

Hot List

Date I started this sheet: _____

Number of days to complete: _____

Name	Phone	Source	First Called
Notes	Next Call	Status	Next Call

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Warm List

Date I started this sheet: _____

Number of days to complete: _____

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These People Probably Want To **Buy/Sell Real Estate This Year**

Generating move scores

Let's create a warm list: Take out your list of people you know. Go through the names one at a time. Bring the person into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. The people with the most numbers next to their name have the highest "move score." After going through your entire list, you should have a clear picture of the potential real estate needs of your customers for next year – and the start of a business plan for yourself. Next, start contacting your customers using the FORD system of questions. When they respond to your FORD questions, look for changes going on in their lives that may affect their real estate.

How many of the people you know:

Have had an increase in family size this year?

Have children age 10 and under? (Give your kids a chance brochure)

Have teenage children?

Have children who have left home recently?

Are living "below their means"?

Have lived in their same house eight years or more?

Have had their company expand in the past year?

Have had their company downsize in the past year?

Have received a substantial inheritance?

Own a building lot?

Are getting married?

Are getting divorced?

Are getting divorced and married?

Have a dream for "wake-up money"?

Have a dream to live "anywhere"?

Have a commute of over _____ per day.