



TOM FERRY COACHING MEMBER CASE STUDY

Community Outreach

FEATURING COACHING MEMBER: BOB & PEGGIE SMOLKO



#1 COACH

Swampool POWER200™

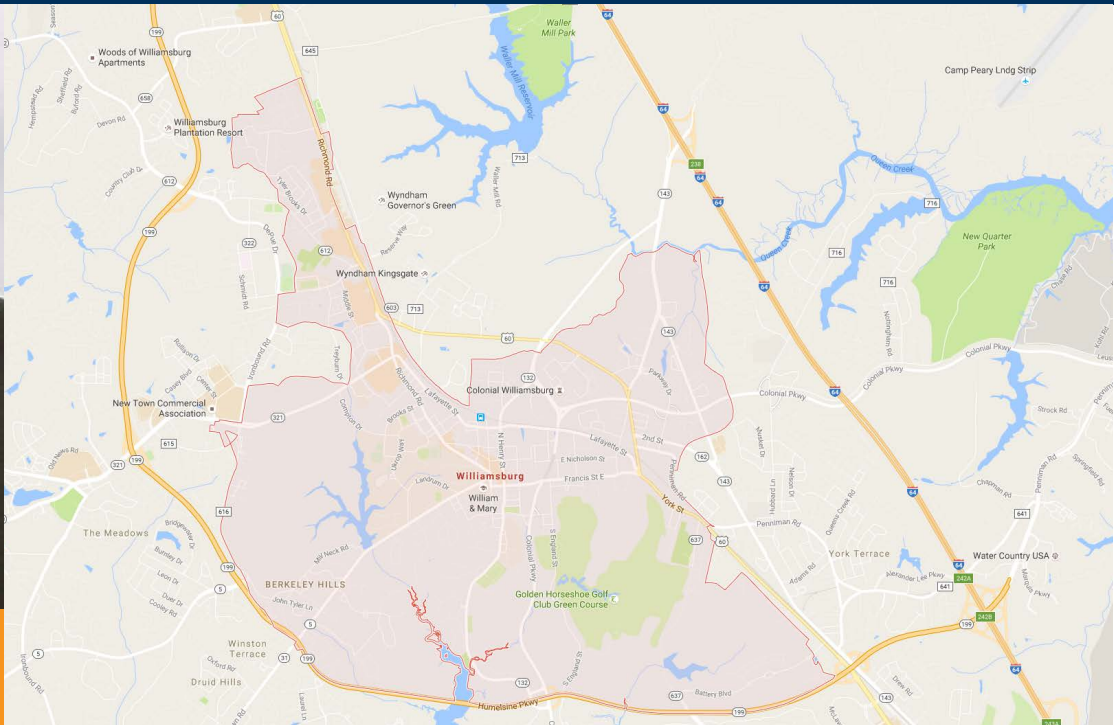
Community Outreach

At a Glance

Market: Williamsburg, VA
Average sales price: \$300,000



Bob & Peggie Smolko
Coaching Member



Annual GCI from Comm. Outreach

\$174,000

Leads
per Month
7

Appointments
per Month
3

Monthly Investment
\$40

Closings
per Year
18-22

Years in
Coaching
3

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The Lessons Learned

What were the 3 biggest stumbling blocks / mistakes you made along the way?

1. We were very careful not to be invasive/salesy at events and follow up. We were afraid of breaking their trust. Now we are confident in the value we bring and follow up properly.
2. Having all 120 teachers eat at once; now it's broken up into 4 blocks of time.
3. Not having a way to capture the emails of those in attendance.

What are the 3 tips you'd give to someone starting out on this lead source?

1. Be there to say thank you and be sincere 100% of the time. Do not break their trust.
2. Build a relationship with a teacher, then ask the teacher to approach the principal to setup a meeting.
3. Do not over sell and be there to say thank you. If you do those things the business comes to you.

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The Backstory

Why did you decide to add this lead source?

We wanted to go deeper into our community with people we love and respect. We committed to educate, inform and empower teachers in our community of home ownership.

How long have you been working community outreach events?

9 months.

How long did you think it would take to get positive ROI?

We didn't have a set amount of time in mind. It was started as an outreach program to say thank you with nothing in return, and then the leads and profit happened immediately :)

What was your original expectation on the ROI (1x, 3x, 10x)?

We didn't have one.

Do you run this campaign by yourself?

Yes.

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The Process

How many people are in your sphere?

639 and counting.

What is the community event all about?

The event is called, “The 11th Commandment, Honor Thy Educator.” It is an educators’ appreciation luncheon. It allows us to build relationships with teachers, principals and school districts in our geographic farm.

The 3 emails are sent out in advance to the entire faculty and staff to make sure they show up for a free lunch. Normally a group of 120 people attend each event, and we do 2 schools per month.

The purpose is to educate the teachers about the real estate market. During the luncheon we do a contest to “guess the sales price” of 2 new listings to capture lead info.

While on site, we do video interviews of teachers, the principle, faculty and more about the school and community. We then share this on our website and social channels.

Each event last about 2 hours and each interview is about 10 min.

What is your pre-community event process?

I work with my lending partner and the local restaurant owner to serve the food to the teachers. They prepare the food and our lender brings the drinks. I prepare the information about our new listings and information for the teachers to “guess” the price of our newest listings. This allows me to capture all of the email addresses.

