



THE ART OF COMPOUNDING RESULTS
HOW ONE SALE BECOMES THREE

with Oliver Lavers

PROSPECTING TRACKER

Time Block	Calls	Connects	Appraisals

Prospecting Strategy

What are recent sales or results I can prospect off the back of?

Who should I contact today based on these results?

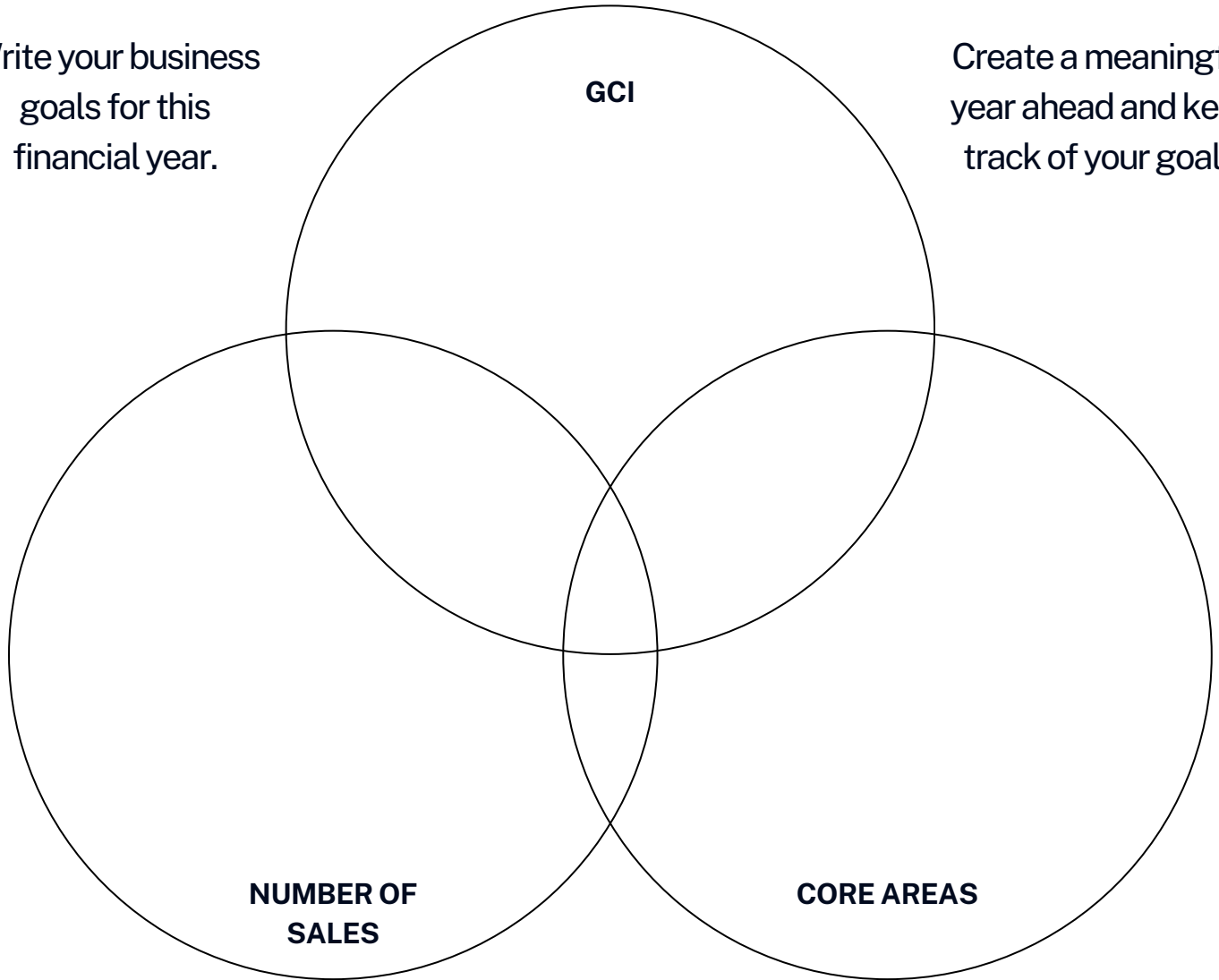
Target prospects:

What is the key message or insight I will share when I speak to them?

BUSINESS GOALS

Write your business goals for this financial year.

Create a meaningful year ahead and keep track of your goals.



ACTION STEPS



KEYS TO SUCCESS

1-3

QUALITY APPOINTMENTS

Minimum 1-3 quality appointments per day.

5

LISTINGS

5 per agent, each month.

4

SALES

4 per agent, each month.

2

2 AUCTIONS

Average 2 auction campaigns per month.

20%

MARKETSHARE

Aim for 20% per business development area.

50

CALLS

50 calls
30 connected per day
minimum.

ABOUT WINGMAN GROUP

Australia and New Zealand's fastest-growing offshoring provider.



OFFSHORING GUIDE FOR REAL ESTATE

TASKS YOUR REMOTE PROFESSIONAL CAN DO

Administration	Marketing	Database Management
Updating Contacts in CRM System (e.g. Vault, Rex, AgentBox).	Using Canva, RealHub, CampaignTrack to Create DLs.	Cleaning Contacts and Properties in Database.
Tracking Buyer and Seller Interaction.	Managing Social Media (Facebook, Instagram, YouTube).	Merging and Cleaning OFI Attendees in Database.
Adding New Property Listings (realestate.com.au, domain.com.au).	Creating Content for Social Media (Just Sold and Just Listed).	Searching OFI Attendees in ID4Me and RP Data to check property ownership.
Monitoring the Sales Funnel and Pipeline.	Sending eDMs and Newsletters (CRM, ActivePipe, MailChimp).	Creating Daily or Weekly Call Lists with RiTA.
Assigning Tasks and Reminders for Agents.	Create Signboards, Brochures, and OFI Packs.	Monitoring and Updating Pipeline in CRM and Excel.
Creating Appraisals or Proposals Based on Template (e.g. Canva, InDesign, Realtair, Engage).	Prepare and Send eBrochures.	Adding New Leads to Pipeline and CRM.
Book Photographer or Videographer.	Send Email to Vendor and Buyer for RateMyAgent/REA review.	Creating Expired or Withdrawn Call Lists.
Book Stylist and/or Trades.	Draft and Send SMS Campaigns to Database.	Monitor Potential Seller Activity on Realtair Proposals and Marketing Materials.
Prepare Weekly Vendor Reports.	Running Just Listed/Just Sold Paid Meta Ads Campaigns.	Creating Expired or Withdrawn Call Lists.
Create and Send Contracts.	Post Just Listed/Just Sold Stories on Instagram.	Tag and Segment Contacts e.g. buyer, seller, investor, landlord.
Load Contracts into CRM (e.g. Vault, Rex, AgentBox).	Responding to Messages and Comments on Social Media.	Assign Follow-Up Reminders and Tasks to the Agent.
Create Property Fact Sheet and WhatsApp Vendor Group.	Creating Weekly Reports on Social Media Ads and Posts.	Set Up Automated Birthday, Post-Sale, Anniversary Messages.
Request Rental Appraisal.	Resize and Watermark Property Photos.	Maintain Privacy Compliance.
Request DBYD, Form 2 Sellers Disclosure, Flood Map etc.		Record Referral Sources e.g. social media, past client, OFI.



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