



TOP AGENT IN A BOX



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WHAT MAKES A TOP AGENT?

Becoming a top real estate agent is a continual journey of learning and growth. With the
RIGHT STRATEGIES AND A PROVEN FRAMEWORK,
you can achieve your goals faster and
sustain success for the long term.

WHAT IS OUR FRAMEWORK?

At 'Top Agent In a Box', we prioritize four crucial components that leverage your 'sphere of influence'(SOI) and achieve optimal results.

FOUNDATION OF OUR FRAMEWORK



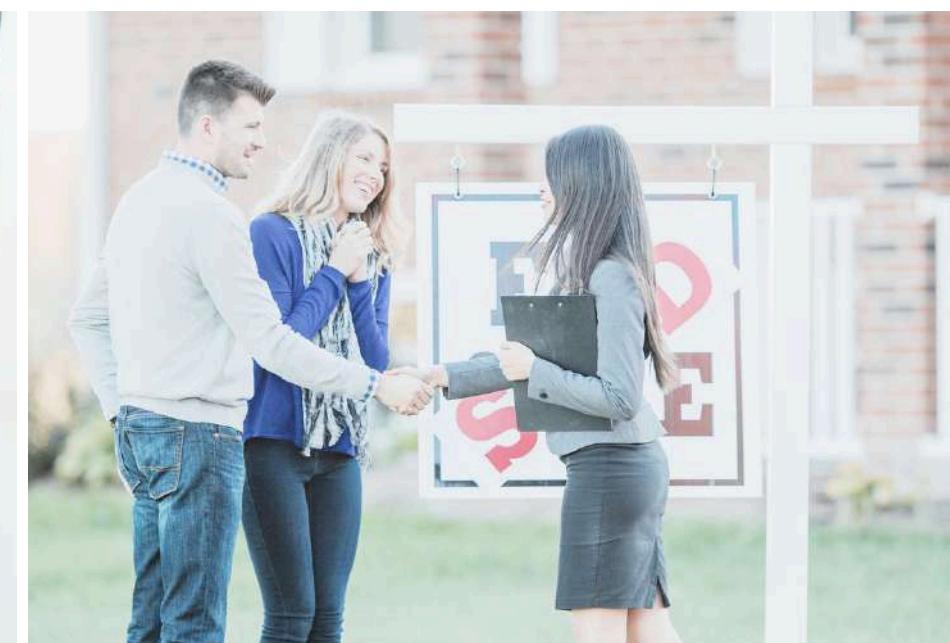
IDENTIFYING YOUR
SOI



MAINTAINING YOUR
SOI



USING YOUR SOI
FOR REFERRALS



CONVERTING LEADS
FROM YOUR SOI



WHAT IS SPHERE OF INFLUENCE (SOI)?

A "Sphere of Influence" for a REALTOR® refers to the network of people, relationships, and connections they have developed and leverage for their Real Estate business.

WHO ARE THEY?

Family, Friends, Past Clients, Acquaintances



HOW TO BUILD YOUR SPHERE OF INFLUENCE ?

Our framework is very simple: shower your sphere of influence with so much value that they seamlessly blend into the very fabric of your real estate business, propelling its growth.

OUR 10 STEPS FRAMEWORK

STEP 1: IDENTIFY YOUR SPHERE

STEP 2: RE-INTRODUCE YOURSELF

STEP 3: PROVIDE VALUE

STEP 4: PERSONAL CONNECTION

STEP 5: COMMUNITY INVOLVEMENT

STEP 6: REGULAR COMMUNICATION

STEP 7: OFFER GIVEAWAYS

STEP 8: HOST EVENTS

STEP 9: SHOW GRATITUDE

STEP 10: BE CONSISTENT

STEP - 1

HOW TO IDENTIFY YOUR SPHERE ?

Identifying your sphere of influence is very easy! Simply consider the people you interact with in your daily life, on weekends, within your community, or through your social networks.

