

# Proven Sphere of Influence Tips for Real Estate Leads



## Introduction: Leveraging Your Powerbase

Your sphere of influence (SOI) is one of the most valuable resources for generating real estate leads. This plan focuses on reconnecting, maintaining, and growing your relationships to create opportunities for referrals, new business, and long-term success.

## Step 1: Reactivate Your Powerbase

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**Objective:** Re-establish connections, gather information, and schedule time to meet or catch up.

### 1. Start with Small Talk

- Open the conversation warmly:  
*"Hi [Name], I just wanted to check in and see how you've been doing! It's been a while, and I'd love to catch up."*

### 2. Ask Key Questions to Identify Opportunities:

- *"Is there anything I can help you with in real estate?"*
- *"If you needed help, is there a real estate agent you'd work with?"*
- *"What's the best email or cell number to stay in touch?"*

### 3. Plant Seeds for Referrals:

- *"If you ever hear of anyone looking to buy or sell, I'd really appreciate the opportunity to help."*

## Step 2: Make a Targeted SOI List

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Create a comprehensive list of contacts, starting from those closest to you.

Categories:

- Friends, family, in-laws, and neighbors.

- Social groups: Church, gym, hobby clubs, PTA, Rotary, etc.
- Professional contacts: Vendors, past coworkers, your spouse's coworkers.
- Service providers: Doctors, dentists, hairstylists, babysitters, etc.
- Social media friends and acquaintances.

**Tip:** Include:

- Properly spelled names and pronunciations.
- Email addresses, phone numbers, and physical addresses.
- Past transactions (if applicable).
- Personal notes like birthdays, hobbies, and family details.

## Step 3: Make the Call

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### Reactivation Call Script:

- **Open with Care:**  
*"Hey [Name], I couldn't stop thinking about you and thought it was time to catch up! How's everything going?"*
- **Use FORD Framework for Conversation Depth:**
  - **Family:** "How's everyone? Any big family news?"
  - **Occupation:** "What's new at work? Still loving what you do?"
  - **Recreation:** "What have you been up to for fun lately?"
  - **Dreams:** "Any exciting plans, goals, or bucket-list items?"

### Focus on Listening:

The key to meaningful reconnections is to show genuine interest in their responses. This will naturally lead to opportunities for you to share your expertise and value.

### Action Items:

- If they express interest in buying/selling or know someone who is, act immediately.
- If not, set a time to meet or plan a "pop-by" visit to maintain rapport.

## Step 4: Follow Up and Maintain Engagement

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### After Every Call:

- Send a thank-you note or follow-up message.

- Confirm any planned meetings or events.
- Log the conversation in your CRM system (e.g., kvCore).

## Step 5: Long-Term Cadence for Past Clients and SOI

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1. **Quarterly Check-ins:** Call or message to stay top-of-mind.
2. **Quarterly Handwritten Notes:** Leave a personal touch after your call or message.
3. **Birthday Cards:** Include a small gift (e.g., \$5 Starbucks card or local treat).
4. **Market Updates:** Send monthly updates with personalized notes or video explanations.
5. **Seasonal Events:** Host one spring and one fall event to engage your sphere in person.
6. **Thanksgiving Appreciation:** Distribute pies or small thank-you gifts.

## Step 6: Use Social Media to Enhance Your SOI Strategy

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1. **Post Regularly:**
  - Every new sale or listing.
  - Testimonials and success stories.
  - Fun, engaging posts and educational content.
  - Market insights and trends.
2. **Engage with Your Sphere:**
  - Like, comment, and share posts from your connections to stay visible.
  - Conduct bi-weekly video interviews with vendors or community partners.

## Step 7: Build Campaigns for Consistent Follow-Up

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Use tools like kvCore to set up automated campaigns for different segments of your SOI:

- **Default Homeowner Sphere:** Regular market updates and value-driven emails.
- **Default Renter Sphere:** Tips for buying and investment opportunities.

## Homework:

1. **Reconnect with five people from your sphere this week.**
2. **Add them to a kvCore campaign with their birthdays and market updates.**
3. **Log all details for future follow-up.**

## Key Principles for Reactivating Your Sphere

1. **Do Not Overthink:** Act without worrying about their reaction.
2. **Do Not Qualify the List:** Everyone in your sphere has value.
3. **Do Not Sell (Overtly):** Focus on building relationships, but seize opportunities to help.
4. **Take Action Consistently:** Any connection is better than none.

By combining proactive communication, meaningful connections, and strategic follow-ups, you'll maximize your sphere of influence and unlock a consistent source of high-quality leads.