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The Process

What is your process during the event?

We feed the teachers/educators, talk real estate, have them guess the sales price of our new listings, and we always take a group picture. The pictures go to the office in the school, the restaurant, and my real estate office. The teachers initiate all of the questions and conversations when it comes to their real estate needs, and we interact with them during the event.

How many people do you have at the community events and what are their roles?

4 total: Me and my wife, someone from the restaurant like the soup-chef, and the lender.

Once the lead is generated - what is your process for initial contact?

Initial contact takes place at the event. Then follow up via email/phone conversations.

What is your process for pre-qualifying your leads?

Buyer leads are sent to our lender for immediate qualification. We have conversations with seller leads and follow the pre-qualifying questions using [Tom Ferry scripts](#). After that I set the appointment.

What's your follow up process?

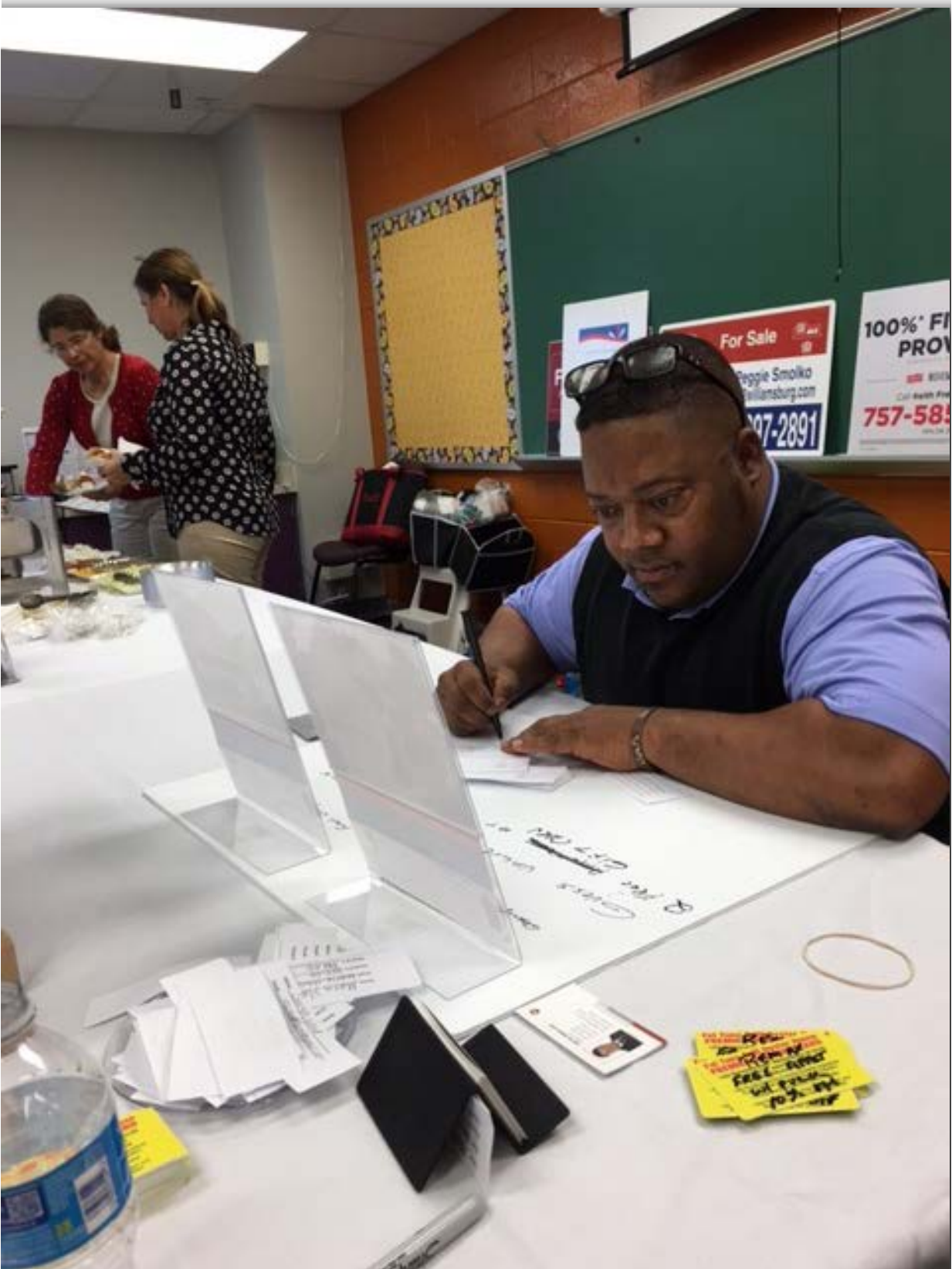
We have created over 1,800 new conversations in ten months while adding over 1,100 new contacts to our newly formed Niche Farm and database. This database immediately receives their principal's video interview in YouTube and a link to all of the principal interviews. The database also receives monthly emails regarding teacher specific lender programs and other teacher related news as well as market sensitive information from Keeping Current Matters. These emails also include a link to our Geographic Farm landing page.

What do you do with leads you don't convert?

We continue to drip email on them, and we will see them at other events and connect throughout the year.







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