Listing Agent Drip Campaign

					In Process Campaign (call every Tuesday, mail at key milestones)					
Targets	Phone #	Property Address	Buyer	Closing Date	Day app is disclosed Welcome Call	Application Signed Panic Pills	Loan Approval Payday Candy Bar	Post Close Shot Glass	Tuesday Update Calls	Determine if pursuing long term

Post Close Campaign (mail bi-weekly, calls mixed in, goal is to schedule a meeting)						
Calls to schedule meeting	Meeting Date	Week 1 (Post Close)	Week 3 (Post Close)	Week 5 (Post Close)	Week 7 (Post Close)	Week 8 (Post Close)
		7L Book with note	CORE CD - "Win the Listing"	Dice	Lottery Tickets	Wrap up call (move to updated Group in ACT and determine if goes on Top 40 Realtors List)