Bus Tour Checklist

1. Determine and document your GOALS – How many transactions do you want with this marketing plan?
2. Determine which niche group you wish to serve – don’t try to be all things to all people, choose a group of people you feel connected to. This could be based on a vocation, hobby or lifestyle. We’ve created investor groups for nurses, runners, photographers, etc.
3. There are a number of marketing campaigns you can use to PRE-Sell your bus tour including the Booklet Campaign, Facebook Campaign, LinkedIn Campaign, Youtube Campaign, JV/Partner Campaign, Print Media Campaign, Podcast Campaign and Workshop campaign. All of which may be found under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com. For the sake of this instruction I will assume you used the Workshop Campaign to PRE-Sell your bus tour.
4. The workshop that is 2 months prior to the month of the bus tour should be used to announce the bus tour.
5. Secure transportation (bus, vans, etc) at least 30 days in advance of your bus tour.
6. The workshop that is a month prior to the month of the bus tour should be used to discuss the bus tour. At this point you will need to start identifying properties to be viewed on the upcoming bus tour.
7. The bus tour should be scheduled to be the Saturday after your next monthly workshop.
8. Arrange for a lender to be onboard one month in advance. The lender you select should be one you have worked with and you know will serve your clients well!
9. Also arrange to have a contractor on board during the bus tour to provide some rough figures for rehab.
10. Once you have announced the bus tour have everyone who wants to attend get pre-approved by you lender! Qualify everyone. You want to make sure they have cash and credit
11. Arrange to have at least one other person to be with on the bus tour to assist you and your participants and help full our sales contracts.
12. One month in advance begin to use Facebook, LinkedIn, Twitter and other online social media channels to promote your bus tour. You can also use email, snail mail, phone calls, texting, flyers and even doing a local PR release!
13. PLEASE NOTE: If you are new or a newer agent and don’t have a following large enough to have at least a dozen participants then please use the booklet and workshop technique 1st to build your following. The bus tour will generate much better results with people who already know, like and trust you!
14. Make copies of worksheets, information forms, analysis sheets and the cashflow calculator. You will be handing these out at the beginning of the bus tour.
15. Find and make copies of investment properties that you intend to show. Make multiple copies of these. You will be handing them out at the beginning of the bus tour.
16. Send out an email reminder a week before the bus tour.
17. Send out a meetup post reminder week before the bus tour if you are using meetup for your monthly workshop ( please refer to workshop instructions).
18. The workshop that is the week of the bus tour should be used to go over the properties on the bus tour. At this point you should also have made arrangements for viewing the subject properties.
19. Send out another email (plus meetup) reminder 2 days before the bus tour
20. Phone call the day before the bus tour.
21. Text the morning of the bus tour.
22. Hold the bus tour!!! Speak for about 5 minutes to go over the days itinerary and to get them excited! Then hand out the worksheets and sample properties and have them practice. Save time at the end for networking and round table discussions.
23. At the end of the event, interview everyone from the bus tour. The goal is that everyone buys! Often times you will be writing offers that day and no later than the next day.
24. Now you deals to negotiate and they can begin to profit.
25. ALWAYS setup you clients on a follow up nurturing campaign. You may these campaigns under the Marketing Tools tab in the resource section of the Silver Level Membership at RealEstateWithGaryWilson.com.
26. TAKE ACTION NOW!