



Inspiring Millions of People

This is why I am writing books, Speaking, Vlogging, Coaching, Podcasting, Instagramming, Snapchating, Facebooking, Tweeting, YouTubing, Creating Stories, Building Groups and Still Selling Millions of Dollars in Real Estate.

And, it's all available at no charge to you

RICKY CARRUTH

I have been selling Real Estate on the Alabama/Florida State Line since 2002. I have been with RE/MAX of Orange Beach since 2010. I have been through the booms and crashes, had it all, lost everything and fought my way back to the top.

I have been selling over 100 transactions per year since 2014. I was the #1 RE/MAX agent in the State of Alabama in 2017. Throughout my career, I have tried everything, but in the end, Circle Prospecting is the path that I took to the top. In this document, I break down my entire system for you to use in your business.

Below, I give you my Circle Prospecting Phone Script, Circle Prospecting Road Map and follow up process. The object is to create lifelong relationships with as many property owners as we can. The transactions are a bi-product of the value you bring them.

Market Share of a Real Estate Agent-The percentage of lifelong relationships with property owners in the agent's market that they have created and are maintaining.

Closings are happening every day. The problem is no one wants to do a deal with you because they can tell that you are just after the deal. Concentrate on who they are and what their goals are, not how to magically get them to do a deal. They will do it on their time. Your job is to make them feel comfortable enough with you that they trust that you can get the job done when THEY decide to move forward.

The game plan is pick out a subdivision or complex that you would like to have sales in and start calling the owners about the recent market activity. Using my phone scripts below, see if there is anything you can do to help them.

You can watch me make 84 calls LIVE on YouTube. Find it here [youtube.com/rickycarruth](https://www.youtube.com/rickycarruth) If you can't find it, let me know and I will send it to you.
ITS GOLD!

Back when I started in 2002, it took my hours to find phone numbers using reverse lookup. Then I had to dial all the numbers by hand. Not anymore. Now, you can find the phone numbers (some cell numbers) in a matter of minutes to owners in a particular subdivision, and then use a dialer to call them automatically one after another. What took me 15 hours just 5 years ago, now takes me 1.5 hours. You can make 100 calls 10 times faster due to technology. I only wish I had this when I was a new agent.

The way I see it, you can use this technology to save you 100's of hours, or you can still do it the old way. The website is called REDX, and it is only \$49 a month for the GEO LEADS feature. You put an address in the search bar and find up to 500 owners contact information around that address. It's amazing. I used it when I made the LIVE calls and got listings.

REDX charges a \$150 startup fee, but they will waive that for you if you go here <http://www.theredx.com/affiliate/ricky-carruth/> , or call them and tell them that I sent you. Take advantage of this. It will save you 100's of hours.

Once you have the numbers, then you can either call them by hand, or take a step further and use a dialer. REDX also provides that. It will start calling the numbers one after another and show you who you are talking to on your computer screen as the calls proceed. It's so easy.

Ricky's Follow Up

So, my goal making calls (as you will see when you watch me make calls) is to create a relationship and capture the email. I then take that email and send my entire database a weekly email on the same day of the week forever. I have done this since 2007 and have over 10,000 recipients with 20-30% open rate. If you want to see an example of my weekly email and a tutorial of how I do it, sign up for my free coaching at zerotodiamond.com and find the link "Weekly Email Report".

This is the foundation and glue that holds my business together and continues to keep me relevant with my clients forever.

You then take the email list that you build and create a Facebook custom audience with them. You can then connect your Instagram account to your Facebook business page and start running ads straight to your clients.

Now they see you on FB, IG and Email. This way they see you wherever they are, and everywhere all at once. This is powerful branding. Bring value to them with just as many non-real estate ads as real estate ads.

That's it. It is really that simple. This is how I built my massive business and continue to grow every year.

I also wrote two books and speak all over the world to real estate agents. Follow me on your favorite social media @rickycarruth and let me know what I can do help you succeed. Please reach out and let me know how you are progressing.

GO CRUSH IT!

Ricky Carruth's Zero to Diamond Circle Prospecting Script

{Ring, ring, ring} Hello?

-Hey! Mr./Mrs. _____?

-Hey, Mr./Mrs. _____, this is (your name) with (your company).

{pause} How are you today?

-That's good. Me too. Just enjoying this good weather outside. Isn't it gorgeous today?

{Pause and let them talk. Listen to what they say. Chances are high that you get into a conversation about the weather, back and forth. This will set the comfort level of the call. If it's raining, talk about how nasty it is today. Adjust your opening to what the current weather is doing.}

{When this part of the conversation is over, transition into the reason for your call}

-Well look, I don't want to take up too much of your time today, but (market information---"a house/condo was just listed in your neighborhood/complex" or "a house/condo just sold in your neighborhood/complex"), and I didn't know if there was anything I could do for you regarding buying or selling real estate at this time.

