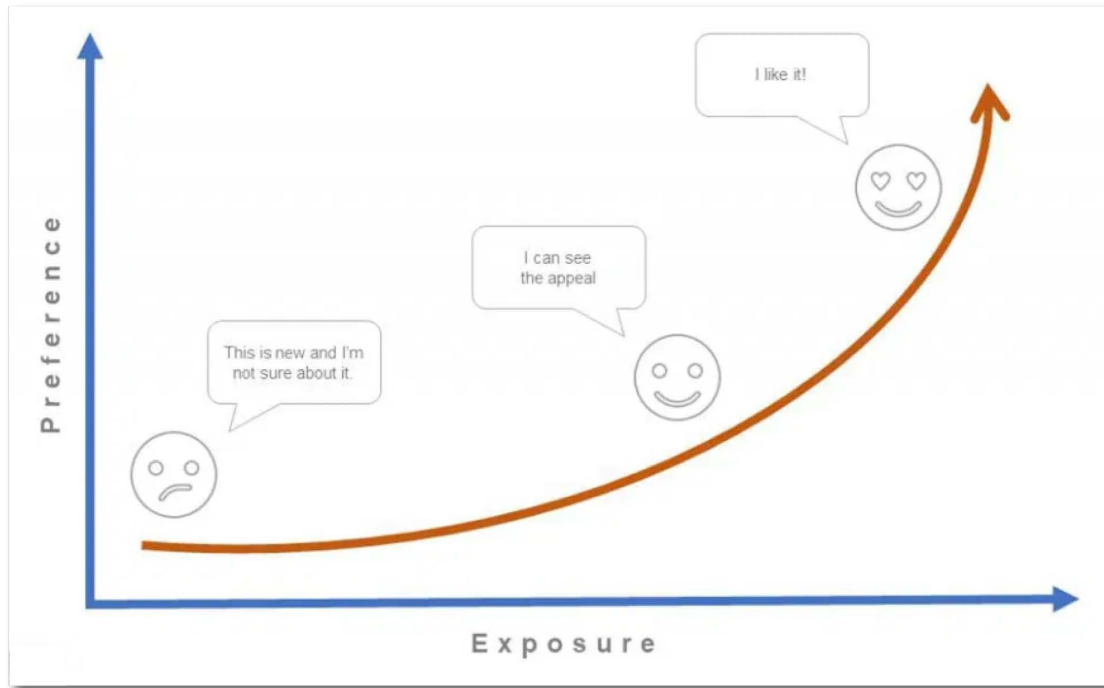
By implementing these tools, your name should be the first name that comes to mind when anyone in your SOI meets someone who wants to buy or sell real estate. It isn't about you, personally, making connections with infinite amounts of people, it's the people you already know making these connections for you...thereby exponentially growing your Influence.

These contacts you already have—the people you already know—may serve as the primary audience for your information, OR they can assist in introducing you to new contacts, and building word of mouth for your services.

THEY WILL:

- **Help you reach home buyers and sellers in your market who you wouldn't otherwise know about, or have been able to reach.**
- **Provide warm leads and act as your "quality assurance," so you have a better chance of winning those peoples' business.**

Mere Exposure Effect (aka Familiarity Principle)



The **Mere Exposure Effect** refers to the robust and reliable research, stating that individuals tend to develop a preference for things simply based on repeated exposure and familiarity.

Whether it's broccoli, jazz, or your new neighbor, researchers surmise that this effect happens because repeated exposure makes people less uncertain about new things, and makes those new things easier to understand.

Gustav Fechner completed the earliest known research on the topic in 1876. Robert Zajonc is the Effect's best-known researcher, conducting experiments over the course of three decades.

FAMILIARITY LEADS TO TRUST

The answer to growing your business, lies with the people you already know.

As newer agents, we don't have testimonials from past clients. Testimonials of your character from people who you know (your SOI), will fill this gap and earn you business.

To build your real estate business, you need to start with the people who already know and trust you. By letting your SOI know your intentions, and how you can help them, you will earn their business. Even better, when the people in your SOI remember you, and refer you, this "second-hand trust" (created because of a mutual connection), will earn you business, as well.

As you consistently market to your SOI, you will begin to see the benefits of the Mere Exposure Effect. Not only will your immediate contacts begin looking to you for their real estate needs, your name will be at the forefront of their minds when they meet people who need real estate services. Let the referrals flow!

Tips for Building Your SOI

Your Sphere of Influence (SOI), is a combination of your personal and professional contacts. These contacts may serve as the primary audience for your information, or they can be of assistance in introducing you to new contacts and building word of mouth for your services.

WHO SHOULD BE INCLUDED IN YOUR SPHERE?

When developing your Sphere of Influence list, you should think as broadly as possible. It's easy to start by jotting down people you know, but that approach can only take you so far. Another way to think about your sphere, is to think about the places you go, and who you see there—which can help take your list to the next level.

