

# Door knocking 101.

Door knocking is the most effective way to find and keep clients in any market. Everyone wants to know what is going on so they can tell the next person and have the “inside scoop”. Humans are just wired that way; we all want to be able to offer something of value to the next guy/gal and be seen as important. So when you come to the door and talk with them about the market, or give them something of value, you are now an asset to them. You now have armed them for their next BBQ or meeting with up to date real estate info. Lets get started with what it takes to get out on the doors. First you have to know that everyone that door knocks is scared of the first door. I have been door knocking for the last 9 years (on and off) and every time I get to the first door of the day I am scared. But what scares me more is missing the chance to list that house. The best pay off is when you get to go to the bank and cash the check from that house when that escrow closes! We are going to help you become the best door knocker you can be and when you put into action what you read here you will see results affect your bottom line. So let's get started.

1. **HOW DO I DOOR KNOCK?** You get out of the car and simply follow the list of names and address that you have from the MOVE SCORE. We are going to give you the TOP 20% of your market and that will let you have more time to work with the clients you find. I would start with the TOP 10% of your list and just stop by and talk with them. When you get to the door you will want to ring the door bell and then take 3 BIG steps back so that you are not too close to the front door, causing the home owner to be nervous(I am a 6'5 guy so that happens to me a lot). After you take the 3 BIG steps back you will want to find some thing that you can relate with the home owner with about their home ie front door, door knocker, flowers, walkway, paint, the style of the home, etc. The reason for that is that every homeowner loves their home and if you compliment them you are now “a good guy/gal” because you complimented them on what they love. When the door opens SMILE and introduce your self and let them know why you are there in the first 5 seconds( if you take any longer you will have lost their attention. Be happy and upbeat with them and give them good info so you are seen as a person that is adding value to their lives. The people at the front door don't really care about you but they do care what you can do for them and that is why they will talk with you. When you are done, thank them for their time and be on your way to the next door. Then repeat the same thing all day long.
2. **WHEN DO I DOOR KNOCK?** You will want to go out at least once a month to hit your TOP 10-20% of the MOVE SCORE. If you don't have time hire someone to do this for you. I can't tell you how much you will get out of this. And we are not even talking about the tan you will get and pounds you will lose !
3. **HOW TO KEEP RECORDS ON THE DOORS?** When you are on the doors keep records of a few things: *people home, people not home, listing appointments, buyers, maybe's, men that answer the door, woman that answer the door*. You can add what ever you really want but you really should keep count of what we listed here for you; it will help you track your efforts on the doors.

Keeping track is one of the most important aspects of door knocking because when you start keeping track of who and what you run into on the doors you can start tracking where your business is coming from. Tracking where your business comes from is **THE MOST USEFUL THING YOU CAN DO FOR YOUR SELF**. The reason that I say that is because once you know that you can spend your time and money on that area and not on the ones that waste your time. Here are a few different docs that should really help you with tracking your business. If there is something that you want or need in regards to door docs please let me know.

4. **WHAT TO TAKE OUT ON THE DOORS?** ***SOMETHING OF VALUE*** such as coupon for restaurants in the area, market update, note pad (with your info and contact on it) or anything that you feel will help them keep your flyer around with your contact info on it. In this economy, we have found that restaurant discount coupons are very well received. The home owners get a good meal at a reduced price, you will have your logo on the coupon AND look like a hero, plus the restaurant will be grateful for the patrons.
5. **SCRIPTS.** "Hello my name is \_\_\_\_\_ and I am with \_\_\_\_\_. I am out here today because we sent you a mailer the other day and I wanted to see if you remember receiving it? (yes/no) That is the reason that I am here. I wanted to come by and give you (this is when you hand them the value added item). Have you thought of selling your home in the next 6 months? **Yes** ok when would be a good time for me to do a CMA(current market value) on your home? **Set the meeting at that point.** **No** ok have you thought of buying any investment property? **At that point just start talking with the home owner and see where it goes.**
6. **FOLLOW UP SYSTEM?** When it comes to follow up systems everyone has their own way of doing things but the way we like to do it is by tracking it on our Daily follow up sheet. On that sheet you would mark down: time started, time stopped, total doors you hit, total number of people you spoke with, any appointments you made, how many people were NOT home and if you are going to be sending them a follow up hand written letter. We like to keep track of all that good info because then we can track how well we are going in the areas we work or if we need to change something like our handout or our script.

If anyone has ANY questions please call me and we can role play and or you can pick my brain on other ways to door knock. I wish all of you the best and I know that those of you who go out and do this like we have described will help a lot of current and new clients while also making yourself lots of money.

Contact Greg McDaniel 925-915-1978.