



Some people just will not do business with you. They either have another agent, don't like you or will never do a deal in the first place. However, most of the people you come in contact with like you enough to do a deal with you, but aren't ready yet. They will be in the future and it is up to you to do your job of staying in touch with them until they make the decision to pull the trigger. This is why the Weekly Email Report is so important. It keeps the group of people you need most (future prospects) engaged with you until they get ready to buy or sell.