WHAT DO YOU DO ONCE YOU'VE IDENTIFIED YOUR SPHERE?

Once you've developed your list, it's time to connect with these individuals to let them know you are in the real estate business and ready and able to serve them (or their friends and colleagues).

A quick text or email is the most effective way to make this introduction.

WHERE DO YOU START?

Take stock of your network on social media. Get on social media and start scrolling through your friends, followers and connections.

Below are more examples of who to think about when creating this list.

- ***Members of your family***
- ***Spouse/ significant other's family***
- ***Extended family*** (those people you only see at reunions)
- ***Past clients***
- ***Best friend(s) and their family members***
- ***Spouse/ significant other's best friends***
- ***Your parents and siblings' neighbors and friends***
- ***Prior job/ past work associates***
- ***Neighbors*** (who you know)

- *Children's friends' parents*
- *Children's teachers/ principals/ guidance counselors*
- *Children's coaches/ dance instructors/ music teachers*
- *Children's dentist/ doctor/ dermatologist/ orthodontist/ optometrist*
- *PTA Board at your childrens' school*
- *Religious teachers/ clergymen/ members*
- *Person who does your pedicures/ manicures/ facials/ massages/ hair*
- *Car mechanic/ car salesperson/ car dealership rep*
- *Insurance rep/ accountant/ financial advisor/ attorney*
- *Mailman/ UPS/ FedEx delivery person*
- *HOA president/ community directors*
- *People at your gym/ personal trainer/ yoga instructor*
- *Home maintenance people: HVAC/ plumber/ roofer/ landscaper/ electrician*
- *People who work at the stores you frequent: grocery/ clothing/ pharmacy/ dry cleaning, pet stores*
- *People you know based on your hobbies*
- *Contacts in your text history*
- *Contacts in your social media feeds*
- *Someone you met over the weekend*

Ways to Grow Your SOI

BE READY TO CONNECT WITH PEOPLE WHEREVER YOU GO!

BECOME MORE ACTIVE IN YOUR COMMUNITY

Volunteer in neighborhood organizations, attend sporting events, community groups, Parent-Teacher Organizations (PTOs), and other school events.



GROW WITH SOCIAL MEDIA

Learn about the effective algorithms and posting schedules for each social media platform. Use these to your advantage. Join local community Facebook pages and engage often, where appropriate. Like, comment, and review local posts.



GET COMFORTABLE

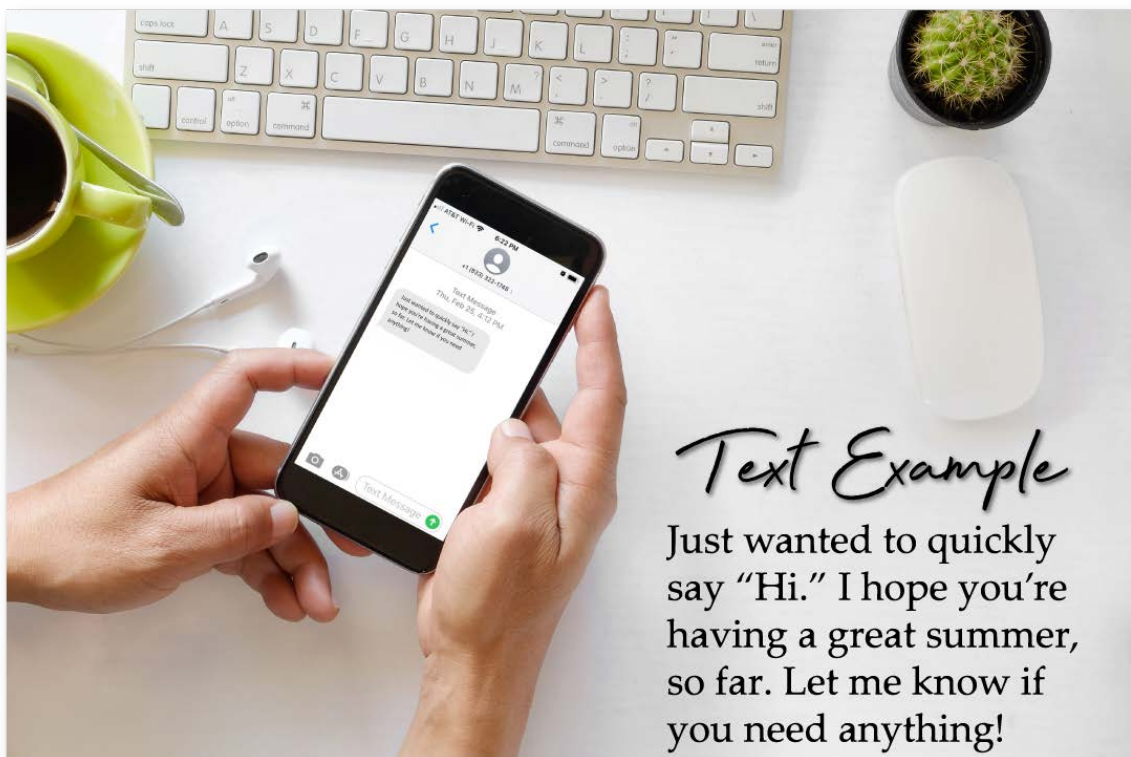
Practice scripts. Develop an "elevator pitch." Talk with people while you wait in line. Just ask! Get comfortable asking if anyone they know is looking to buy or sell a home.

