GENSTONE
REALTY

Leveraging Your Sphere of Influence Workshop Summary

What is Your Sphere of Influence (SOI)

People "you know, who know you" is your Sphere of Influence. We often use the acronym "SOI." These people, if contacted and updated in Follow Up Boss regularly, are the ones who will expand your sphere and help you reach buyers and sellers throughout your career. When they know and trust you to help someone they know or hear about who might be thinking of buying or selling, they either let you know, or recommend you. They can become your bird dogs.

Who should be on your Sphere of Influence list

Include all the names of people **"you know, who know you,"** plus those from your spouse/partner**.** parents, siblings, and children. It should include, but not limited to:

- Relatives
- Friends and neighbors *(both former and present)*
- Your Christmas card list
- Past buyers and sellers, or customers from a former business

How many do you think you have in mind right now?

GenStone SOI Memory Guide

Study the "GenStone Sphere of Influence List Memory Guide" to assist in discovering many more people than you would typically remember. Work at it until you get over 100, then work on making it to 200, which may include those who may not remember you well, but you will remind them when reconnecting with them.

Gathering Contact Information

Finding the current contact information for many on your list may require some work that will pay off in the future. Dig to find the person's cell phone or at least a home phone number since verbal contact pays off better than email or property address. When you make your first contact with others on the list, ask for their other contact information and the preferred method of communication. You could ask about mutual friends' contact information you don't yet have. It may help to join a paid people search service for a month or two like Been Verified, PeopleLooker, or others for $20-30 per month. Also, search social media for information and clues – Facebook, Instagram, LinkedIn.

Enter the List into Follow Up Boss

Follow Up Boss is an invaluable tool to track all your contacts and the data associated with them. Enter all on the list. Please enter as much information as you know, including spouse, partner, or children's names, so you appear to have a great memory when conversing with them. For your SOI, you might want to set up monthly contacts for those you know better and bimonthly for those you don't.

The Purpose and Results of Engaging with your Sphere of Influence

The purpose of having frequent conversations or contacts with the people you know, who know you is to create or strengthen your relationship and bond. That results in their entrusting you with people they know who have real estate needs. As you increase the relationship with those on your SOI list, more opportunities to provide real estate services come your way. One study found that for every 12 people on your SOI, where a trust relationship exists, results in one closed transaction!

Mailing or Emailing an Affiliation Announcement

It may be a good practice to send an announcement to your SOI before your first contact to make them aware you are now with GenStone Realty. If you have an email address, send it there. With email, some people are wary of attachments. Put the announcement in the body of the email. If you only have the mailing address, send the paper announcement. Have your photo so people who may not connect your name right away, your image will assist in remembering you.

How to contact an SOI

The medium you use depends mostly on what contact information you have.

- The best is a cell phone number so you can Facetime, text, or have phone conversations
- Home phone is if that's all they have
- Next is an email address
- Social media using messaging
- Mailing address

Here are the communication types of how to contact your SOI:

- In-person – individually or in group settings *(most effective)*
- Remote live visual -- Facetime, Skype, Zoom or equivalent *(also effective)*
- Telephone *(less effective, but efficient)*
- Text *(most efficient, less effective)*
- Email *(less effective)*
- Social media messaging *(could be less effective)*
- A snail mail letter, or for more impact, a hand-written note

When your method of contact allows a live conversation

Follow these five steps each time:

1. Greet them appropriately and let them know it's you. *(For some who don't know you well, remind the contact when you met or when they associated with you.)*
2. Get their attention
3. Establish or increase your relationship with them, usually by inquiring about what is going on in their lives
4. Tell them briefly about your life and business and provide a value for conversing with you
5. Then ask for potential leads when appropriate. *(You don't have to ask every time)*

When it's written communication-- text, email, or letter -- use the Text Message Guide and adapt the words for email and letter formats.

What to Do After Each Conversation

Make notes during the conversation to use in future discussions. When someone gives information about their spouse, partner, children, children, pet names, recent activities and trips, work situation, or other information about activities in their lives, enter it right away in Follow Up Boss. It reinforces you know and remember important things about them, building the relationship. Review the information in their entry before your next contact to dazzle them with your incredible memory.

GenStone SOI Conversation and Text Message Guides

Learn, practice, memorize, and make a part of you the GenStone Conversation and Text Message Guides for Sphere of Influence. Knowing them well gives confidence during each conversation.

