

THE RELATIONSHIP RATIO

FIND TRANSACTIONS NOW

PAST CLIENTS & SPHERE



Dan Stewart

Entrepreneur • Speaker • Dad • Copywriter

- Founder of **Happy Grasshopper**
- 4-time Inc. 500 | 5,000 Honoree

Forbes

Inc. FORTUNE  Nasdaq *The New York Times*



My goal is to empower you
to **get, serve,** and **keep** great clients
now and **in the future,**
in every market condition.



Today's reality...

- **Unprecedented** market conditions.
- Competition is **fierce**.
- Opportunity is **everywhere**.



I believe...

- Everything we want in life is possible through **relationships.**
- Relationships live in **conversation.**
- Conversation leads to **contracts.**





GOAL
SALES
OPPORTUNITIES
RELATIONSHIPS
CONVERSATIONS
QUESTIONS

T:G

GOAL GCI

Income: \$ _____

O:T

TRANSACTIONS

of Sides: _____

R:O

OPPORTUNITIES

of Appointments: _____

C:R

RELATIONSHIPS

of Relationships: _____

Q:C

CONVERSATIONS

of Conversations: _____

QUESTIONS

of Questions I Need to Ask? _____

The Relationship Ratio

Number of Relationships : Number of Transactions

100 : 12



The Challenge is...

- What to **say**
- **When** to say it
- **How often** to keep saying it

Join My Facebook Group

facebook.com/groups/whattosaynow



**“If you’ve got good data
you can make good decisions.”**

- Billy Harris





QUEEN BEE ROLE

QBR

41 Touches Per Year



17
"NON-SALESY"
EMAILS PER YEAR



6 - 12
CONVERSATION STARTING
TEXTS PER YEAR



6 - 12
FRIENDLY
RINGLESS VOICEMAILS PER YEAR

Plus Social Media and Handwritten Cards



Open Rates


The Data

- 99% deliverability
- 38.2% average email open rate – nearly **DOUBLE** the industry average



SUBJECT LINES

EMOJI vs. NO EMOJI

 OMG - now's your opportunity

OMG - now's your opportunity

WINNER: The Question Mark



Reminder: We're hiring agents now! External 10:56 AM

Brittany Purcell & Associates marketing@brittanysells.com | Mon, Jul 12, 9:31 AM (28 hours ago)

to me

BRITTANYPURCELL
ASSOCIATES

JOIN OUR TEAM

We are **HIRING!** We are looking for licensed agents that are ready to take their business to the next level, or individuals who are working on their real estate course and ready to start by this fall!

The value we bring to agents:
Industry Leading Training
Cutting Edge Technology
Fun Environment
Leads
Growth Opportunity
Highly Talented Support Staff
Positive, productive, energetic work environment
Truly Unlimited Earning Capability

If you or someone you know would like to talk about what a career with us would look like, please call Brittany at 770-713-4278 or visit the link below to fill out an application.

[Apply Here](#)

Brittany Purcell & Associates | 1237 S Elm Street Commerce GA | 706-388-0771

HTML VS. TEXT

Let's kick it up a notch

Triggers immediately after Opt-In

Your name has come up recently and I just had to reach out. You seem like that wicked awesome kind of real estate professional who goes the extra mile for their clients.

Because you're so good at what you do, I'd like to know if there is anything you need that your current brokerage isn't providing you. We're looking for professional real estate agents to join our organization at eXp Realty and that's the most important question I have for you.

Do you have a few minutes to talk today?

Let's connect,

Mitch Ribak

Team Leader, Tropical Beachside brokered by eXp Realty LLC

Email: mitch@exprealty.com

Mobile: 301-258-4150

Address: 6787 N Wickham Rd Suite 400 Melbourne FL United States 32910

[Click here to unsubscribe.](#)



Let's kick it up a notch

Triggered immediately after Task 4.

Your name has come up recently and I just had to reach out. You seem like that wicked awesome kind of real estate professional who goes the extra mile for their clients.

