

Online Summit – Spring 2013

How to connect with your past clients, build life-long relationships, and generate massive repeat & referral business with client appreciation parties.

By John Jones



John Jones

**John Jones Real Estate
Murfreesboro , TN**

Team-oriented company

Team of 10

284 sold units in 2012

**Over 3000 units sold in my career
(That's a lot of past clients)**



Lead Conversion Rates

Source: NAR

- Cold direct mail 2000:1
- Cold internet 1600:1
- Cold phone 500:1
- Door knocking 100:1
- Personal contact w/ friend 50:1
- Ad calls 25:1
- Sign calls 20:1
- Open houses 15:1
- Walk ins 10:1
- Past buyers 9:1
- Past sellers 4:1
- Referrals 3:2

There are a few things we know!

- The easiest client to work is a referral!
- It's the least expensive client to obtain.
- They have the easiest conversion rate.
- It's soundest way to build a great real estate!

Lead Generation

- Marketing (you attract them and they find you)
- Prospecting (you find them)

Prospecting

- Cold (people you don't know)
- **Warm (people you do know)**



Herbert Research Study

- Buying and selling takes 9.3 months to 21 months. During this time buyers and sellers select a Realtor in 1 to 3 days.
There choice is quick and arbitrary based primarily on FLOW.

What is Flow!

Frequency of Interaction

How many touches?

- Gary Keller says 33 per year.
- Larry Kendall says 24 touches.

Kind of touches?

- Emails
- Newsletters
- Cards
- Handwritten notes
- Phone calls
- Face to face

People like to do business
with people they
know ,like, and trust!

**...but we also have to be
in their flow!**

**Realtors do a lousy
job of cultivating
Referrals!**

#1 Thing that holds us back!

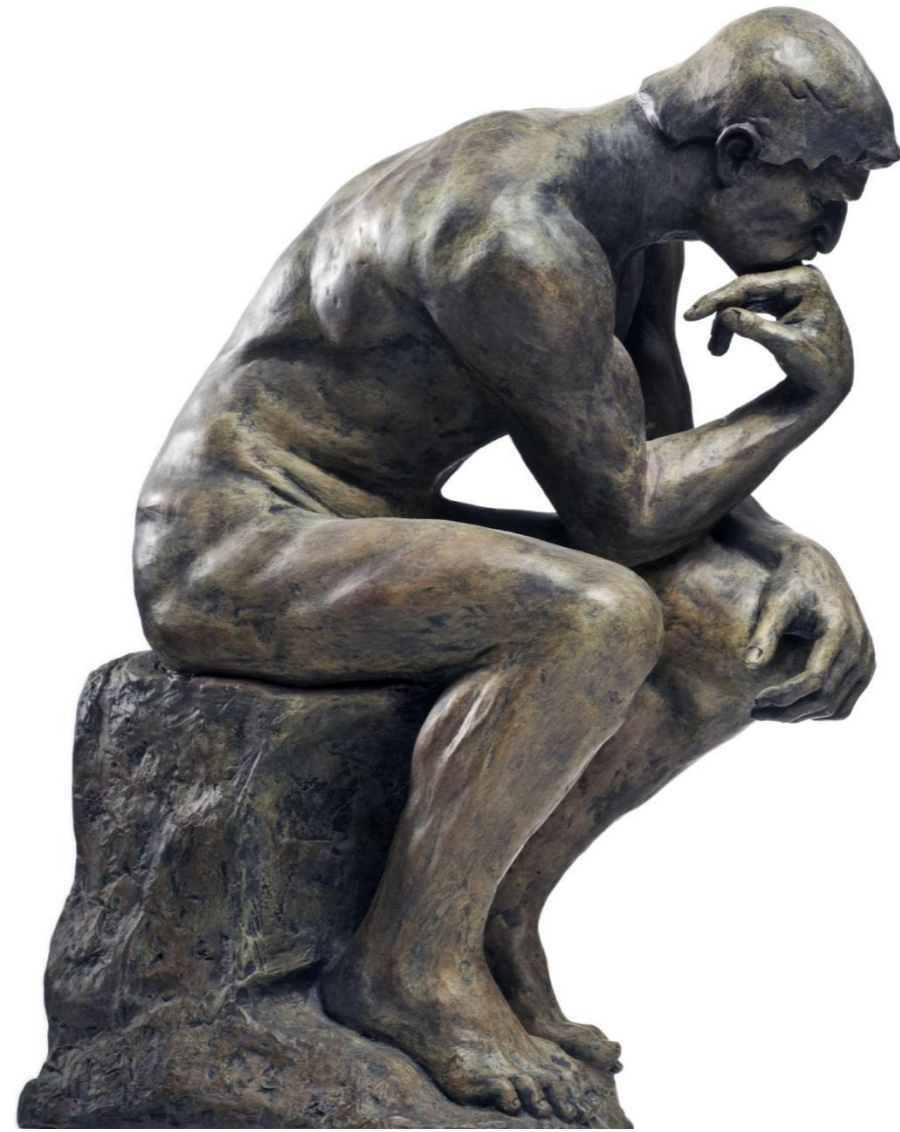
- **FEAR**
- Fear is the absence of love!
- If you start focusing on creating value and love, fear goes away!

