

TOP PRODUCER COACHING & TRAINING

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Training Calendar | Video Tutorials | TP8i Software | Hints-Tips

Free Newsletter

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TOP PRODUCER® e-mail newsletter for July 2010 from Dwight Kitchens

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Recipient.company

Recipient.letter_salutation

For our US clients, it's time to celebrate our nation's birthday once again. This year we find ourselves near Boston, Massachusetts. While the Boston Pops come to mind, I think we may attempt to avoid the crowds. Traveling from the outskirts into downtown Boston for TOP PRODUCER 8i training is stressful enough. But, in mentioning birthdays, it brought to mind a new tool you have available to record your client's birthdays and recognize them each year. Check out the second article below for more details.

We're heading for Canada for four weeks prior to resuming our TOP PRODUCER 8i training tour. We look forward to seeing many more of you upon our reentry into the U.S. through Buffalo, NY.

If you want to enhance your practice, and work in either New York, Ohio, North Carolina, Georgia, or Florida, don't forget to check our training locations and dates below. Our hands-on training permits you to enhance your practice thru improved use of TOP PRODUCER 8i. As always, training comes with a money-back satisfaction guarantee.

Dwight

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Check www.DwightKitchens.com for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

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1. Training Schedule:

If you want to learn how to effectively use TOP PRODUCER 8i, consider joining us for one of our hands-on training experiences. Over two days, fourteen hours, you will learn how to make maximum use of your database and integrate it into your practice. Click the hyperlink to find more details for your desired location.

Manchester, NH	July 8th & 9th
Buffalo, NY	August 26th & 27th
Cleveland, OH	August 30th & 31st
Columbus, OH	September 2nd & 3rd
Raleigh, NC	September 9th & 10th
Charlotte, NC	September 15th & 16th
Atlanta, GA	September 23rd & 24th
Destin, FL	September 27th & 28th
Ocala, FL	September 30th & Oct 1

2. Recording Birth dates

If you have not been doing so, I encourage you to record the birth dates of your clients. It is so nice to be able to remember those birth dates when talking with the client on the phone. Additionally, either sending an e-mail or an actual card makes a very favorable impression at little expense.

Within a TOP PRODUCER 8i Contact Record, you find the stored birth dates under the Associates tab, within the actual name details. Not necessarily intuitive. Alternatively, you could have a 'birthday plan' assigned to the client which would cause the actual birth date notice to show up under Activities, Incomplete as "Birth date Reminder for ...(client's name) with the appropriate date. If you setup a reminder XX days prior to the birth date, you would receive notice. This should prompt you to either call or send a physical card if set as either an Activity

Type of "Call" or "To Do". Alternatively, if you set the Activity Type to "E-mail", you have the option of either being reminded to send the e-mail manually, or have the machine automatically send the e-mail as part of your plan.

Now, getting the birth date is often difficult. Previously, we either asked our client outright or searched online at <http://www.birthdatabase.com/query.php>. Unfortunately, this tool works for U. S. clients, but not for our friends in Canada.



BirthDatabase.com

FREE Birthday Search

Can't remember the birthday of a friend, relative or co-worker?
Search our database of 120 million names and birth dates:

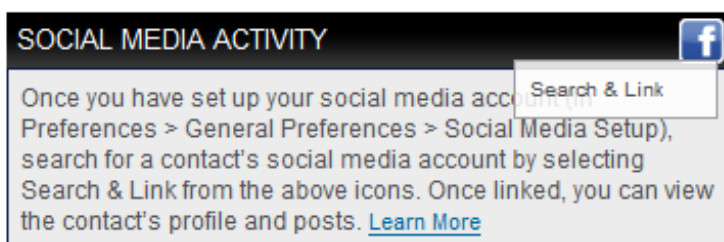
First Name Last Name Estimated Age


Note: Our information comes from official government records so it is best to search using the person's full first name, like Robert instead of Rob or Joseph instead of Joe. But, if you do not find their birthday after your first search, try again using their shorter first name. Also, the City/State/Zip shown in our results may not be current. It is what was listed on file at the time our data collected, and just used to help you identify the correct person. Use our free database to search tons of birth records and find the public record you are looking for. We offer this database free, these are provided by the government. **Free public records**

First Name	Last Name	Birthday	City	State	Records
DWIGHT	R KITCHENS	1948-03-13	Churchville	MD	Find Public Record
DWIGHT	C KITCHENS	1955-11-22	Atlanta	GA	Find Public Record

Total records: 2

Alternatively, we now have our new link capabilities through Facebook. If you didn't notice this last month, you missed a significant offering from TOP PRODUCER Systems, Inc. Again, when within the Contact Record, Summary tab, you find a Facebook option in the lower right-hand corner. If you click the Facebook icon, you get a Facebook - Search & Link option. Choosing this presents you with Facebook clients of the same name as your client.



