Session #1: Building Your MET Database

Introduction to Your Coach

- Steve Schlueter and Chris McNamara

Contact Info

Please let us know if there is anything you’d like to discuss in relation to your coaching program.

Email: fasttrack@kw.com
Fax: 512-532-6614
Phone: 512-327-3070 ask for MAPS Group Coaching

Notice

While Keller Williams Realty, Inc. (KWRI) has taken due care in the preparation of the coaching program, the material contained herein reflects the practices of the coaches and is not necessarily the best practices promoted by KWRI. We cannot guarantee the accuracy of the materials. KWRI makes no warranties, either express or implied, with regard to the information and programs presented in this manual. KWRI will not accept liability for any loss or damage of any kind that you incur as a result of the use of any content provided by the MAPS Institute.

KWRI therefore cautions you not to assume that the results of this exercise bear any relation to the financial performance you can expect as a KWRI associate. The coaching program is offered to support your professional growth by directing you toward productive activities.

Copyright notice:
All materials are copyright © 2015 Keller Williams Realty, Inc. All rights reserved.

No part of this publication and its associated materials may be reproduced or transmitted in any form or by any means without the prior permission of Keller Williams Realty, Inc.

Guidelines for this Program

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
   https://www.facebook.com/mapescoaching

2. Only paid participants may listen and contribute.

3. Complete all assignments prior to call.

4. Be PREPARED!

This Week’s Objectives

1. Course Objectives / Outlines
2. Applying E to P to Your Database
4. 4 Laws of Database Fundamentals
5. Your Database 1-4-5
6. “Doing the Database Two”
7. Life & Real Estate Homework
8. Resources-Appendix
1. Program Objective/Session Outline

Program Objective / Session Outline:

Objective: To Build an Army of Database Warriors that produce a 10% or Better Return from their Met Database while growing it Purposefully by 250 or More Annually.

Program Outline:

Session 1: “Building Your Met Database”

Session 2: “Who Am I Being for My Database?”

Session 3: “Fire Up Your CRM, Database Two Style”

Session 4: “Social Media for the Database Warrior”

Session 5: “Eight Touches to a Lasting Impression”

Session 6: “The Interview”

Session 7: “14 Ways to be The Real Estate Economist of Choice”

Session 8: “Evidence of Success Marketing to Build Your Reputation”

Session 9: “Mega Agent Interview: Holding Successful Client Parties and Events”

Session 10: “Farm to Table” Feeding your Database New Mets Straight from the Farm”


Session 12: “Putting It All Together”
II.A Strategic Mindset

Are you being entrepreneurial or purposeful about your Database?

**Question:** Do you suffer from the “High Achiever’s Curse?”
III. Identifying Your Gap

How many names in your MET Database?

A. ____________________________

How many transactions did you do in 2015 as a result of a referral or direct business from your MET database?

B. ____________________________

YOUR POTENTIAL

<table>
<thead>
<tr>
<th>10% EQUATION</th>
<th>12:2 EQUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: _________(# in MET Database)</td>
<td>A: __________</td>
</tr>
<tr>
<td>x 0.10</td>
<td>__ ÷ 6 (12:2 MREA)</td>
</tr>
<tr>
<td>C = ________ Closed Units</td>
<td>D = ________ Closed Units</td>
</tr>
</tbody>
</table>

CURRENT REALITY

| C: ________ | D: ________ |
| _           | _           |
| B: ________ | B ________  |
| = E: ________ | = F: __________ |

The only coaching company teaching and coaching to the KW models and MREA systems.
Who’s Your MAPS Coach?
III. Identifying Your Gap (cont.)

C&D = Range of Potential Units upon Mastering Your MET Database

(C)________ to (D)________

E & F = Potential Units not being Utilized

(E)________ to (F)________

FINANCIAL GAP

G:  C × Average Commission  =  _____________  10% Database GCI

H:  D × Average Commission  =  _____________  12:2 Database GCI

I:  E × Average Commission  =  _____________  Current Unrealized GCI (10%)

J:  F × Average Commission  =  _____________  Unrealized Commissions (12:2)
III. Identifying Your Gap (cont.)

**EXERCISE:**

Happy 4th of July!

- How many people are at the party? __________
- What is your AHA?
IV. The 4 Laws of the Database

1. Build it and Organize It

2. Feed it Daily

3. Communicate with it in a Systematic Way

4. Work Everything that Comes out of it

NOTES:

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________

______________________________________________________
V. Building Your Database 1-4-5

1. What is your **ONE** top database goal for the year?

   • __________________________________________________________

   *(Suggestion: Generate 10% of Better Return and Grow MET Database by 250 or More.)*

2. What are the **FOUR** priorities to accomplish the **ONE**?

   *(Select 5 strategies for each priority)*

   **1. Building and Organize My Database**

   a) **EX:** Set up CRM with DTD2 Group

   b) ______________________________________________________

   c) ______________________________________________________

   d) ______________________________________________________

   e) ______________________________________________________

   **2. Feed It Daily**

   a) **EX:** Identify and add missing METS (4th July Exercise)

   b) ______________________________________________________

   c) ______________________________________________________

   d) ______________________________________________________

   e) ______________________________________________________
3. Communicate with It in a Systematic Way

a) EX: Do the Database 2 Weekly (DTD2)

b) ____________________________________________

c) ____________________________________________

d) ____________________________________________

e) ____________________________________________

4. Work Everything That Comes From It

a) EX: Build a Fool-Proof Follow-Up System

b) ____________________________________________

c) ____________________________________________

d) ____________________________________________

e) ____________________________________________
VI. Doing the Database Two

The Millionaire Real Estate Agent states that a true “33-Touch” is to include 3-6 personal contacts each year to yield optimal returns from your database.

