



FATHOM
REALTY

99 AREAS

TO

Improve

YOUR

***REAL ESTATE
BUSINESS***

Our recommendation is to print this worksheet and circle 1-2 things from each category that need attention in your business. Next, develop your plan of action in those areas and begin implementing.



Social (Cost Free)

- 1 Facebook
- 2 Facebook Groups
- 3 Facebook Live
- 4 Facebook Stories
- 5 LinkedIn
- 6 Instagram
- 7 Instagram Stories
- 8 YouTube
- 9 Twitter
- 10 Snapchat
- 11 TikTok

NOTES



Email

- 1 Email drip campaigns
- 2 Email newsletters
- 3 Video emails
- 4 Email follow up messages
- 5 Email market updates

NOTES



Local Market Content

- 1 Market Updates
- 2 Updated CMA's
- 3 Local Businesses
- 4 Local Attractions (parks, trails, etc)
- 5 Local Events
- 6 Local Market Expertise

NOTES



Property

- 1 New Listing Promotion
- 2 Open House
- 3 Mega Open House
- 4 Follow up After Open House
- 5 Just Listed
- 6 Just Sold
- 7 Updated Virtual Tour
- 8 Updated Photography

NOTES



Lead Nurture and Conversion

- 1 Past Open House Leads
- 2 Past Online Leads
- 3 Follow Up on Every Lead

NOTES



Virtual

- 1 Virtual Tour
- 2 Video Tour
- 3 Virtual Listing Presentation
- 4 Virtual Buyer Consultation
- 5 Virtual Showings
- 6 Virtual Closings
- 7 Virtual Events for Past Clients
- 8 Virtual Home Buyers Class
- 9 Virtual Home Seller Class
- 10 Virtual Investors Class

NOTES



Paid

- 1 Zillow Leads
- 2 Realtor.com/Opcity Leads
- 3 Other Lead Buy Programs
- 4 Referral Programs
- 5 Google Ads
- 6 Facebook Ads
- 7 Facebook Boosted Posts
- 8 Facebook Retargeting Ads
- 9 YouTube Ads
- 10 Instagram Ads

NOTES



Website

- 1 Property Search
- 2 Blog
- 3 Update pages/content
- 4 Featured Listings
- 5 Local Content/Local Expert
- 6 Buy/sell Tips
- 7 Market Updates
- 8 Social Proof (reviews/
recommendations/testimonials)

NOTES



Additional Lead Generation

- 1 Expired
- 2 For Sale By Owner
- 3 Withdrawn/Cancelled
- 4 Referrals from Other Agents
- 5 Past Clients/Database Referrals
- 6 Referral Sites/Companies
- 7 Absentee Owners
- 8 AirBnB/Vacation Rental Owners
- 9 Investors

NOTES



Database

- 1 CRM
- 2 All contacts classified (past clients, buyer, seller, A/B/C ratings)
- 3 Create a regular communication plan for everyone in your database.

NOTES



Communication Tools

- 1 Phone
- 2 Text and Text Automation
- 3 Email Programs and Add-ons
- 4 Video (Zoom, Go To Meeting, BombBomb, etc)
- 5 Social Messaging

NOTES



Business Planning

- 1 New/Revised 2020 Plan
- 2 30 Day Plan
- 3 90 Day Plan
- 4 Tracking Systems
- 5 Accountability Metrics
- 6 Daily Schedule

NOTES



Direct Mail

- 1 Market Updates
- 2 Newsletters
- 3 Listing Information
- 4 CMA Offer
- 5 Farm Area
- 6 Buyers Guide
- 7 Sellers Guide
- 8 Reason Why (to buy or sell now)

NOTES



Safety

- 1 Personal Protective Gear
- 2 Policies for Showings
- 3 Policies for Closings
- 4 Working With Co-op Agents

NOTES



Customer Service

- 1 Answer Your Phone
- 2 Respond to Emails ASAP
- 3 Practice Speed to Lead

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