SOCIAL MEDIA ACTIVITY 

Once you have set up your social media account (under Preferences > General Preferences > Social Media Setup), search for a contact's social media account by selecting Search & Link from the above icons. Once linked, you can view the contact's profile and posts. [Learn More](#)

A manual check of the profiles will hopefully help you determine which Facebook client matches with your client. Click 'View Full Profile' if you don't recognize the photo of your client to see if you can get a match. Once you know the correct client, click 'Link to Contact'





and the photo will automatically be placed on your Contact Record header.

SEARCH RESULTS

First Name: Last Name:

OR

Know the UserID or Profile Link:

PROFILE PICTURE	NAME	PROFILE URL
	you	View Full Profile
	Dwight Kitchens (no network)	View Full Profile
	Dwight Kitchens (no network)	View Full Profile
	Dwight Kitchens (no network)	View Full Profile

Once you 'View Full Profile' and choose your client's correct record, your TOP PRODUCER 8i software is linked to your client's information and profile.



View Photos of Me (4)

Edit My Profile

TOP PRODUCER 8i Certified Trainer and Certified Professional. Provides hands-on training for REALTORS nationwide.

Information

Relationship Status:

Married

Birthday:

March 13, 1948

Current City:

Tampa, FL

Friends

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Info

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Events

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What's on your mind?

Attach:    



Dwight Kitchens 12 GA CEUs with course completion (tuition includes box lunch each day)



Atlanta, GA: TOP PRODUCER 8i hands-on training

Thursday, September 23, 2010 at 9:00am

Georgia Institute of Real Estate, 5784 Lake Forrest Drive...



11 hours ago · Comment · Like · Share · Invite guests



Dwight Kitchens Register at www.DwightKitchens.com



Raleigh, NC: TOP PRODUCER 8i hands-on training

Today at 12:00am

Raleigh Regional Association of REALTORS, 111 Realtors Way...



11 hours ago · Comment · Like · Share



Dwight Kitchens Register at www.DwightKitchens.com



Columbus, OH: TOP PRODUCER 8i hands-on training

Thursday, September 2, 2010 at 9:00am

September 2-3, Ohio CEUs, Columbus Board of REALTORS, 2700...



11 hours ago · Comment · Like · Share · Invite guests

Of course, you will often find that your client has provided a Birth date under the Facebook Info tab. Use this date to transpose the Contact Record - Associates - Client's Name - Birth date into the Year-Month-Date format (YYYY-MM-DD) used by TOP PRODUCER 8i.



View Photos of Me (4)

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nationwide.

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+

About Me

Basic Info

Sex:  Male
Birthday: **March 13, 1948**
Relationship Status: Married
Looking For: Networking
Current City: Tampa, Florida
Hometown: Lakeland, Florida

Bio

TOP PRODUCER 8i Certified Trainer and Certified Professional. Provides hands training for REALTORS nationwide.

Work and Education

Once you have recorded the birth date, it is time to either include a recurring event, or apply a plan. Personally, I encourage you to develop a plan. I'll discuss this more next month.

3. Leads from an enhanced REALTOR.com listing

Many REALTORS are subscribing to the enhanced REALTOR.com listing. If you find that numerous potential clients find your properties at www.REALTOR.com, having an enhanced listing insures that they are able to contact you by publishing your contact information, rather than merely that of the brokerage.

Now, I hope that you are using Customer Lead Forms on your personal REALTOR web-site. TOP PRODUCER 8i provides three generic lead forms, yet for customized web-sites, you have the option of integrating either .cgi or .asp script to make a fully customized lead form as well. Personally, I would leave this to my web developer, but I would certainly do it to insure that my leads flow directly into TOP PRODUCER 8i.

Back to REALTOR.com, with an enhanced listing, you can have leads flow directly into your TOP PRODUCER 8i database. Yet, you must turn this feature on and insure that it links properly. Goto "Preferences, Contacts, Lead Provider Setup, Add Lead Provider". Click the drop-down beside "Lead Provider Name" and choose "Realtor.com" from the list. The URL of <http://tpleads.realtor.com> fills in automatically. Now, you need to complete the Username and Password with the one issued with your enhanced account (not your standard REALTOR.com account). If you forgot, you can use the option on this page to have REALTOR.com send you the password. Once setup, you should be able to inquire about your listings at www.REALTOR.com and the lead will show up automatically in your TOP PRODUCER 8i

lead manager.

