

# ANNOUNCING THE Spring Cleaning Challenge

Get rewarded for participating in each week's challenge.  
Post your participation on Facebook, Twitter or Instagram and  
you'll be entered into a weekly drawing for \$250.



## Week 1: Get your car ready for your clients.

- ☐ Clean out your car and get it washed.
- ☐ Organize your trunk with rugged baskets or storage cubes.
- ☐ Fill your baskets with snacks, water, shoe covers, toilet paper, and toys for your clients. Include anything that would making showing homes easier. More ideas can be found [here](#).

**How to enter:** Tell us about your home showing kit. If you're posting on Instagram or Twitter, tag **@Premieragent** and **#PASpringsweeps**. For Facebook, tag **#Premieragent** and **#PASpringsweeps**.



## Week 2: Ask for a new review.

- ☐ Send a friendly reminder to past clients who may have overlooked submitting a review on your behalf.
- ☐ Get up-to-date on your requests. Submit a request to all recent clients, even if you just gave them a few real estate tips.
- ☐ Once a review is posted, respond to the review with a personal note to show your appreciation.

**How to enter:** Share a review on social. If you're posting on Instagram or Twitter, tag **@Premieragent** and **#PASpringsweeps**. For Facebook, tag **#Premieragent** and **#PASpringsweeps**.



## Week 3: Post on your social media account(s).

### Post 1:

- ☐ Post a few photos from a house you loved. Ask your followers to guess the price.

### Post 2:

- ☐ Grab a coffee or a quick bite at your favorite spot in a neighborhood where you frequently work, then check in or post a photo. Ask your followers for other cafe and restaurant recommendations.

### Post 3:

- ☐ Have an active listing? Show it off with a few photos. Provide teasers, but don't give away the price. Ask that your followers message you for details.

**Consider this:** If developing a social strategy feels too daunting, consider [Premier Agent Direct](#). It uses the info from your listings and profile to target active home buyers.

**How to enter:** Tag **#PASpringsweeps** in your post to be entered in this week's drawing. If you're posting on Instagram or Twitter, tag **@Premieragent** and **#PASpringsweeps**. For Facebook, tag **#Premieragent** and **#PASpringsweeps**.



## Week 4: Leave no stone unturned.

- ☐ Mine your current lead database.
  - Set aside an afternoon to call and email every lead in your database.
  - Don't forget about past clients. Send a mini CMA to clients who are in good standing to sell.
- ☐ Step outside of your comfort zone and set up a few power hours to prospect beyond your database. [Consider calling FSBOs, make me move listings](#), and expired listings.
- ☐ Set up a plan to warm up cold leads. Create an email nurture program — a variety of emails that hit your prospects' inbox at a biweekly or monthly cadence.

**How to enter:** Share how you're setting aside time to build your business through your social media accounts. If you're posting on Instagram or Twitter, tag **@Premieragent** and **#PASpringsweeps**. For Facebook, tag **#Premieragent** and **#PASpringsweeps**.

**Consider this:** Use the Premier Agent app to track your progress. If a lead isn't ready to start shopping yet, add a note or update the contact's status to reflect their time frame. [Create tasks](#) to remind yourself to follow up.

**Consider this:** Once you've done the hard work of converting one of your cold leads into a client, stay top-of-mind with them throughout their home search using our new My Agent features for Premier Agent. When you and your client connect, you'll be the only buyer's agent they see on for-sale listings on Zillow or Trulia.

Interested in getting started with My Agent? [Find out more here](#).

Download our Spotify Spring Cleaning playlist [here](#).