

# Expired Marketing

## Best Agent Business

Best Agent Business believes that 20% of all clients should be using Expired Marketing. We also believe that Expired Marketing should not be started unless a minimum of 6 months is committed to the program and ultimately a year to see the full realm of results. It is also advised that 20% of a clients marketing budget be used toward Expired Marketing in order for the program to work properly and produce the most results.

Kick off – Client agrees to a 5 hour analysis of current Expired program. The time will be used by our Expired Database team to do complete analysis of program and pull information based on criteria that will be tweaked during this process. The time will also be used to see if the Expired Marketing financially makes sense and what the budget overall should be. The initial analysis may take 1-2 weeks as we want to go slow to make sure we have the information exact and also documented.

Once the initial analysis is complete, you will be asked to sign an agreement stating that you are willing to commit to a minimum of 6 months to see your Expired Marketing program evolve and the results start to flow. The average time Best Agent Business has seen for complete Kickoff is 10 – 15 hours.

Database Management – As seen above, Expired Database Management takes on average, 1-2 weeks from when we get RedX, MLS and any other logins needed. It often takes 4-5 test runs of data to review and tune the exact criteria and pull backlog of Expireds, which is done in initial 5 hour analysis. We will then start to run weekly process specifically designed for each client, to pull data and import into the database. We also do backlog pull of Expired of 3-12 months prior. The time to pull leads is about 20-40 minutes per week. Average kick off time for Expired Database Management is 5 hours.

Mailing – Mailings should be a definite part of your Expired program. Mailings should only be done for a minimum of 6 months to see results. Generally you will not start to see results from mailings until 2-3 months after it starts. Mailings can be letters, postcards, or SendOutCards and should be a series of 10-15 mailings over a few months. Most leads are received between mailing 7 and 12. The mailing budget should be about \$10 per Expired. So, if you have budget of \$500/month for Expireds, we can only market and mail to about 50 Expireds per month. Work hours to do mailings is about 5-10 hours per month to finalize campaign and organize and then a weekly process of running reports and doing mailings either at your office, via our assistants, or through a print service. Average kick off time for Expired Mailings is 5 hours.

Calling – Optional but strongly encouraged regardless of if you use Best Agent Business or manage In-House. About 20-30% of the Expired leads have phone numbers. There are two ways to go about calling and you may choose to do one or the other or both. If you do the calling you need to commit to 1 hour per day consistently to see results. If we do the calling, we will use the Expired Seminar approach where we will offer them a gift card of \$10 (or amount of your choice) to list of stores approved by you to either do survey over the phone or have us send survey to them via email. This is not cold calling but rather offering a gift for their time to gain the information we need for you, the client. We can discuss calling options in more detail on the phone. Average kick off time for Expired Calling is 5 hours.

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