How can we take **Fear**
out of Prospecting?

The Best and Worst
Thing that happened
to me

The Thunder Clap Market

- I got busy
- New construction
- I forgot about my past clients



The Big Idea

Build a System That Fits You!

- I get bored easily
- I am easily distracted
- I am high "I" personality
- I am very social

Client Appreciation Events




john jones
real estate

Get Your
FREE
Apple or Pumpkin Pie

A Heartfelt Thanks
TO ALL OUR CUSTOMERS, BOTH PAST AND PRESENT

AS A TOKEN OF OUR APPRECIATION, PLEASE JOIN US FOR OUR ANNUAL PIE GIVEAWAY.
PIES WILL BE AVAILABLE FOR PICKUP ON TUES NOV. 20TH FROM 9:00 - 5:00 P.M.
AT JOHN JONES REAL ESTATE, 239 JOHN RICE BLVD. SUITE A IN MURFREESBORO
RESERVE YOUR APPLE OR PUMPKIN PIE NO LATER THAN NOVEMBER 9TH
VISIT OUR WEBSITE WWW.JOHN CJONES.COM/CLIENT-APPRECIATION
OR CALL US AT 615.867.3020 TO RESERVE YOUR PIE

JOIN US!



JOHN JONES REAL ESTATE
3RD ANNUAL CLIENT APPRECIATION EVENT
SUN. FEBRUARY 17TH
CHECK-IN STARTS AT 1:45
ACTIVITIES BEGIN AT 2:00 AND LAST UNTIL 4:00
AT LANES, TRAINS & AUTOMOBILES

BRING THE FAMILY & ENJOY FREE BOWLING, LASER TAG,
ARCADE GAMES, BUMPER CARS, POPCORN & DRINKS

RSVP ASAP AT WWW.JOHN CJONES.COM/CLIENT-APPRECIATION

BBQ in the Park

John Jones Real Estate's Spring Client Appreciation Event



SATURDAY, MAY 19TH
@SPORTS COM FROM 11:00-2:00PM
FEATURING: FOOD & ENTERTAINMENT FOR THE WHOLE FAMILY!
RSVP Online @ www.JohnCJones.com/Client-Appreciation

The Benefits

- It creates value
- We can love on them
- 6 to 7 touches per event (18 to 21 total)
- We stay in their FLOW

Who do we Invite

- Past clients
- Current clients
- SOI
- Warm Prospects
- Vendors

JOIN US!



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Rent out a Bowling Alley

Winter- February

Invitation

JOIN US!



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Touches

- Initial email save the date
- Card
- 2 reminder emails
- The event
- Thank you email
- Total of 6 touches one event.



