

## Weekly Check-in Meetings

### KNOW THE AGENT'S GAP IN TRANSACTIONS

How many transactions does the agent need to close each month? \_\_\_\_\_

How many transactions is the agent currently closing? \_\_\_\_\_

The difference is their "Gap" \_\_\_\_\_

Multiply the agent's Gap by 20<sup>+</sup> to get the total number of buyers they need in their HomeScout pipeline at all times: \_\_\_\_\_

<sup>\*</sup>based on 5% conversion rate

### WEEK 1 AGENDA

1. Confirm the agent has downloaded the HomeScout app on their phone or other mobile devices.
2. Confirm agent knows how to share HomeScout with others via text and email.
3. If agent has new enrollments in their HomeScout pipeline, ask:  
*"Are you working with anyone I can help motivate with a pre-approval?"*  
*"When I talk with these buyers, what would you like me to say about you?"*
4. Open the agent's Fishbowl [www.hbmdash.com](http://www.hbmdash.com)
  - Is there any activity that prompts a call to action?
5. Confirm day/time of next check-in meeting.



### WEEK 2 AGENDA

1. Confirm the agent has downloaded the HBM Dash app on their phone or other mobile devices.
2. Who's new to HomeScout this week?
  - Have they logged in, saved a search, or saved any favorites?
3. Who needs a little motivation with a pre-approval?
4. Who did we meet this week that didn't get the HomeScout app? Is there another opportunity?
5. Open the agent's Fishbowl [www.hbmdash.com](http://www.hbmdash.com)
  - Is there any activity that prompts a call to action?
6. Confirm day/time of next check-in meeting.



### IF THERE IS LOW ENGAGEMENT THIS WEEK

1. Does the agent still want to solve the problem of lost contacts?
2. Review the Gap exercise. Does the agent still want to close additional transactions each month?
3. Review the list of "App a Day opportunities"
4. Review scripting on how to introduce HomeScout.
5. Watch a training video or agent testimonial [www.hbmdash.com](http://www.hbmdash.com), click on "Support", then click on "Agent Onboarding".
6. Has the agent uploaded their past customer database for Sold Home Alert?

### ONGOING WEEKLY AGENDA

1. Who is at the closing table this week?
2. Who's new to HomeScout this week?
  - Have they logged in, saved a search, or saved any favorites?
3. Who needs a little motivation with a pre-approval?
4. Who did we meet this week that didn't get the HomeScout app? Is there another opportunity?
5. Open the agent's Fishbowl [www.hbmdash.com](http://www.hbmdash.com)
  - Is there any activity that prompts a call to action?
6. Confirm day/time of next check-in meeting.

### IMPORTANT STATS

1. 150 million unique visitors online each month looking for real estate content<sup>1</sup>
2. In 2018, 1 out of 2 people found their house online before they contacted a real estate agent<sup>2</sup>
3. Homebuyers will initiate an average of 8 real estate transactions in their lifetime<sup>2</sup>

Buyers need to know the limitations and the risks of using the public search sites and apps. Tell everyone about HomeScout: 100% MLS listing data, updated continually, private - their contact information will never be sold!

<sup>1</sup>Google

<sup>2</sup> NAR Profile of Home Buyers and Sellers