



SCHWAB
REALTY, LTD.

601 OREGON STREET, SUITE B
OSHKOSH, WI 54902
BUS. (920) 233-4184
FAX (920) 233-7363
TOLL FREE (800) 236-4184

Coldwell Banker Schwab Realty, Ltd. has been working with Client Focus Connection on a Success Calling System for over four years.

We feel it has made customers much more aware of our company and has given us great market presence as well as making us aware of who is considering selling in the near future. Definitely a lead generator.

Step One:

Provide Client Focus Connections with a City Directory from your geographical area.

Step Two:

Produce or edit a script offering a free C.M.A. of the home.

Step Three:

Provide Client Focus Connections with your Just Listed and Just Sold every month.

Step Four:

Leads are given as referrals, on a rotating basis, to Associates producing at least \$1,000,000 in Sales for the prior year. A fee can be collected - we do not.

Leads that are further out are followed-up by a secretary and given to an Associate closer to the target date (two months in advance.)

Step Five:

The company does a 13-month mailing follow-up.

Coldwell Banker Schwab Realty feels this has been a good marketing plan for our company and has produced direct leads for us. Even if the customer isn't immediately ready to sell, it keeps our company "in their faces" for 13 mail contacts and several personal contacts. It literally keeps us in their back brain when they are ready.