 FAMILY

 START WITH IMMEDIATE CONTACTS

 EXPAND TO EXTENDED CONTACTS

 REVIEW PROFESSIONAL CONNECTIONS

 COMMUNITY INVOLVEMENT

 SOCIAL MEDIA CONTACTS

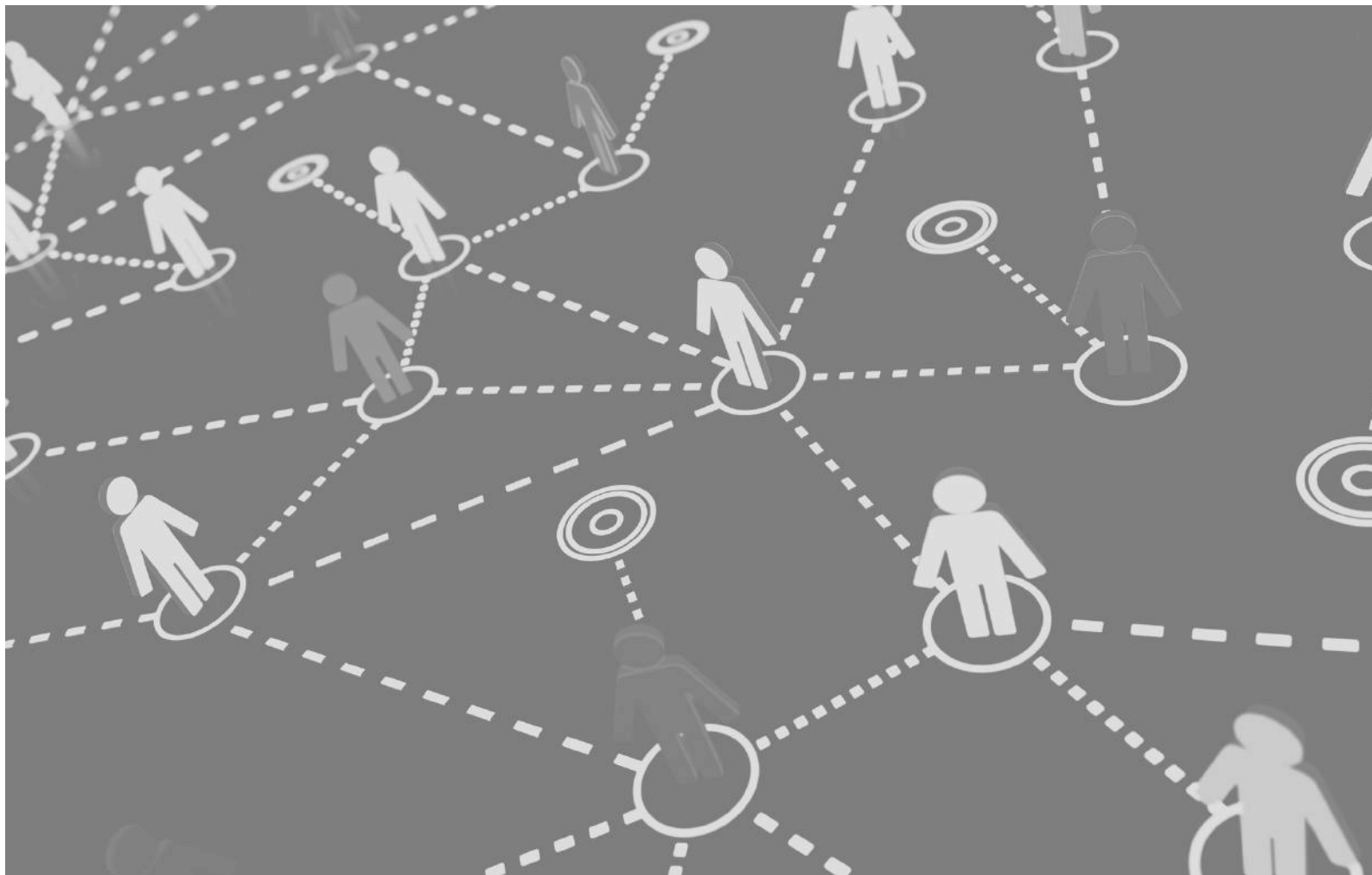
 LOCAL BUSINESSES

 ALUMNI NETWORKS

 REGULAR SERVICE PROVIDERS

 OTHER HOBBIES OR INTERESTS

IDENTIFYING YOUR SPHERE



OUR FRAMEWORK

Identifying the **elite 100 champions** within your sphere of influence, the ones who tirelessly stand by your side, and create a database including their first name, last name, email address, phone number, and physical address.