Because you're so good at what you do, I'd like to know if there is anything you need that your current brokerage isn't providing you. We're looking for professional real estate agents to join our organization at oip-Realty and that's the most important question I have for you.

Do you have a few minutes to talk today?

Let's connect,
Signed

WINNER: Text Based Email

Email	Delivered	Soft Bounced	Hard Bounced	Opened	Clicked	Opt-Out	Complaints
Let's kick it up a notch	147 (97%)	4 (3%)	0 (0%)	67 (46%)	4 (6%)	3 (2%)	0 (0%)



Your January Communication Plan External Inbox X



Dan Stewart dan_stewart@my.happygrasshopper.net via sendgrid.net
to me ▾

1:46 PM (3 minutes ago)



happygrasshopper.

What to Say Now™

Your Monthly Communication Plan for January 2022

Get Unstuck in 2022

January is here and Happy Grasshopper has made a resolution to bring you the best experts and advice. [Join us for a special three-part webinar series on January 6th, 13th, and 20th](#), featuring Dr. Mary Meduna-Gross, Chris Abazis, Christy Belt Grossman, and Stephanie Brackett.

PART ONE of THREE | January 6th, 3 PM ET / 12 PM PT

Join Dan and special guest Dr. Mary Meduna-Gross, and learn how to break through any growth plateau in four steps:

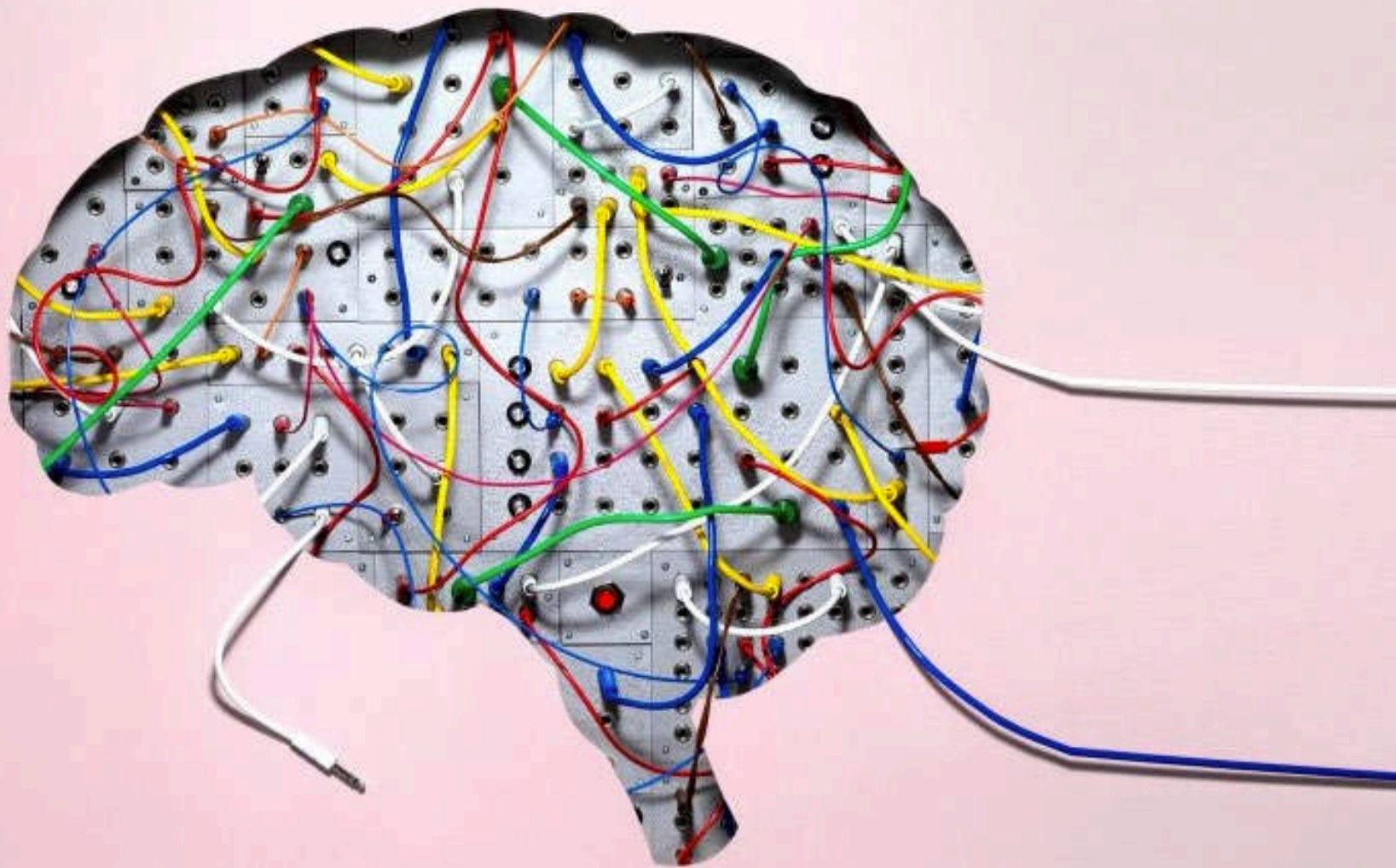
1. Become 100% Responsible For Our Experiences

