

Expired Marketing Analysis Database Checklist Best Agent Business

For Expired Marketing to provide the benefits of such a program, an initial analysis of the process and databases to verify that Expired Marketing is a form of marketing that will provide added business.

Below is a checklist of items that need to be considered when beginning an Expired Marketing Program:

- ❑ 5-hour analysis of current Expired program. If no program is currently being used, this time will be used to develop an entirely new process versus tweaking the current process.
 - Complete the analysis questionnaire so the process can begin
- ❑ After 5-hour analysis is complete, there will be a kickoff call to determine fit of the Expired Marketing program.
- ❑ Minimum of 6-month commitment to one year for program to be properly implemented to obtain the benefits of the program.
 - Once decided that Expired Marketing will work for client, each client is asked to sign a 6-month commitment letter.
- ❑ 20% of clients marketing budget to be designated to the expired marketing program.

Upon the completion of the 5-hour analysis, the client will need to approve the proposed expired marketing program and budget, which will be done on the Kickoff Call with Steve, Client, Key Assistant and Team Leader for Expired Marketing.

When the expired marketing program is approved the client will receive other checklists for the other 2 sections of Expired Marketing based on the needs of their program. These checklists will provide the client with further information of items that we will need to properly navigate their expired marketing program.

We will begin implementing the pieces of the Expired Marketing program by using the analysis-determined methods of marketing. The Expired Marketing Team can do the work for all of the methods or the client can determine which pieces he or she would like to handle and which pieces they would like the Expired Marketing Team to handle.

For further questions about the Expired Marketing Database Analysis please contact us at expiredfsbo@bestagentbusiness.com or 202-297-2393.