- Conversation Guide for Initial Call -- In-person, remote live visual, or phone
- Conversation Guide for Follow-up – In-person, remote live visual or phone
- Sphere of Influence Text Message Guide (adapt for letter or email)

Sphere of Influence Conversation Guide for Initial in-person, remote live visual, or phone

[Greet and identify yourself as appropriate for your level of relationship with this person. Examples:]

Hi, George, this is Carter. How are you doing today?

[OR, for someone who may not remember you well:]

Hello. I'm looking for *(name)*. **Hi,** *(name)*, **this is _____ . I know you from when we _____** *(recount your previous association with this person).*

[Catch up on each other with pleasant conversation for a brief time to strengthen the relationship. When you feel you have a good connection, give your request.]

I am letting you know I am now with GenStone Realty in my real estate career and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Would it be alright if I check in with you from time to time to see if you have heard about anyone who might be thinking of buying or selling?

[Person's response. If yes, continue]

Great. Thank you.

[Find out if they know anyone now.]

Have you heard of anyone recently in your family, social groups, neighborhood, or work who might be thinking of buying a home or selling?

[If yes] **Would you mind if I give them a call? Do you have their contact information, or could you please have them contact me? My cell number is _____. They can call or text.**

[If no] **When you do hear about someone you know, you could either let me know right then, have them contact me, or tell me next time we talk? My cell phone number to call or text is _____.**

[End with pleasantries and indicate you will call again.]

So good to (talk/catch up) with you today. Let's talk again!

[Enter into Follow-up Boss as much personal information you can remember to reference when you get back with them. Examples: Spouse, children, pet names, recent activities and trips, work situation, and any referrals given.]

Sphere of Influence Conversation Guide for Follow-up for in-person, remote live visual, or phone

Hi, *(name),* **this is** *(your name)***. How are you doing today?**

[OR, for someone who may not remember you as well:]

Hello. Is this *(name)***? Hi,** *(name),* **this is _____ . Remember we talked recently about how we knew each other** _____ *(recount your previous association with this person).*

[Catch up on each other with pleasant conversation for a very brief time to strengthen the relationship. When you feel you have a good connection, give your request.]

I'm checking to see if you have heard or overhead of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. If you do hear of someone, please text me the name, and if possible, any contact information you might have or have them call me at *(phone)***.**

Thank you so much for your assistance.

[End with pleasantries and indicate you will call again.]

So good to (talk/catch up) with you today. Let's talk again!

[Enter into Follow-up Boss any additional personal information you can remember to reference when you get back with them. Examples: Spouse, children, pet names, recent activities and trips, work situation, and any referrals given.]

Sphere of Influence Text Message Guide (adapt for letter or email)

(Use text for those who don't answer after multiple attempts or don't return voice messages)

By Text for Someone You Know Well – Initial

Hello, (name) . This is *(your name – they may not have you in their contacts)*. **I am now with GenStone Realty in my real estate career and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Would it be alright if I check in with you from time to time to see if you have heard about anyone who might be thinking of moving?**

Please text me if you do hear of any possibility or have them contact me by text or phone. My cell number is _____. Thank you for thinking of helping me.

By Text for Someone You Know Well – Follow-up

This is *(your name)* **checking to see if you have heard of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. Please text me if you do hear of any possibility or have them contact me by text or phone. My cell number is _____.**

Thank you so much for your assistance.

By Text for Someone You Don't Know Very Well – Initial

Hi, *(name)***, this is _____ . I know you from when we _____** *(briefly recount your previous association with this person).*

I am with GenStone Realty and would love your help now and in the future. I have a goal to help as many buyers and sellers as possible with their real estate needs and would love any assistance you could offer me. Have you heard of anyone recently who might be thinking of moving? Please let me know or have them contact me by text or phone. My cell number is _____. Thank you for thinking of helping me.

By Text for Someone You Don't Know Very Well – Follow-up

This is *(your name)* **checking to see if you have heard of anyone who might be thinking of moving. When you can help me, I would appreciate it greatly. Please text me if you do hear of any possibility or have them contact me by text or phone. My cell number is _____. Thank you so much for your assistance.**

If the SOI is Concerned About Your Being New

"I can understand your concern that I am new to real estate. However, to get a real estate license, I completed ___ hours on the current practices and laws, which many long-term agents may not be familiar with. Our GenStone training has the most up-to-date courses on better methods of handling clients and customers. **Also, my manager works closely with me on all transactions**. I am confident I now have the skills and support necessary to provide professional real estate services."