



Monthly Marketing Challenge

October 2018

Sales:

1. Meet with your top 20% and ask them a few questions
 - A. What are you doing to insure you meet or exceed 2018 goals?
 - B. Do you have a business/marketing plan for 2019?
 - C. Are you marketing your sphere? How?
 - D. Do your clients know how to generate leads through Prospect now? Do they know how to then get email addresses from Data Finder? Have you shared how they can combine these products with Corefact All of this is available in ITS Connect Now!
2. Once you've helped your agents with tools to grow, ask them to refer you to 5 agents you can target.

Escrow:

1. Collect data! Go through your 2018 opens/closed/revenue.
 - A. How sale orders did you open?
 - B. How many refi orders did you open?
 - C. How many sales did you close?
 - D. How many refi's did you close?
 - E. What was your open/close ratio?
 - F. What was your average fee per file?
 - G. Start preparing our goal projections for 2019.
2. Pick a card from our selection for November. Order and get prepared to send to your top 25% and targets.