



DOMINATING YOUR SPHERE OF INFLUENCE

A guidebook on turning your existing relationships into
your most consistent, highest-value source of business.

WHAT IS A SPHERE OF INFLUENCE?

A sphere of influence is the primary source of long-term success for most real estate agents. Your sphere will include past clients, coworkers, friends, family, acquaintances, neighbors, and more.

In a recent sales meeting, **Molly Hamrick** shared practical ways to organize your database, stay connected with your sphere, and build a system that keeps SOI activities from falling by the wayside.

WHY SOI MATTERS

Your best source of business (*repeat & referrals*) for the least amount of effort

82% of transactions come from referrals or repeat business. **60%** of your business should be from your SOI.

Existing relationships convert better than cold leads or ads, **people trust who they know.**

7:1 RULE For every 7 people you engage with in a year, **at least 1 will give you business.**

“

**YOUR SPHERE
IS YOUR
SUPERPOWER**

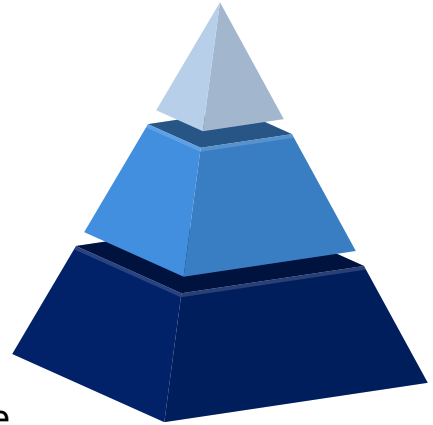
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WHO'S IN YOUR SOI?

Molly often hears, *"I don't have a big database, I don't know who to call."* Her answer: **your SOI is simpler than you think**, it's everyone you already spend time with, from friends and family to past clients and community connections. Molly calls her friends and family her *"marketing team"*: her cheapest, most loyal team, working on her behalf because they know what she does and she makes it worth their while.

SORT YOUR DATABASE INTO A/B/C TIERS:

- Friends & family
- Current & past clients
- Open house attendees
- Clients from "the other side" of past deals
- Networks, associations, boards, businesses
- Anywhere you spend personal/professional time



Don't try to stay in touch with everyone at once. Spreading yourself thin across a large database means no single relationship gets enough focus to grow.

ADOPT THE OTHER SIDE OF THE TRANSACTION

One of Molly's best early-career strategies had nothing to do with chasing new leads. **When she had a buyer on one of her own listings, she'd call that buyer after closing, not to sell anything, just to check in.** *Is everything okay in the house? Did they get their home warranty info? Do they have their mailbox keys?*

Some agents hesitate here, worried the other side's agent will be bothered. But **Molly points out that the other agent rarely follows up after closing, and that's actually the most common complaint clients have about their agents.** A few genuine check-in calls, and years later, you're the one who stayed in touch. You've grown your database just by being present when the other agent wasn't.



10 STEPS TO ADOPT THE OTHER SIDE OF THE TRANSACTION:

- STEP 1** **During the Transaction** — Earn the Relationship
- STEP 2** **Closing** — Create a Useful Home Handoff
- STEP 3** **1-7-30 Day Plan** — Be available, helpful, & build the relationships
- STEP 4** **Use Genuine Post-Closing Items as Natural Touchpoints**
- STEP 5** **90 Days** — Demonstrate Ongoing Value
- STEP 6** Become Their **Neighborhood Intelligence Source**
- STEP 7** **Keep the Property in Your Database**
- STEP 8** Treat Them with **Past-Client-Level Care**
- STEP 9** Remember the **Home Anniversary**
- STEP 10** Introduce **Annual Value/Equity Reviews** When the Timing Makes Sense

CONTACT SYSTEM

"If it's not part of a simple system, I'm not going to do it," Molly says. No high performer (in real estate or any profession) operates without a plan. **Her mantra: control your mornings, control your day.** Put SOI activities on your calendar as part of that system, and showing up becomes automatic.

Use your CRM to track last contact, birthdays, anniversaries, and follow-up tasks.

