

the 8 week database

Having a high functioning database, is as important as having a highly accurate database. What good is all this great research you are going to knock out, if you never really use the information you are imputing? By sorting your database into 8 groups early on, you are setting yourself up for some very effective prospecting!

So, why 8 weeks? This gives you the ability to focus on 1 segment of your database-with detail-for a week at a time. Additionally, a rotation of 8 weeks, allows you to get through the totality of your database 6 full times in a year. Throughout this program, we will organize your prospecting and marketing efforts to be as effective as possible, by being able to attach everything to this 8 week rotation. Many agents get myopically focused on small portions of their database, going with calls that feel easiest, rather than really working their entire database. While this may feel like a more comfortable space to work in, these agents lose listings and opportunities every day to agents who are working other areas of their territory. By sticking to a solid database rotation, you enable yourself to have a more successful presence in your marketplace, and ultimately to become THE market expert at a faster rate. You are only the expert if the clients you work with *know who you are*. That means- they have to hear from you, and see your marketing, with routine regularity.

To get your database into groups, what is the most organic way you can sort your database? Some may be:

Zip Code #of Units/ Square Footage Sub-Market Communities Ownership Age

What are other metrics that may be useful when dividing your database into groups?

How many records would be ideal to have in each group, for your weeks to be somewhat even?

Your groups do not have to be exactly even. For instance, let's say you were diving by the number of units, and if you broker 8-9 unit buildings into a group you would have 367 records, but your target group size is 300. I would suggest keeping those additional 67 records with this group, so that you can focus your calling efforts in, and be most effective with your time and marketing.

	Group Includes	Total # of Properties
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		
Week 6		
Week 7		
Week 8		