

Co-Broke Letters

*Nothing worthwhile comes easily. Half effort does not produce half results. It produces no results.
Work is the only way to accomplish results that last.*

Hamilton Holt

A Daily Task

The co-broke letter is essentially the same thing as the letter to the agents with closings. The only difference is a line of wording which references doing the deal with Sellstate. Because this letter goes out specifically to the agents from other companies that do deals with Sellstate agents, this task must be monitored daily. Each time that a transaction is done, a letter and check should be prepared and sent to the co-broke agent. A sample of the co-broke letter can be found in [Appendix C – Co-Broke Letter](#).

The Report and Contact Information Sheets

Once you have prepared and sent letters and checks, fill in the report and contact information sheets. This is crucial as the broker will base their follow up on the information you provide on these two sheets. Both sheets can be found in [Appendix D – Report Sheet](#) and [Appendix E – Contact Information Sheet](#).

The Follow Up

As with the transaction letters, it is imperative to understand that the initial written correspondence is not likely to achieve results of any significance without any accompanying telephone call. The telephone call in this case will be even easier for the broker since there are multiple topics that can be discussed. The broker could call and speak about the letter, thank them for working with Sellstate, or ask for feedback on working with Sellstate. **It is crucial for the broker to obtain the email address of the agent they are speaking with so that they may add them to an email drip campaign.**

Once again to help ensure that the broker is making the follow up calls, there is a section for them to fill in on the report sheet. Be sure to check the updated sheet on a regular basis.

Steps to Follow:

1. Prepare letters and checks.
2. Place the letters and checks inside an envelope.
3. Send to the agent and fill in report and contact information sheets.
4. Have broker follow up with a telephone call.
5. Have the broker obtain the agent's email.
6. Add the agent to a drip campaign.
7. Ensure the drip campaign goes out on a monthly basis.