- At the heart of the “Never Ending Referrals System” is “Doing the Database Two.” This is the critical element where your clients get to experience you coming from Contribution and Adding Value.

- When you Do the Database Two, you call two letters of the alphabet by last name each week, this process results in your database being contacted every 13 weeks or 4 times per year (as prescribed in the Millionaire Real Estate Agent Lead Generation Model).

- “Doing the Database Two” prevents call bias prevention (making just the easiest calls) and establishes a system of whom will be called weekly for the rest of your career.

- You will also use your Two Letter groups with your Social Media Campaigns, as well as integrating into strategies to purposefully Feed Your Database.

- Each week has a theme to keep things Fun and Focused! So make “Doing the Database Two” your ONE Thing as it relates to your database plan.

- The “DTD2” Schedule is also your maintenance schedule. Filling in missing data as needed. Confirming your mets are connected through your social media, etc.
# The Letters / Schedule Theme

<table>
<thead>
<tr>
<th>13-Week Cycle</th>
<th>Letters</th>
<th>US Population Approximate %</th>
<th>Theme Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>A&amp;W</td>
<td>10.54%</td>
<td>Sweet Success</td>
</tr>
<tr>
<td>Week 2</td>
<td>B&amp;E</td>
<td>9.46%</td>
<td>BE the Master of Your Database</td>
</tr>
<tr>
<td>Week 3</td>
<td>D&amp;O</td>
<td>4.99% *</td>
<td>DO the Little Things that Matter</td>
</tr>
<tr>
<td>Week 4</td>
<td>H&amp;V</td>
<td>9.20%</td>
<td>HaVe a Career Worth Having</td>
</tr>
<tr>
<td>Week 5</td>
<td>C&amp;K</td>
<td>9.65%</td>
<td>Your Cash Kow is Paying Off</td>
</tr>
<tr>
<td>Week 6</td>
<td>F&amp;G</td>
<td>8.95%</td>
<td>Feeling Good</td>
</tr>
<tr>
<td>Week 7</td>
<td>M&amp;X</td>
<td>10.48%</td>
<td>Reach your MaX Potential</td>
</tr>
<tr>
<td>Week 8</td>
<td>N&amp;R</td>
<td>8.55%</td>
<td>Nurture Your Relationships</td>
</tr>
<tr>
<td>Week 9</td>
<td>S&amp;U</td>
<td>8.69%</td>
<td>Success begins with U</td>
</tr>
<tr>
<td>Week 10</td>
<td>P&amp;L</td>
<td>8.94%</td>
<td>Profit Baby</td>
</tr>
<tr>
<td>Week 11</td>
<td>T&amp;J</td>
<td>8.43%</td>
<td>Totally Jazzed</td>
</tr>
<tr>
<td>Week 12</td>
<td>I&amp;Q</td>
<td>1.28% *</td>
<td>Brilliant Agents Work their Database</td>
</tr>
<tr>
<td>Week 13</td>
<td>Y&amp;Z</td>
<td>0.82% *</td>
<td>It's cZ, Y wait</td>
</tr>
</tbody>
</table>

*These slots are ideal for creating a second set of larger groups you may have. As an example, if you have more A&W’s than can be managed in one week, you may choose to create “A&W 2” that runs along with a smaller group such as those starred above. Adjust your groups in your CRM and social media as needed.*
4 Laws Action Steps

Build/Organize: ________________________________

Feed It: ________________________________

Communicate: ________________________________

Work It: ________________________________

Action Items

Business & Mental Homework:

2. Secure You Peer Partner and Communicate Regularly
4. Prepare and Call A&W Call List
5. Print and Post your A&W Banner in your workspace
6. Review the “Personal Planner” (Session 1 Supplement)
7. Begin Dream List Exercise (In Personal Planner Workbook)
8. Post Results / AHA’s: When Prompted Via Email or Lab Facilitator
9. Prepare B&E Contact List for Week 2
10. Complete the “4 Laws of the Database Action Items” (Two Priorities Each)
11. e-Edge / CRM Workout
   a. Setup You CRM DTD2 Groups. Link: https://youtu.be/_Z-64BhNGvo
   b. Add 10 to your CRM Import Spreadsheet (If Importing Data)
   c. Note that if you have yet to Populate Your Database you will want to start with the tutorial linked here. Be Patient and invest time in this. Also, there are vendors that will do this for you for a fee (details next week). Link: https://goo.gl/yQRuik
12. Chess Move: Link: https://goo.gl/UNqmP7

SUBMIT HOMEWORK ONLINE AT: http://goo.gl/forms/gsdeReHuxWSwaYyx2
CHESS MOVE:

This will be covered in a Future Session. However, if you would like to make a CHESS MOVE now and are familiar with “Facebook Custom List,” go ahead and create the 13 DTD2 Groups as Custom List in your Facebook account. You may choose to wait to populate until we cover this in depth in the social media segment of “Never Ending Referrals.”
Never Ending Referrals
Session 1: Building Your MET Database

The
only
coaching company teaching and coaching to
the KW models and MREA systems.
Who’s Your MAPS Coach?

MAPS © 2015 KWRI All Rights Reserved Keller Williams Realty, Inc.
Appendix

Never Ending Referral Scripts

The Personal Planner

Never Ending Referrals Calendar