



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

