



# How to Create a Real Estate Sphere of Influence

Your sphere of influence is quite simply everyone you know. It's your best friend in high school and your former neighbors, your kids' babysitter and your car mechanic.

For most people, the potential list is long so you'll need a strategy to sort by priority, function and follow-up needs.

Here's an easy step-by-step way to create a solid sphere of influence that will help keep the leads flowing year-round.



## Step 1: List Your Sphere

The first step to creating your sphere of influence, then, is to simply list everyone you know, including:

- Accountant
- Car mechanic
- Caterer
- Classmates from elementary, high school and higher learning
- Construction contractor
- Co-workers of spouse or partner
- Dentist
- Doctor
- Dry cleaner
- Electrician
- Family
- Florist
- Friends
- Families of kids' friends
- Hairstylist
- Nail or eyelash technician
- Neighbors
- Photographer
- Place of worship
- Plumber
- Restaurants frequented
- Roofers
- Social network contacts
- Sports teams
- Teachers
- Volunteer organizations

## Step 2: Deepen the Connection

Agents just starting to build their sphere will want to call their closest contacts. After all, they're the people who are most confident in your ability as a real estate professional.

Don't make the mistake of rushing the sales pitch too early in the conversation. Instead, actively listen to your contacts when you check in over the phone. Be present and engaged. Ask how they're doing with true interest and inquire if you can help in any way.

Look for opportunities to add value by making an introduction or sharing a market analysis. Find a way to stay in touch. Take note and follow through.

## Step 3: Nurture Frequently and Meaningfully

Making that initial call to new contacts and then abruptly dropping them into an email nurture campaign is not an effective means of working your sphere.

Rather, schedule consistent follow-up communication and use a variety of mediums, from social channels to print, texting to live events.

Take notes when you talk to contacts so you can remember details about their lives, such as their kids' and dog's name or a big occasion coming up in the future.

Supplement personalized communication with a monthly email drip campaign providing helpful tips and info, like recent sales, market stats and fun facts, and tips on how to raise the value of a home. Establishing rich points of connection will help you further the conversation.

