



LISTING LANGUAGE SUPPLEMENT ACTION LETTER – JANUARY DATABASE REMINDER

Hi Everyone-

I hope the beginning of the year is being good to you and that you are diligently working on your Database!!

Our February Action Letter is coming to you in a few days and it's going to be talking about [MARKETING TO YOUR DATABASE](#).

I feel so strongly about your database, and you getting the absolute most you can from it, that I am adding this Supplement Action Letter, to make sure you are on task with your DB and that you understand its importance. I PROMISE we will be getting into more exciting Actions, but your database is so important that we need to spend some time fine tuning it!

Earlier this month we focused on building NEW relationships. Real Estate, after all, IS a relationship-based business. It's not "SALES" its Relationships and Building Trust.

[Listing Properties & Working with Buyers, are a DIRECT RESULT of these relationships.](#)

The reason Real Estate is considered "SALES" is because sometimes you must build that trusting relationship, quickly. But let me ask you, what are you "selling" - are you selling yourself? No. You are finding common ground and building trust, you are gaining their trust because of your expertise, your confidence and your approach ability.

Moving forward, with every new stranger you meet, look at them as a possible future client, future friend, future referral source, because they will like and trust you. Strangers who become clients are THE BEST referral source because they have seen you in action, they've watched how hard you work on their behalf!! This cannot be stressed enough.

Keep in mind – your Database IS THE FOUNDATION of your business. YES, it is a boring subject and Yes so many agents ignore it. However, it is the most important piece to your business and yes, it is the **ONE THING** that agents let fall through the cracks. Some of you may feel that your database is so far gone, it will never get on track. Well, **TODAY is the perfect time to FIX THIS!!**

A database IS different than a CRM. A Database is filled with PEOPLE you've met and their information. A CRM (Client Relations Manager) is a TOOL that allows you to blast emails or assign tasks. Do not confuse the two! The beauty of the CRM is that it allows the Database to clean itself out with the Unsubscribe option, because sometimes you will end up with people in your database that you don't know and they have no idea who you are! So fill your database with everyone you meet, it will clean itself out.

ACTION ITEM: Moving forward mark on your calendar every month to add between 20 and 30 new people to your database. This will force you to stretch yourself and meet new people. Heck, you can grab 20 people just at Open Houses alone, but do your business a favor and stretch further than that.

HELPFUL HINT: Print out these Action Letters and put them in a notebook for reference.

Hit me up at support@listinglanguage.com if you need another copy of the January Action Letter.

Fondly,
Your Support Team at Listing Language.

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available at:
www.listinglanguage.com**