Imagine, if each person has a minimum of 200 contacts, you are effectively reaching out to **20,000 people** (100 multiplied by 200).



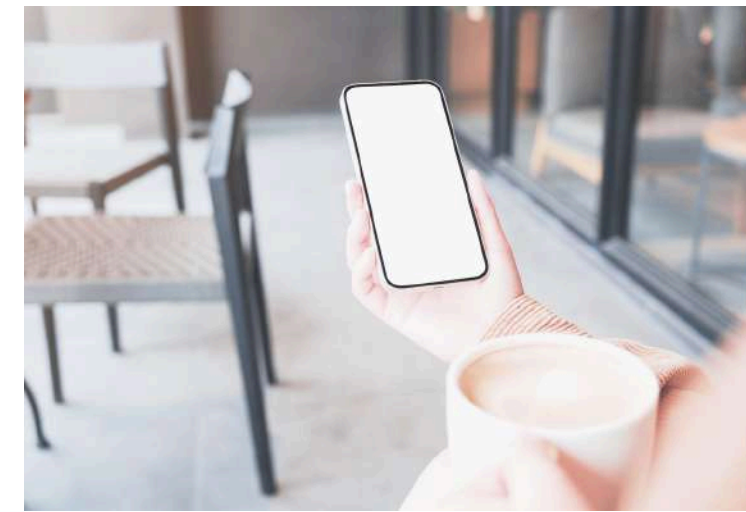
STEP - 2

HOW TO RE-INTRODUCE YOURSELF?

Your sphere knows you from various facets of life, but they may not be aware that **you are a REALTOR®**. Thus, the momentous act of reintroducing yourself as a REALTOR® becomes an absolutely crucial step in your journey.

RE-INTRODUCING YOURSELF

OUR FRAMEWORK




CRAFT A
REINTRODUCTION
MESSAGE


MAIL A
HANDWRITTEN CARD


SEND AN
PERSONALIZED EMAIL


MAKE
A CALL


SOCIAL MEDIA
ANNOUNCEMENT

A handwritten card adds a personal touch and evokes more emotion, making it especially meaningful



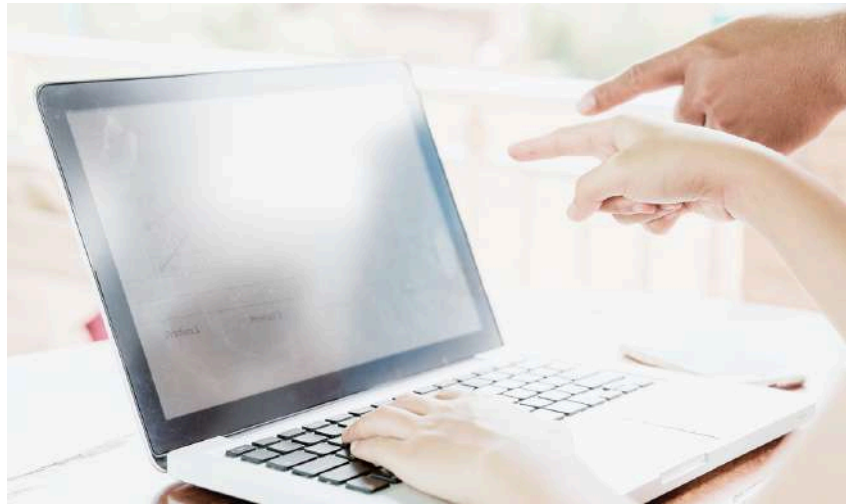
STEP - 3

HOW TO PROVIDE VALUE?

Providing value is always important. People don't buy or sell homes every day, but they are always eager to learn more. Offering valuable information and resources, such as market trends, home improvement tips, or local news, can be motivating.