FREQUENCY	ACTION
A-List Contacts	In-person touch once or twice a year + phone call every quarter + drip campaign
B-List Contacts	Phone call every quarter + drip campaign
C-List Contacts	Drip campaign until they become an A or B

Provide value, not pitches: market updates, neighborhood stats, annual reports, homeowner tips, event invites, data-driven just listed/sold postcards

MAKE A NOTE IN YOUR CALENDAR:

- **January:** Closing statements go out, giving you a natural reason to call last year's clients and make sure they're ready for tax season.
- **May-July:** Deliver homemade salsa for Cinco de Mayo and an American Flag and some apple pie to Celebrate America on Independence Day.
- **Thanksgiving (not Christmas):** Pop-bys tend to land better here since everyone else waits until the holidays hit. Aim for about 20 people a month across October, November, and December, a manageable pace that still adds up to solid coverage by year-end.

Molly's Recommendation:
once you know your working days for the quarter, divide your call list by the days you'll be working.

REFERRALS & TRACKING

Molly recommends asking for referrals naturally, in context: at the walk-through, at closing, after a great review, or when they compliment you.

The follow up matters just as much as how you ask for it.

- **Reach out and thank them right away**, whether that's a text, call, or email, as soon as you hear from the referral.
- **Keep them in the loop the whole way through.** Let them know when you connect with the referral, when the deal goes into escrow, and when it closes. They shouldn't have to hear the update from someone else.
- Once the deal closes, **send a handwritten thank-you card.** Skip the text or email for this one.
- **For your top referral sources, tie a meaningful reward to what they send your way.** Molly has treated a client's family to dinner after a steady stream of referrals, turning it into something both sides looked forward to.

Each quarter, review:

- SOI touches made
 - Referrals/leads generated from your sphere
 - Which touch types got the best response
-

BRING YOUR SOI ONLINE

Your sphere isn't limited to your phone contacts, it should live on social media too. Go through your followers on each platform and flag anyone who's connected with you online but missing from your CRM. Track down their email and phone number, then add them to your database the right way.

MOLLY'S SOI SCRIPTS

FIRST CALL OF THE YEAR:

Hi Dave, this is _____ with Coldwell Banker Premier Realty.

Do you have a minute for business?**Great!**

I have a goal to sell ____ homes this year. Can you help me? ...**Super!**

Do you know anyone that wants to buy or sell real estate? ...**Fantastic!**

Just so you know, I'll be reaching out to you quarterly, but you don't have to wait until then to contact me. You have my information, yes?

(I also want to confirm your email address so I can keep you updated on the local real estate market)

(I'd also like to keep you updated on the local real estate market. Let me get your email address so I can send you some great statistical information monthly.)....**Thanks!**

(If you sold them a house, ask them about their property or identify ONE personal thing you know about them to incorporate into the call.)

It was great speaking with you. Talk to you again soon! (or "see you at X!")

MOLLY'S SOI SCRIPTS

QUARTERLY CALLING:

Hi Dave, it's _____ with Coldwell Banker Premier Realty

OPTION 1: Did you receive your final settlement statement? I thought it would be helpful to you when completing your taxes.

OPTION 2: Did you receive the latest MMU? Pretty spectacular news about Las Vegas!

OPTION 3: Yup, it's me again and I'm making my quarterly call ...

- Touch on local market news (i.e. items from sales meetings)
- Trends based on the Real Estate Report or interest rates
- *"I'm X homes towards my closing goal of X. Thank you for the referral of X! Who else do you know that could benefit from my services?"*
- *"I'm already X homes towards my closing goal of X. Do you have any friends or family looking to make a move?"*

Thank you and, as always, I appreciate you!

MOLLY'S SOI SCRIPTS

I DROPPED THE BALL:

Hi Dave! This is _____ with Coldwell Banker Premier Realty.

I don't know if you remember me, but I sold you your home a few years ago and just wanted to reconnect.

Are you still loving your home? ... **Excellent.**

Do you have any plans to sell your home or buy another home in the near future? ... **Great.**

Is there anything you need or I can help you with? ...

I also wanted to share with you our really informative Real Estate Reports and noticed I do not have an email address for you. Where can I email you our reports? ... **Thank you.**

I really enjoyed catching up with you. Please keep me in mind if you know of anyone who is wanting to buy or sell real estate.

Have a safe Holiday Season (tweak to holiday or season.)

ELEVATE YOUR SOI MARKETING

POP-BYS & PERSONAL TOUCHES

Small, thoughtful gestures stick with people far more than mass emails.

