

Strategy 2:

THE POWER OF FORD

As a real estate professional, you already know that forging meaningful connections is the cornerstone of enduring success. The FORD methodology—an acronym for Family, Occupation, Recreation, and Dreams—offers a structured yet personable approach for realtors to delve into the lives of their prospects and clients, paving the way for authentic interactions and lasting relationships.

CONNECTING WITH PROSPECTS:

F

FOR FAMILY:

Asking about a prospect's family not only shows your genuine interest but also provides invaluable insights into their housing needs. For instance, a growing family might necessitate a move to a larger home or a neighborhood with reputable schools.

O

FOR OCCUPATION:

Understanding a prospect's occupation helps gauge their financial landscape and potentially their timeline for making a housing decision. It also creates a segue into discussing commercial real estate opportunities or home offices.

R

FOR RECREATION:

Delving into recreational activities unveils a client's lifestyle and preferences, which are crucial in recommending properties that align with their hobbies and leisure pursuits.

D

FOR DREAMS:

Discussing long-term aspirations can provide a glimpse into a prospect's future real estate needs, whether it's investing in vacation homes or relocating for retirement.

By embracing the FORD approach, realtors are not merely selling properties; they are aligning their services with the holistic lives of their clients, which in turn, propels their business forward in a meaningful and rewarding manner.

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The Princeton Perfect FLOW System!

You know you need to stay top-of-mind with your Top 200, but how? And how often? That is why we created the Princeton Perfect FLOW System! Here is how we break it down:

DAILY:

- ➔ Write two postcards a day to someone on your TOP 200
- ➔ Post on social media (need ideas? Take a picture of the QR code below!)
- ➔ Take 15 minutes per day to like/comment on posts from your TOP 200

WEEKLY

- ➔ Send a weekly email to everyone on your database. NO SELLING – just make it useful information or something fun. The point is to get your name to pop up in front of them.
- ➔ Post a #FridayWins post





MONTHLY

- Send a larger Newsletter with any current listings, recent sales, testimonials, local events, etc.

QUARTERLY

- You should be calling or connecting in person with everyone on your TOP 200 once a quarter.
- When you do call them – you should be using the FORD conversation method outlined earlier. To make that easier for you – we have made a littler cheat sheet!

THE FORD QUESTIONS CHEAT SHEET! 📌

F = FAMILY / FRIENDS

*Example Questions: Where are you originally from? How's the family? What is your son doing?
When does your daughter graduate?*

QUESTION ASKED	ANSWER

O = OCCUPATION

*Example Questions: What do you do for a living? How's business? What business are you in? How is everything
at work?*

QUESTION ASKED	ANSWER

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R = RECREATION

Example Questions: What are you doing for fun? Did you go to the game last weekend? What trips do you have planned? Did you get to the beach much last summer?

QUESTION ASKED	ANSWER

D = DREAMS

Example Questions: What are your plans for the holidays? Do you have any trips planned this summer? Your daughter is graduating this spring? – What are her plans?

QUESTION ASKED	ANSWER

By asking questions like these, and getting them answered, your relationship with the prospect is being built.

Listen carefully because your next question is embedded in their last answer.