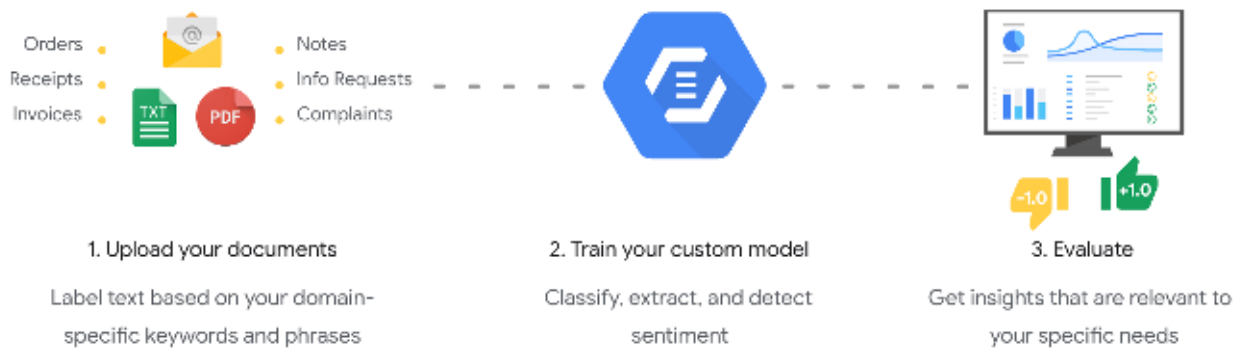
**“If it looks like marketing
it’s safe to ignore.”**

- Dan Stewart



Content Optimization





Message Elements

SUBJECT LINE

TOPIC

CALL TO CONVERSATION

Subject: Blockbuster finally pivots

Hi {{c.first_name}},

Did you see this? Blockbuster's last store is [now an Airbnb rental](#)! Ha!

They've set it up with 90's furniture, TV, VCR, and all the movies you can watch for \$4 per night!



And, call me crazy, but I actually love this. It kind of makes me wish they had paid more attention to Netflix and pivoted sooner.

Speaking of real estate changes, do you know anyone who's thinking of moving? Or even someone we could convince to move if they got enough money for their home?

Thanks,
Randall & Vanessa Martin



Randall & Vanessa Martin

Realtor®, The Martin Group

We Rock Real Estate!!

2800 Broadway St., C335, Pearland, TX 77581

P. 281.924.3990

M. 281.451.1366

[Website](#) [Email](#)



Click [\(g.unsubscribe_tag_h\)](#) to [\(g.unsubscribe_tag_c\)](#)

Delivered	Soft Bounced	Hard Bounced	Opened	Clicked	Opt-Out	Complaints
198 (100%)	0 (0%)	0 (0%)	104 (53%)	2 (2%)	0 (0%)	1 (1%)





Randall Martin ▶ **The Junto 2020**



3 hrs · 🌐

Hey compadres! Want another Happy Grasshopper testimony? This morning I sent out the Blockbuster email that Dan talked about in the meeting the other day. Within just 90 minutes, I received this email back from a client that closed in 2013. I figured I would share so you can see how easy the flow is.