- Home anniversary gifts, like a small framed listing photo
- Local business gift cards
- "What's New in the Neighborhood" sheet
- Seasonal pop-bys with fun tags

Modern twist: film a short video when you deliver, text it with a friendly note, then post it as a story. Add a QR code linking to a personal video message.

SOCIAL MEDIA AS YOUR SOI AMPLIFIER

- Engage first, promote second. Comment, celebrate, and message your sphere regularly to boost both the algorithm and the relationship
- Spend a little time daily or weekly commenting and sharing with intention. Skip generic "Congrats" and go specific instead
- Post "in the moment" content: on your way to a photo shoot, inspection, walkthrough, or new listing
- Try neighborhood stat reels: a 30-second Reel on one local fact, tagging people who live there

TURN TESTIMONIALS INTO STORIES

Post a "review reaction" video or share the story behind the review. Even better, record the call when you deliver the good news. That reaction often becomes your most authentic testimonial.

ELEVATE YOUR SOI MARKETING

BECOME A STORYTELLER

Highlight people, not price, using the Problem > Process > Payoff formula.

Instead of: *"Just sold this home in six days for 10% over asking!"*

Try: *"When I first met Sarah, she thought she'd have to wait until spring to sell. We built a plan around her home's best features, launched a targeted campaign, and six days later she had five offers and sold for 10% over asking. Now she's moving closer to her grandkids months sooner than planned."*

This structure works great as a 30-second Reel or a 3-slide carousel.

Prompts to spark a story:

- I'll never forget the moment when...
- Here's what most people don't see when we negotiate a deal...
- What started as (problem) turned into (result)...
- I learned something important on this one...
- When they told me (client worry), here's what we did...

INCORPORATE TEXTING

- Identify contacts who don't answer calls and switch to texting them
- Remember: conversations beat campaigns
- Try soft-ask texts and voice messages in DMs

MONTHLY SOI TASK CHECKLIST

- ☐ Send 10 "Thinking of You" texts
- ☐ Like & comment on 10 posts from people in your SOI
- ☐ Deliver a small local treat with a note to 3 people in your SOI
- ☐ Friend 10 people from your SOI on Facebook or Instagram
- ☐ Send a handwritten thank you note to 5 people
- ☐ Call 5 people in your SOI just to catch up
- ☐ Find 10 contacts in your database without email addresses & get their emails
- ☐ Fix 10 errors from your last email campaign, verify email addresses
- ☐ Highlight a local business on socials & tag 10 people from your SOI
- ☐ Post a recent client testimonial on social media
- ☐ Pick 5 homes in your SOI & door knock with a small gift
- ☐ Send a short video message to 10 people in your SOI
- ☐ Text/call/email clients to wish them a happy anniversary
- ☐ Invite a small group of people to join you for a virtual coffee chat
- ☐ Add 10 new contacts or leads to your email campaigns
- ☐ Generate an unsolicited CMA for 3 people in your database
- ☐ Create a small giveaway or contest for your SOI
- ☐ Invite 20 friends to like your Facebook & Instagram business pages
- ☐ Text 10 people a sneak peek of an upcoming listing before it hits the market
- ☐ Send an email or social post sharing a recent client success story
- ☐ Text 5 people in your SOI a link to leave a review on Google or Zillow

5-STEP GAME PLAN



STEP 1: WHAT CONTACTS DO YOU ALREADY HAVE?

- To start marketing to your SOI the most important items to have are your contacts name, phone number and email. But you'll also eventually want their mailing address and to connect with each of them on social media.
- Export the contacts from phone into a spreadsheet. This will allow you to categorize your contacts and see any gaps you need to fill in. We like [Export Contacts](#) and contacts.google.com

First Name	Last Name	Email	Cell Phone	Address	City	State	Zip	Facebook Friend	Contact Type
Tamara	Foote	tamara.foote@bringmecoffee.com	734.521.8647					Y	SOI
Melissa	Fama-Flis	melissa.famaflis@gmail.com	702.290.4131					Y	SOI
Haeli	Paris	haeli.paris@cbvegas.com	702.423.4465					Y	SOI
Caitlan	Kerekes	caitlan@knitknit.com	725.300.0042					Y	SOI
Tammy	Pitts	tammy@letsgehiking.com	702.444.5555					Y	SOI



STEP 2: HOW CAN YOU GROW THIS NUMBER IN 4 WEEKS?