{pause and listen} If they say YES. Follow up and make a deal happen. Ask them if they have an agent helping them.

If they say NO, continue below...

-I gottcha. Well, is there an agent in the area that you would work with if you did buy or sell in the area?

If the answer is NO...

-Ok, well one day you will want to buy or sell, and I would like the opportunity to work with you when that day comes. Would it be ok if we stayed in touch?

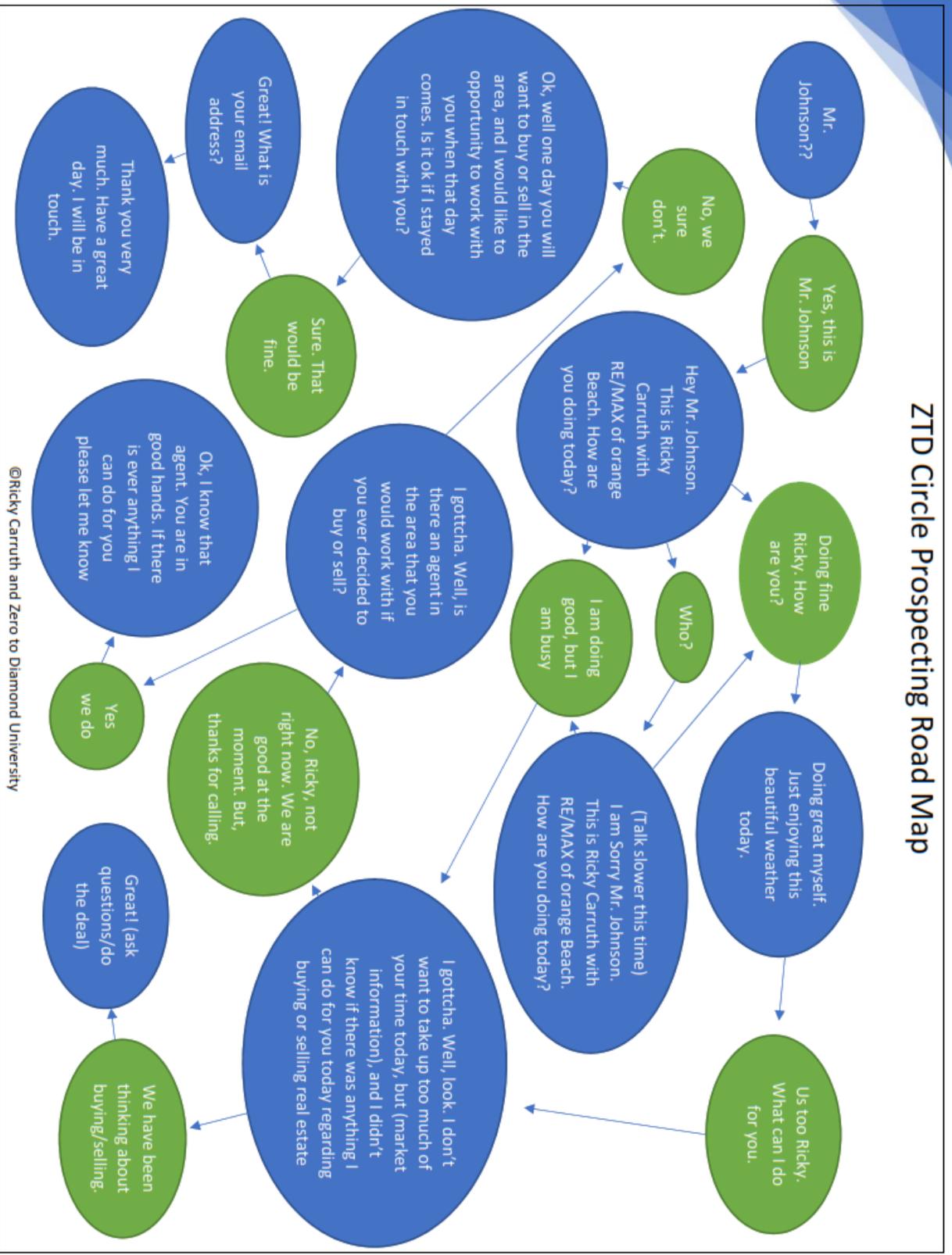
They will say YES...

-Great! What is your email address?

If they say they have an agent, that's fine. Tell them that they are in good hands and if there is ever anything I can do for you, please let me know and have a great day. Just let them go. You gave it a good try.

If they won't give you their email address the first time you ask, tell them that you understand but you won't be spamming them with anything crazy. You just want the opportunity to stay in touch. Normally that will do the trick to get the email address. If not, its ok, keep making calls.

ZTD Circle Prospecting Road Map



@Ricky Carruth and Zero to Diamond University