3

1 Comment

Seen by 11



to Randall ▾

Hi Randall,

Hope that you, Vanessa and your family are doing well. Your last sentence got me. I've seen some wildly different valuations for our home lately, from Chase for refinancing and from Zillow. We've been talking about possibly moving outside the inner loop.

Are you able to give me idea of what we could list for? The address is



There are two construction projects due to finish in the next six months that I thought might have an impact on the value – the completion of the MFAH expansion and the Ion in Midtown. Do you think there could be a bump when those finish?

Thank you,





Randall Martin Not kidding...just got a second email from a client that closed in 2017 that has been talking about moving to a larger one-story home within their existing neighborhood (I had no idea they had the itch). She wants me to set up a search. IF both of these alone were to pan out at all, we're talking between 1.5MM - 2MM turnarounds for the sell/buy on both. Not bad for a HG email.



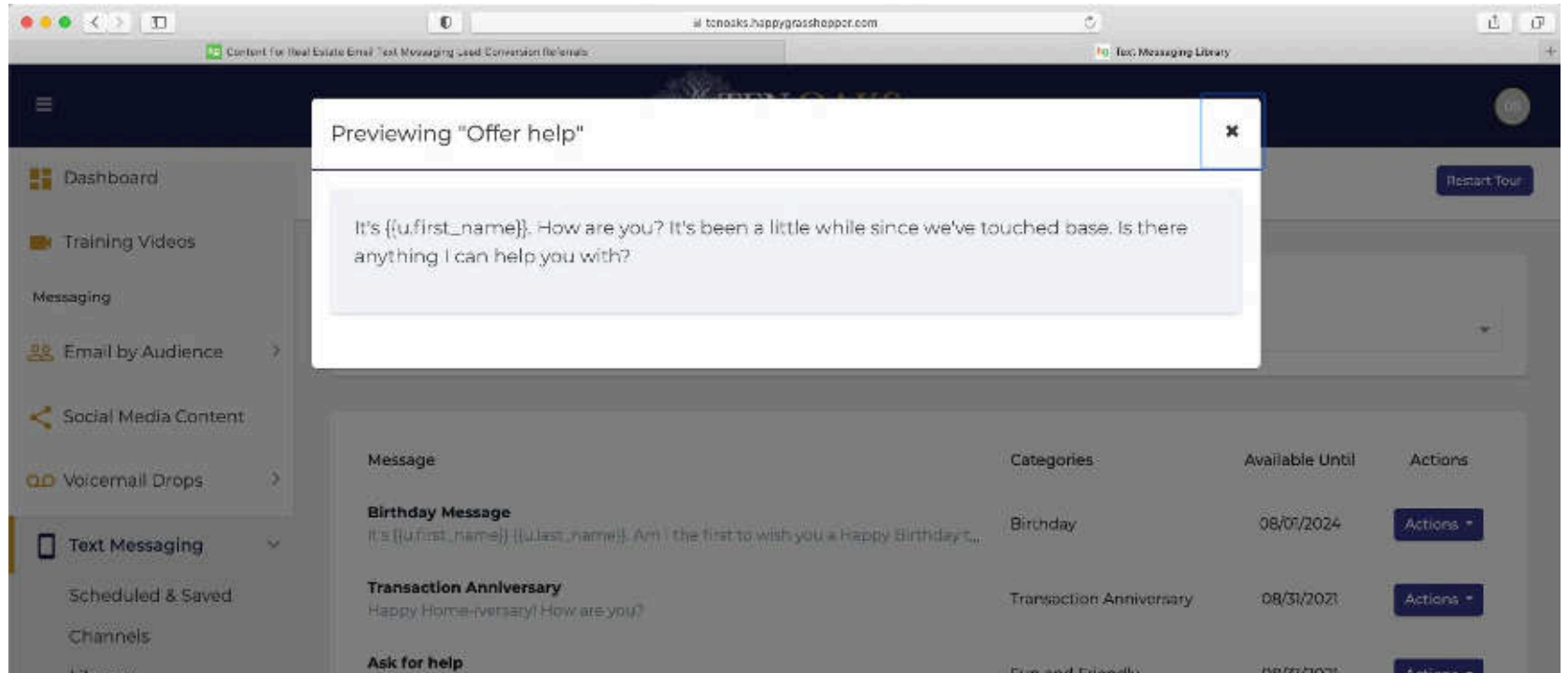
[Like](#) · [Reply](#) · 3h



Write a comment...