- You now know which contacts need updated information. What business cards, email addresses, etc. do you have in your possession and can add to your database?
- If you have someone's name and phone number but not their email address, the best way to obtain it is to give them a call. This will help establish trust, build your relationship, and ensure they look out for future emails.



STEP 3: ORGANIZE YOUR CONTACTS

There's really no right or wrong way to segment your database, but a good rule of thumb when you're first getting started with contacting your SOI is to list your contacts according to how you know the person.

For example; Friend, Family, Neighbor, Colleague, Past Client, etc.



STEP 4: ESTABLISH A GOAL FOR GROWING YOUR SOI EACH YEAR

Setting a goal will help you make a plan for how you will find new contacts. Be realistic, but don't undersell yourself! If you can add five new contacts every week, you'll have 260 new contacts at the end of your first year. Make an ongoing annual goal to grow your SOI.



STEP 5: DETERMINE HOW YOU WILL ACCOMPLISH YOUR GOAL AND ENGAGE WITH YOUR SOI

Create a list of people you see frequently, in person or online, that you can reach out to. This can include former classmates, owners of local businesses you frequent, neighbors, former clients, or past co-workers. This is a great way to get used to asking people for business. Consider these other ways to generate leads:

- Volunteer or find a local group involving something you are passionate about
- Join a hiking group, fitness class or sports team
- Hold an open house for another agent
- Go inside your local coffee shop every day
- Go to a park or dog park
- Get comfortable introducing yourself to strangers

Having a robust contact list means nothing without a plan to communicate and nurture your relationships. What is your plan? Consider implementing the strategies below:

DIGITAL COMMUNICATION:

- Add every new contact into your CRM and assign them to our automated company email campaigns. This is simple to do and makes a big impact by highlighting you as the leading expert in Las Vegas real estate.
- Set up campaigns for your favorite holidays and add all of your contacts.
- Connect your social media accounts to SocialBAY to push our company content out to your business pages automatically.
- Engage and start authentic communication with your contacts on social media.
- Start a conversation early on with your buyers and sellers about how you use social media and invite them to follow your pages. This allows you to tag them for big milestones.
- Call/text your entire list quarterly. Consider using the Hit 'Em Up app to send texts to your SOI quickly and efficiently.

TRADITIONAL COMMUNICATION

- Create a “Raving Fans” list of the top 10% of people on your contact list (A's) and drop off a pop-by gift once or twice a year.
- Join our Own Your Sphere Program to mail quarterly housing market statistics postcards.
- Send personal thank you cards for any referrals sent to you.



49%* of sellers hire a different agent than the one who helped them buy. Stay in touch, or someone else will.

*NAR 2025 PROFILE OF HOME BUYERS AND SELLERS

EXAMPLE OF 5-STEP PLAN IN ACTION

1

I currently have 100 completed contacts.

2

I will collect incomplete contact information and gather another **100 contacts in the next 4 weeks.**

3

I have categorized my contacts and have friends, family and acquaintances listed.

4

I will continue to grow the list by **260 contacts over the next 12 months.**

5

These are the strategies to keep top of mind with my 200 established contacts during my first year of real estate:

- I will add all of my contacts to the automated CBPR email campaigns **2x a month** (MMU + Random Rocket) = **400 Touches**
- I will see my **A-List (top 10%)** in person annually = **20 touches**
- I will call\text my entire list quarterly: **200 X 4 = 800** calls annually (or 4 per weekday).
- I will automate my social media on BAY to **post branded content 3x a week** (200 followers x 3% see organic posts (6 views per post) x 156 posts annually = **936 touches**)

THAT IS A TOTAL OF 2,156 TOUCHES!!
BEFORE YOU GROW YOUR DATABASE FROM STEP 4!

THE LAST HURDLE: OVERCOMING THE FEAR FACTOR

**What's holding you back from
this repeat business?**

Worrying you'll sound
salesy

Feeling nervous to call
your SOI & ask for
business

Assuming they don't want
to hear from you

Feeling like a burden/you're
bothering people

**What could you gain?
What's your why?**

Financial freedom &
success

Hitting your business plan
goals & a steady pipeline
of business

Deeper, more meaningful
relationships

A reputation as the agent
people trust

Shift your mindset: think of it as making an authentic connection and offering real value, not making a sale. **You're not selling, you're serving.**