Marketing Content Examples



EMAIL TOPICS:

THE TOP 10 HOME IMPROVEMENT IDEAS OF 20**
MINIMALIST IDEAS FOR YOUR HOME
SPRING HOME PREP CHECKLIST



Text Example

Just wanted to quickly say "Hi." I hope you're having a great summer, so far. Let me know if you need anything!

Postcard Example



Hi!

Summer is a great time to buy or sell real estate!

If you're thinking of buying or selling this summer, please contact me for a free Home Valuation Report for your home.

I would love to be a resource for you!

Madison

Madison Peters, Realtor®

555.555.5555

MYEMAIL@MAIL.COM

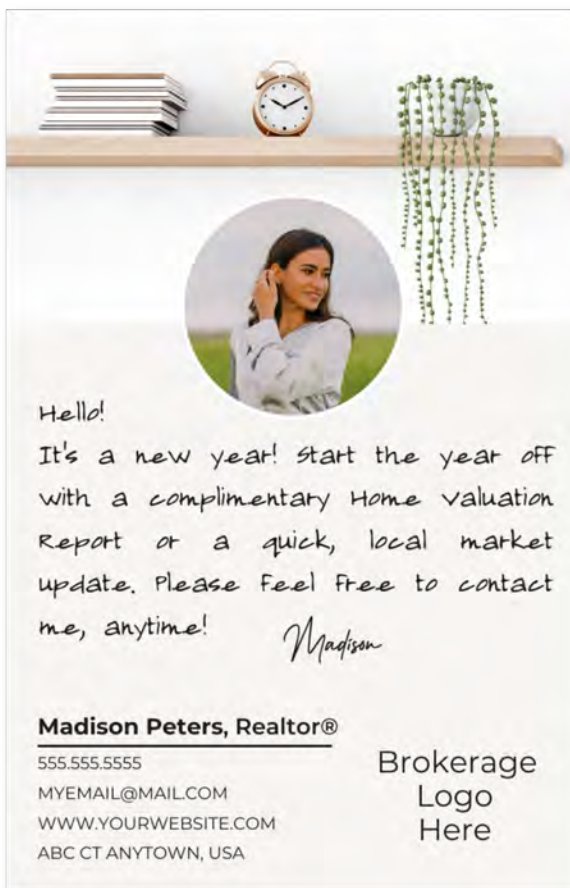
WWW.YOURWEBSITE.COM

ABC CT ANYTOWN, USA

Brokerage
Logo
Here



CLICK ON EITHER IMAGE
TO ACCESS THE
COMPLIMENTARY
CALL-TO-ACTION
POSTCARD TEMPLATE



**Postcard template dimensions:
4.1"x6.1" (.10" full-color bleed)**

Pop-By Gift Example

Pop-By Gifts should be delivered quarterly.

Every group of 35 SOI contacts should receive a gift every three months.

The gifts should be something useful, but inexpensive (usually \$1-5 each).

They can be themed (based on holidays or the season), or generic.

Use a door hanging bag or gift bag (you can purchase bags in bulk).

Don't forget to include your business card!



Pop-By Tag
template dimensions:
3.1"x5.1"
(.10" full-color bleed)



CLICK ON EITHER IMAGE
TO ACCESS THE
COMPLIMENTARY
POP-BY GIFT TAG
TEMPLATE



Pop-By Tag
template dimensions:
5.1"x3.1"
(.10" full-color bleed)



The Coaching Program.

JUMP™ TRAINING COURSE



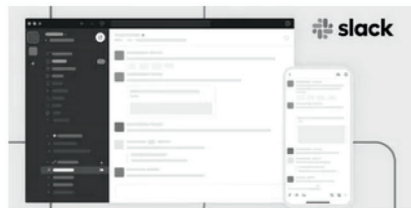
LEAD FUNNEL MASTERY
COURSES



WEEKLY LIVE ZOOM® CALLS



MEMBERS-ONLY SLACK®
CHANNEL



MEMBERS-ONLY LIVE
MASTERMINDS



If you'd like to learn more about the
Accelerate RE Coaching Program,
please visit: **www.Accelerate-RE.com**
or email: **Info@Accelerate-RE.com**