4. Let's talk postcards

Varying your marketing materials make sense. Not everyone can be reached by inexpensive e-mail. Therefore both postcards and letters still make valuable supplements to your personal telephone call list. Of course, postcards are sometimes less expensive than letters, and are generally easy to produce. But, understand, your postcards may use more color than a letter as they may include photos which are not included within your letters. This may make them more expensive per piece unless you are cutting your ink expenses with something like a Continuous Ink System for your inkjet printer.

But, for those who need customized postcards, one alternative is to develop your postcard templates so that they are available for immediate use. Then, when needed, all you need to do is choose your template and merge your data.

Unfortunately, depending upon what you desire to merge, you may be limited to merging only one side of the postcard, although you may print on both. Consider the 4 up cards which print on 8.5 X 11 inch stock. These print properly with one side merged with client data (name, street address, city, state, zip) and REALTOR data (called the address side). The second side (called the picture side) may merge REALTOR data but must have fixed data about properties (nothing merged on this side about the addressee's person, property, etc.). This would permit you to publicize a newly listed property with photos, statistics, etc. about this property. This same data will print on every 'picture side' without customization specific to the addressee.

Fortunately, if you desire to merge addressee data on each side of the card, there is a simple solution. Change to a jumbo card which prints two per 8.5 X 11 inch piece of stock. The first card is on the top of the stock, while the second card is on the bottom of the stock. So long as you watch how your printer collates the output, you may turn it over and print the second side. In this case, the second side can merge data from the addressee's contact record. An example would be sending a jumbo card to each client in your database placing such information as the property's 'front view' picture, address, house style, number of bedrooms, number of bathrooms, square footage, etc. on the picture side of the card. The card might say something like:

Are you ready to put (merge code: Property-Address) on the market?

(merge code: Picture-view front)

If you are finding your (merge code: Property-number of bedrooms) bedroom, (merge code: Property-square footage) square foot home insufficient for your needs, now may be the time to trade-up.

The advantage of this type of jumbo card is that information specific to your client will show on the picture side. Therefore, both the address side and the picture side are specific to your client

and their property.

Now, based on cost, you might consider subscribing to the LivePost option offered by TOP PRODUCER Systems, Inc. Here, a third party printing company accepts your merged data as it is sent through their proprietary printer driver. As the data arrives in Texas, they choose the card you have selected and merge the data. Once printed, it gets either bulk or first class postage added and is sent through the USPS. You can see examples of postcards available under the LivePost option by checking Home > Marketing > Template Library> Postcards and choose LivePost from the drop-down selection. You provide your credit card information and an initial deposit. Each time you use the LivePost cards, monies are deducted from your account. Once you reach a minimum, your account is again refreshed by a charge to your card. Very similar to an electronic toll card in your card.

So, if you require postcards, you should consider whether you need to merge client data on one or two sides, and whether you want to print them yourself, or have a third party do most of the work for you.

5. Realtor.com data available with iPhone application

Yes, many REALTORS are using putting their iPhone to good use. One new application is the availability of finding listings on www.Realtor.com right on your iPhone. If you want access to all the recent listings, add this application to your iPhone now!

Description:

<http://www.realtor.com/iphone?source=a27591>

Download:

<http://itunes.apple.com/us/app/real-estate-search/id336698281?mt=8&source=a27591>

6. Market Snapshot Ad Creator for Craigslist

Hopefully, you've started to use both Facebook and Twitter links within TOP PRODUCER 8i. One item you may have overlooked is the new Ad Creator for Craigslist. This is a great way to offer your free Market Snapshot service to potential clients. Check out the link below to see how this may be put to use.

<http://www.topproducer.com/campus/strategies/craigslist/craigslist-ad-creator/menu-id-558>

7. LivePost Adds Market Snapshot Postcards

You now have new sets of both regular (4" x 6 ") and jumbo (5.5" x 8.5") postcards available

schemes.

While the templates look great, you must customize two items;

- a. Your own Market Snapshot landing page URL must be inserted (otherwise, the link would be generic rather than your own)
- b. You must delete in instructions section from the bottom of the card (you don't want your client to see any of this)

The easiest way to do this is to copy the card(s) you desire to use to your own library, make the modifications, and they are now available for your use. Consider using these where you are got a lead with a street address but no e-mail address. Additionally, consider using these when you are attempting to build a new farm area. This might be done by importing a neighborhood's tax records into TOP PRODUCER 8i (with an appropriate contact type assigned to all the records), and then mass mailing thru LivePost with one of these postcards.

Agent.signature

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