PROVIDING VALUE

OUR FRAMEWORK




PROVIDING
COMPELLING AND
ENGAGING CONTENT




MAIL EACH PIECE OF
CONTENT WEEKLY FOR
THE FIRST SIX WEEKS




EMAIL EACH PIECE OF
CONTENT




CREATE ENGAGING
VIDEO ON SOCIAL
MEDIA

The greater the wellspring of value you offer, the more it helps to position you as a knowledgeable and helpful REALTOR®.



STEP - 4

WHY PERSONAL CONNECTION?

The real estate business is all about making connections. It's not just about buying or selling homes; it's about **understanding the emotions** involved and working with them. The better you grasp the needs and preferences, the **more satisfying and successful the outcome**.

PERSONAL CONNECTION

OUR FRAMEWORK

-  MAP YOUR 100 SPHERES ACCORDING TO THEIR ADDRESSES
-  DEVELOP A DETAILED PLAN FOR VISITING CERTAIN NEIGHBORHOODS AND CONNECTING WITH MULTIPLE SPHERES WITHIN THEM
-  ENGAGE IN MEANINGFUL CONVERSATIONS WITH EACH MEMBER OF YOUR SPHERE.
-  MORE AND MORE AND MORE CONVERSATIONS



The deeper the personal connections you forge within your sphere, the more indelibly you will etch your presence into the forefront of their minds.

STEP - 5

WHY COMMUNITY INVOLVEMENT?

Community involvement is a cornerstone of success in the real estate industry. It not only enhances your **visibility** and **trust within your local area** but also offers invaluable networking opportunities.

Being an active participant in your community builds
lasting relationships, fosters trust, and
generates positive word-of-mouth

COMMUNITY INVOLVEMENT

OUR FRAMEWORK




IDENTIFY YOUR
COMMUNITY




ENGAGE ACTIVELY AND
NETWORK WITH THOSE
WITHIN YOUR
COMMUNITY




DEMONSTRATE
LEADERSHIP AND
EMPATHY TO BOOST
CONFIDENCE IN YOUR
NETWORK.




BOOST YOUR SOCIAL
MEDIA

Remember, the deeper involvement establishes you as a trusted resource, resulting in positive word-of-mouth referrals



STEP - 6

WHY IS REGULAR COMMUNICATION IMPORTANT?

Since your sphere knows you from various facets of life, it's crucial to consistently remind them at every stage that you're a REALTOR, ensuring it stays top of mind.

REGULAR COMMUNICATION

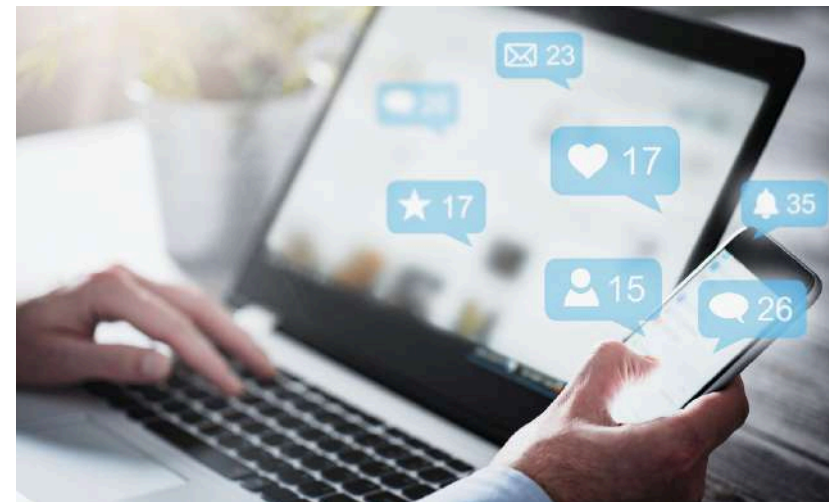
OUR FRAMEWORK




SENDING A MONTHLY
EMAIL WITH MARKET
UPDATES




OFFER QUARTERLY
HOME CMA TO CLARIFY
ITS TRUE VALUE




ENGAGE ON SOCIAL
MEDIA AND MAINTAIN A
DIGITAL PRESENCE IN
THEIR LIVES




BIRTHDAY AND
ANNIVERSARY WISHES

Remember, the deeper the well of value you provide and the stronger your personal connections, the more you stay at the forefront of their minds.



