**eXp ATTRACTION BEST PRACTICES by Brent Gove**

I’d reach out to 2 or 3 agents every week.

Takes maybe 10 to 15 minutes.....

Reach out to friends in real estate and agents that you did business with in the last 12 months. They will totally remember you.

I recommend you give them a personal phone call & just encourage them to check **eXp** out..........

That you would really love to get their opinion.

Their take on it, etc.

I never tell prospects the Webinar is available almost every day.

I TRY to make it a bit more special than that.

I ask them three questions.

Number one.......

Have they ever heard of eXp Realty?

Number two......

I make a statement that I’m excited about it and believe it’s going to be a game changer in the field of real estate for the better!

And that I’m just totally blown away with it.

Number three......

I ask them if they’d be willing to watch a “short” webinar and give me their opinion?

Side note,

If you had told me 30 minutes, I probably would’ve told you no.

I recommend saying the word “short” webinar. They usually don’t ask how long.

If they do, I just tell them that it is very short, & to click off if bores them after five or ten minutes. (which rarely happens)

If they really press for planning purposes, I tell them it’s about 35 minutes long. (that is rare that they press that much)

Also,

I’m working hard to make sure I’m done in 35 minutes with the Webinar.

So it’s the truth.

I consider the completion of the rev share calculator being done. Chatting for five or ten minutes afterwards is just extra.

Once they’ve agreed to watch a short webinar,

I say great!

Then I simply ask them which day of the week is their least busy day? (I always volunteer that mine is Wednesday.)

They will then tell me what day is their chill day. (Sometimes they say they’re slammed every day.)

Then I’ll ask......

Which day of the week are you least busy?

I get them to pick a day.

Then I say......great, What is your email?..... Send them the webinar or zoom call with them

Itsthenewre.com

Then I ask if they can make that?

I say........

Grab your laptop and a cup of coffee, jump on your couch, turn on the fireplace, and enjoy!!

Once I’ve got them nailed down to an exact time, I let them know that I’ll be emailing them the webinar.

I always text them right after I email them the link confirming with them that they received the link.

Once they confirm, I ask them to treat our appointment for the webinar as if it’s a $1 million dollar listing appointment!

I text them the night before reminding them of the morning

(Nobody reminded me and of course I completely forgot about the webinar I was to see for eXp.)

We are all Type A superstars and could use the encouragement and reminders. Our plates get full!!

Then they can watch the webinar while I’m our showing property or am taking a listing.

Or at my son or daughter’s soccer game, etc.

I try to wait 30 minutes to see if they’ll contact me after the webinar.

If I don’t hear from them, I'll shoot them a text asking them what they thought?

telling them.......

isn’t it amazing!!

Usually 70 or 80% of the time they are very interested.

At this point…if they are interested they will have questions. This is where most people make the

BIGGEST mistake….they begin to answer all their questions….Stop…say..’Would you like to have a conversation with the guy who did that Webinar explaining eXp?’

They say yes…

Set up a 3 way text conversation with myself, the prospect, and you! That’s it!!

My cell – 916-223-5555

Yes......

People tell me no, too.

I encourage them to see it again immediately......telling them that it helped me greatly to see it again a second time.

I also encourage them to watch it with their spouse or a close friend in real estate.

To get their opinion as well.

I have found if you get someone to watch the webinar two or three times in a row quickly within 24 to 48 hours, they usually sign up for eXp.

Then I take them to a lunch and learn, for a follow up.

And that’s how you make $20,000 a month at eXp.

I know that’s a bit intense, but making a phenomenal monthly residual income that grown exponentially does take some focused effort, and yes, I went on five listing appointments last week! AND ran my team of 18 partner agents. AND loved on my five children and wife of 25 years!!

It’s a busy life!!

But someone has to do it!! LOL

I’ve never had so much fun! OR been so excited in the past 20 years!!

It really just takes a big push for the first 30 to 90 days to get the eXp Train out of the Station!

Then you have the big Mo! MOMENTUM!!

I am excited to help you do this!

Brent Gove