**Three Letter Recruiting Program**  

A 3 letter program for recruiting Referral Agents from outside your own company.

1. First letter – Can be sent initially, or sent after an initial phone conversation (with minor changes). If sending the letter first, the follow-up call should be made within a week maximum. If the letter has not arrived yet, simply tell the agent to watch for it and you’ll call back in a few days.
2. Second letter – Warm Response Letter, Sent after a phone conversation with a desire to hear more about the program.
3. Third note card – Sent only if the response to the first letter was NO or not interested.

Ideas for phone conversations:

* Always start with the benefit or result for the agent: “Hello, this is ---, we have developed a unique business plan to help agents desiring to work less and spend more time with family, friends and travel. I recently sent you a personal letter about it.”
* Honor their time: “Is this a good time to talk?” If no, “Sorry, how about I call back at a better time? How about tonight or tomorrow morning?” Give them an either/or choice!
* When you call back: “I hope this is a better time to talk.”
* Then: “I’d like to find a time to sit and talk with you about our unique plan.”

**Initial Referral Agent Recruiting Letter** 

Dear ---,

There are all kinds of classes on how to get into real estate,

 ***But no one taught us how to get out.***

***No one taught us how to take a day off and take care of ourselves.***

***How often do you wish you could be spending LESS time working***and ***MORE time with family, friends or traveling*** but just can’t figure out how that works for a successful Real Estate Professional like yourself?

There is a way because we help seasoned real estate agents who need time away from their business, ***whether it's just for now or for forever, today or someday.***

With advanced planning you can take the reputation you have built in Real Estate and continue to profit from it during your well-deserved absence. Our proven Stepping UP! Team offers:

* **No Company Split. Yes, you read that correctly - No Company Split!**
* We will market to your sphere of influence at our expense under ***YOUR NAME, as a leader within a growing team.***
* **You will retain website and online presence.**
* **You will work as little or as much as you want.**
* **You will continue to earn income.**

I'd love to sit down with you for 30 minutes for a confidential chat with more details. You can ask any questions you may have and see if these ideas work for you now or even a few years from now. I'll give you a ring within the next couple weeks unless you reach out to me sooner.

Sincerely,

**Referral Agent Warm Response Letter** 

Hi ---,

Thank you for...

I understand you're not scaling back today, so please look at this as gathering information now for when the time does come! When you're ready, you'll then have a plan and platform to work from without the stress of wondering now what?

You'll see the short version of our program attached. In the attachment there's a comparison of our **Stepping UP!** program and other programs. Our program is unique and only offered by us at Long Realty.

**The premise: You hire a Team to ease your workload and you still earn income!**

The biggest benefits with our system are:

* **You remain an active agent, without giving the impression of being “Retired”.**
* **You keep a web presence.**
* **We provide business cards featuring you with your team.**
* **We market to your sphere of influence in your name as a leader within your team.**
* ***Exclusive to our program!* You get paid on any business referred by you or your website AND you get paid on referrals from your referrals!  *No other program does this!***

Your business is personally cared for by a professional, established team. Through our proprietary software, we are able to accurately track the business that is yours and ensure you get income from your years of hard work for years to come!

We’ve had agents working in Stepping UP! for over 5 years. One agent did more sales volume the first year she became a Stepping UP! Agent than she did the last year she worked as a full-time agent on her own. She stopped giving the little deals away and her clients still don’t consider her retired.

I look forward to speaking with you.

Sincerely,

**Referral Agent Cold Response Card** 

If the answer is NO, or don’t contact me again, consider sending the following notecard:

Dear ---,

Thank you for taking my call Wednesday. I appreciate your time. I’ve enclosed my card, so if in the future you want to work less and continue to earn commissions, you can reach out to me. I’d be glad to hear from you.

Sincerely,