STEP - 7

DO GIVEAWAYS WORK?

Who doesn't appreciate a pat on the back? Giveaways undoubtedly capture their attention, encouraging active participation and reinforcing loyalty.

GIVEAWAYS

OUR FRAMEWORK




ALWAYS SURPRISE WITH
AN EXPERIENCE




CONSIDER THE KIDS;
THEY ALWAYS CHERISH
GIFTS.




ADD A HANDWRITTEN
PERSONAL NOTE ALONG
WITH THE GIFT




DON'T OFFER CASH
BACK OR DISCOUNT ON
SERVICE

Remember, people cherish experiences more than money. While cash back might be forgotten, providing them with a memorable experience will leave a lasting impression.

STEP - 8

WHY SHOULD YOU HOST AN EVENT?

Hosting events for your sphere is a powerful way to strengthen relationships, showcase your expertise, and generate positive buzz. It also potentially leading to valuable referrals and expanded networks.

HOSTING AN EVENT

OUR FRAMEWORK



BEGIN WITH CAREFUL
GUEST LIST AND
BUDGET PLANNING FOR
YOUR EVENT.



CHOOSE THE RIGHT
EVENT NAME FOR YOUR
MESSAGE.



DESIGN THE EVENT
AROUND THE
PREFERENCES AND
INTERESTS OF YOUR
SPHERE



HIGHLIGHT YOUR
EXPERTISE AS A
REALTOR THROUGHOUT
THE EVENT



EXPRESS APPRECIATION
TO EVENT ATTENDEES
AS A GESTURE OF
THANKS.

Remember, it's crucial to create an event that's so captivating that it leaves a lasting imprint, drawing people back time and time again, craving the unforgettable experience..

STEP - 9

WHY GRATITUDE?

Gratitude, in general is important. It grounds you and deepens your connections with people.

More importantly, within your sphere, it becomes a linchpin for relationship strength, fostering loyalty, and nurturing trust and goodwill.

These elements converge to create a fertile ground for positive interactions and long-term success in your professional pursuits.

SHOWING GRATITUDE

OUR FRAMEWORK




SEND A HAND-WRITTEN
THANK-YOU NOTES




MAKE A CALL AND
EXPRESS YOUR FEELING




ASK FOR FEEDBACK




MOST IMPORTANTLY,
BE GENUINE

Remember, there are no shortcuts when it comes to showing gratitude.
It's the bedrock for fortifying every relationship for the long haul



STEP - 10

WHY DOES CONSISTENCY MATTER?

Consistency is the cornerstone of success. Over time, your sphere of influence evolves; what started with 100 connections can grow to 150, and then continually expand.

Maintaining unwavering consistency not only underscores your dedication to your goals but also allows you to forge more connections, leading to business growth.

MAINTAINING CONSISTENCY



OUR FRAMEWORK

REPEAT
REPEAT
AND
CONQUER

Remember, with unwavering consistency in your approach, conquering is inevitable.

WHY IS SPHERE OF INFLUENCE (SOI) IMPORTANT?

It serves as a **trusted source** to leverage your real estate business and gives you the best results.

OUR FRAMEWORK PRIMARY GOAL



MAXIMIZE **LEADS**



MAXIMIZE **REFERRALS**



REPEAT BUSINESS



WHY ‘TOP AGENT IN THE BOX’?

“I firmly believe that within the realm of real estate, establishing connections is paramount. Your sphere of influence serves as the essential foundation for nurturing these connections. It's akin to having a head start, but the deliberate cultivation of these relationships authentically forges enduring connections, ultimately creating the growth platform necessary for your business.

The 'TOP AGENT IN A BOX' framework ensures that you not only stay on course but also engage your most dedicated supporters, thereby propelling business growth to new heights.”



Mica Sadler

FOUNDER and CEO

THANK YOU!