

# Your Gold Mine in Real Estate



## *Database Engagement*

Hi, {NAME}

I have a quick question for you! Choose one of the following from below, and simply respond with the Number that you are!

1. I love my digs, but it's time do some renos
2. Our home has become a too small, need to expand
3. Wow, it's about time we downsized
4. Looking to add an investment property
5. Hey, let's grab a coffee, unless you're a tea person, in that case, let's grab a tea and pretend it's coffee



## *Response*

When it comes to responding to one of five answers, the options are endless. But the most effective strategy is to schedule a meeting! By visiting your client and reaffirming your position as their trusted real estate professional, you'll make a lasting impression

Staying in touch with your database is crucial in the real estate industry. Regular communication helps to keep your clients informed, build trust and maintain a strong relationship, which in turn, can lead to repeat business and new referrals

**Be an Over-Communicator**