Kids and Fun





Cost of Bowling

- \$4000
- Free bowling, free popcorn and cokes, arcade games and laser tag
- 2 hours on a Sunday
- Invite 1000
- 300-400 usually attend
- Door prizes

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BBQ in the Park

- BBQ ribs , chicken and brisket
- Music
- Covered Pavilion
- Blow ups for the kids.

Great food



Great Fellowship



Great Fun



Cost of BBQ

- \$1000 food
- \$2400 on blow ups
- \$500 misc.
- **Total \$3900**

Free Pies at Thanksgiving



 **john jones**
real estate

Get Your
FREE
Apple or Pumpkin Pie

A Heartfelt Thanks
TO ALL OUR CUSTOMERS, BOTH PAST AND PRESENT

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Clients Come by All Day Long



They Come to our Office



Two Options Apple or Pumpkin



Cost Of Pies

- Pies are \$4.99 (publix)
- Average around 300 pies
- total cost \$2000

John Jones <john@johncjones.com>
To: talya@johncjones.com

Mon, Feb 18, 2013 at 11:38 AM

Hello John Jones Real Estate Friends and Family!

Thank you so much to those of you who were able to make it to our 3rd Annual Bowling Event. We had a blast and hope you all did as well!

We would greatly appreciate if you all could take a quick second to leave a brief review about your experience with the Jones Team on our Zillow page.

Please click here to leave a review on Zillow

Also, be sure to "like" us on Facebook and check out all the fun pictures from the day!

<http://www.facebook.com/MurfreesboroRealEstate>

Thank you



This message was sent to talya@johncjones.com from:

John Jones Real Estate | 239 John Rice Blvd. Suite A | Murfreesboro, TN 37129

Email Marketing by
iContact 
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Social Media



A screenshot of a mobile phone displaying a Facebook page for 'John Jones Real Estate'. The page shows a post from February 17 titled 'Jones Team 3rd Annual Bowling Event (114 photos)'. The post text reads: 'A big thank you to all our friends, family, and clients who made the 3rd Annual Bowling Event the best one yet! We so appreciate your business, referrals, and friendship. Enjoy the fun photos and please feel free to tag anyone you know! — at Lanes, Trains, and Automobiles.' Below the text is a large group photo of the team. To the right of the main post is a vertical list of comments from users like 'Scarlet Mayes' and 'Dawn Rae May'. At the bottom of the screenshot, there are more posts from the same page, including one dated February 14 with the text 'Happy Valentines day to everyone especially to my favorite, Tracy Jones!' and another dated February 13 with the text 'Clients and friends (you know who you are) join us Sunday 2/17 at Lanes,Trains and Automobiles for fun. Its free!!!!!!'. The mobile interface includes a status bar at the top with 'AT&T', '10:01 PM', and '60%' battery, and a browser address bar showing 'www.facebook.com/MurfreesboroRealEstate'.

My Role at the Events

- Love on everybody
- Ask questions about them
- Thank them for their business and referrals
- I say referrals a lot
- Smile and have fun

Return on Investment

- Hard to Quantify
- We did 130 units last year by referral or SOI (\$650K GCI)
- 3-4 referrals at the event! (17.5K)
- Our referrals have increased by 30% since we have started doing these events!
- Approximately \$350,000
- \$10,000 cost on all 3 events



Some Observations

- Kids ask me about the events throughout the year.
- I get a lot of thank yous from people that are invited but don't come.
- They generally appreciate it.
- We stay at the forefront of their minds
- We have creates kind of cult following
- I get comments from non clients that say their realtor doesn't do anything for them

Other Ideas

- Christmas Party Pics with Santa
- Rent out movie theatre
- Easter egg hunt
- Free pumpkins
- Amusement park or water park

In closing

- Do something
- Stay in the flow of your clients lives
- Add value to their lives
- Focus on them
- Love on them

Money will start to flow
like the Mississippi
River

Q & A