



THE BRODKIN TRAINING METHOD

Module 15 - Lesson 6

It's Game Time!

TheBrodkinTrainingMethod.com



The Brodkin Group



FARMING ACTION PLAN CHECKLIST

- Set a deadline for analysis and selection of Farm
- Order the Farm Packet from Title
- Obtain Floor Plans
- Import Your Farm to CRM
- Create your Marketing Content
- Implementation exposure strategies (some or all of the following):
 - Leverage new listings in your farm
 - Leverage Market Snapshot from Top Producer
 - Community Activities
 - Join or Sponsor a Neighborhood Facebook Page/Group
 - Create a Neighborhood Website
 - Others





- Download and customize the TBG Listing Presentation Powerpoint
- Download and personalize the Home Seller Guide
- Customize Your Marketing Proposal and Service Commitment
- Practice and role-play your Listing Presentation
- Practice and role play seller's objections
- Top Producer Users: Copy the Seller Action Plan & revise/customize as needed
- Personalize the Listing Checklist as needed

