

# 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.

# The Princeton Perfect FLOW System!

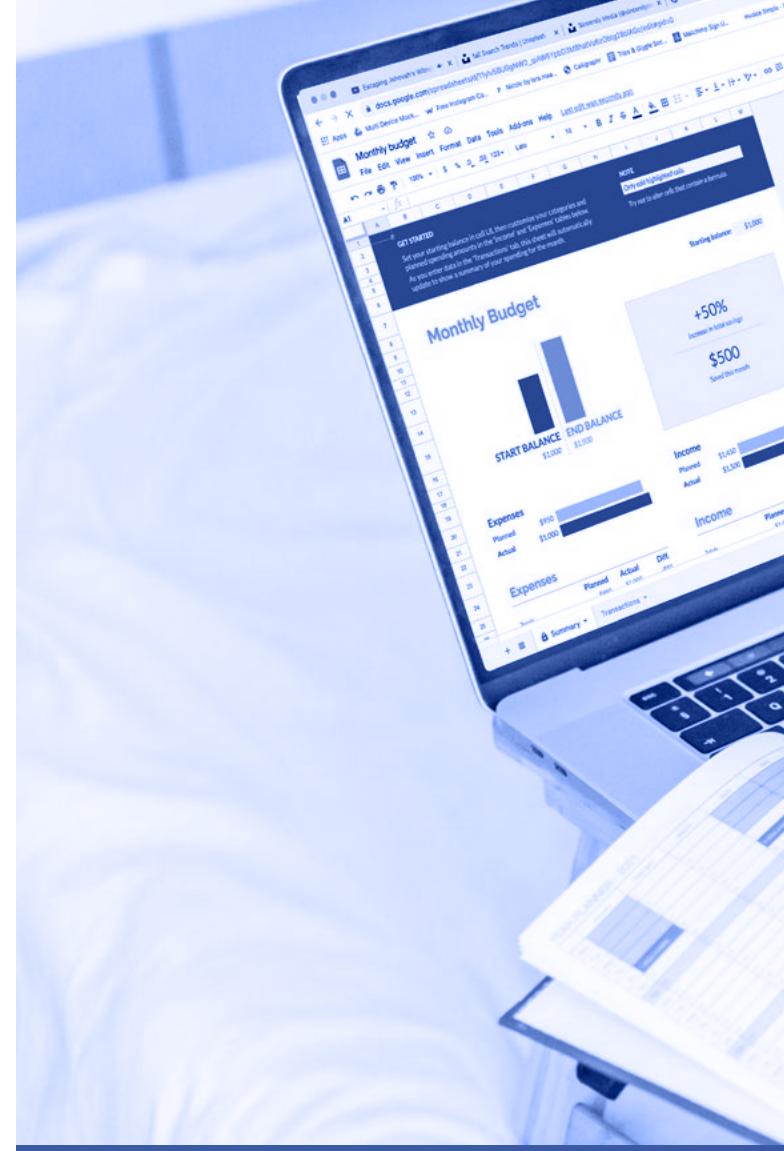
You know you need to stay top-of-mind with your Top 200, but how? And how often? That is why we created the Princeton Perfect FLOW System! Here is how we break it down:

## 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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## THE FORD QUESTIONS CHEAT SHEET!

### 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 |
|----------------|--------|
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### 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 |
|----------------|--------|
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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.