

Building a Business on a "Promise" with Kris

From Kris Bertagnolli

Fundamental Belief

The muscle you build is the muscle that will build you.

The Rule

"The Promise" we make is "The Promise" we keep.

The Promise



1. The entire business is built off "The Promise".
2. "The Promise" is everyone's promise and everything everyone does has to deliver on "The Promise".
3. "The Promise" sets clear expectations of the customer experience.

The Marketing Plan



1. Top of Mind

1. Tattoo the community
2. You're everywhere
3. Impressions



Vehicle wraps

For sale signs

Radio/TV ads

Swag



2. ROI

1. Measurable
2. Sources
 1. Open house
 2. Radio/TV ads
 3. Social media video

1. Facebook



3. TikTok



2. Instagram



4. YouTube



5. Focus

- 1. Properties
- 2. Information about area
- 3. Mike Market Moment

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The Promise

Section 1 - AHG Commitment

So, before you go, there is one other thing...do you have another minute?

Ok, let's talk about "Our Promise."

Our group has this "Promise", this "Goal" to create an experience that you honestly...cannot imagine being any better.

- All of our systems and everything we do are designed around delivering on this Promise.
- Everyone in our group is focused on understanding what it is you want and what it is you need.
- We make every effort to be out in front of everything, to stop the surprises...and keep it as good as it can be.
- Now there will be challenges, we know there will be, it's real estate and it's people.
- Just know that to a person, our group is always focused on creating that 10+ experience if you will.

And that's our Promise!!

Doesn't that sound great?!? (wait for response)

Section 2 - Client Commitment

So, there is something that I want. (Smile and get some humor in at this point).

- Just to say it, another goal we have is that some time from right now...until the day we close on your home....that you will feel so great about what we are doing for you, that you will call me.....text me.....or email me with the name of somebody that needs help in real estate.
- They might need to sell a home or buy a home, they might need to refinance or they may have general questions; they just need help with real estate.

Do you think you could do that?

Section 3 - Teach them How to Refer

Awesome! So just to be sure you understand what I'm asking - While we are working together you will hopefully be giving my name out which I truly, truly appreciate...word of mouth is the lifeblood of our business.

- What I'm asking is that you take the next step...in addition to giving my name out, please call....text.....or email me their information because then there is a 100% chance that I'll get in touch with them. (pause)
- Can you do that? {wait for answer}
- OK, that will be great...So you will call, right...? {wait for answer}.
- OK, that would be perfect!

Section 4 - Visualize the Outcome

Now, if we get to the date of closing and we are sitting at the closing table...

- We've signed all of the paperwork and you haven't been in touch with the name of someone we can help,
- I'm going to assume that our group didn't deliver on the promise, that we could have done better.
- So I'll want to talk to you about it and find out what we could have done differently in order to have earned your referral.

Will that be OK with you?

Well _____ [NAME] _____, we are going to deliver so I am going to count on you sending that referral (shake hand, touch on arm or some form of physical connection).

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