Quarterly Lead Harvesting Messages | Text & Voicemail



The screenshot shows a web browser window with the URL `al.tonooks.happygrasshopper.com`. The browser tabs include "Content for Real Estate Email Text Messaging Lead Conversion (le/real..." and "Text Messaging Library". The interface features a dark sidebar with navigation options: Dashboard, Training Videos, Messaging, Email by Audience, Social Media Content, Voicemail Drops, and Text Messaging (selected). A "Previewing 'Offer help'" modal window is open, displaying a message template: "It's {{u.first_name}}. How are you? It's been a little while since we've touched base. Is there anything I can help you with?". Below the modal, a table lists various messages with columns for Message, Categories, Available Until, and Actions.

Message	Categories	Available Until	Actions
Birthday Message It's {{u.first_name}} {{u.last_name}}. Am I the first to wish you a happy birthday?...	Birthday	08/07/2024	Actions
Transaction Anniversary Happy Home-iversary! How are you?	Transaction Anniversary	08/31/2021	Actions
Ask for help	Fun and Friendly	08/31/2021	Actions



Re: You're a rockstar!  Inbox x



← **Ken & Velma, The Rohn Group** info@trgsellsaz.com via my.happygrasshopper.net
to Dan ▾

Mar 17, 2021, 9:15 PM (12 hours ago) ☆ ↶ ⋮

Hello Dan!

I really enjoy listening to you via Youtube and Labcoat Agents. We have been enjoying success with 30% - 50% open rates on our emails. We sent our first mass text using the "It's been awhile" script. We got 1 listing that just went live today (already received 2 over-asking price offers and showings do not start until Saturday). There will be a buy associated with it after we close which will result in approximately \$500,000 in volume. We were able to refer a client to a commercial agent who is looking for land to build an RV and boat storage facility. Plus we had such an overwhelming response it took me a day and a half to respond back and forth. Needless to say, we are super happy little grasshoppers.

Sincerely,



Ken & Velma Rohn

REALTORS®, GRI, Knock Certified, iREP at
Keller Williams Integrity First Realty

602.688.4636

info@trgsellsaz.com

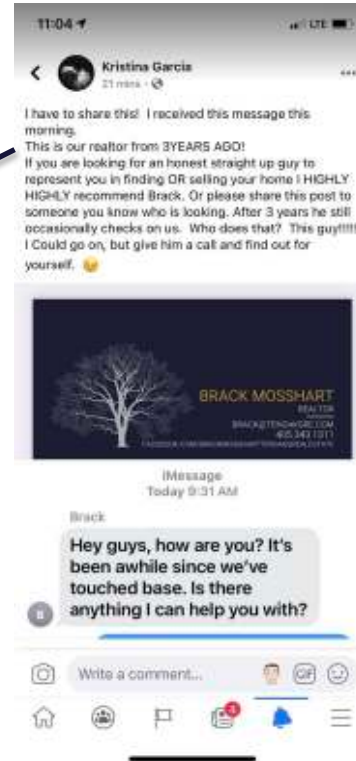
www.trgsellsaz.kw.com



Brack Mosshart's Results



I have to share this! I received this message this morning.
This is our realtor from 3YEARS AGO!
If you are looking for an honest straight up guy to represent you in finding OR selling your home I HIGHLY HIGHLY recommend Brack. Or please share this post to someone you know who is looking. After 3 years he still occasionally checks on us. Who does that? This guy!!!!
I Could go on, but give him a call and find out for yourself. 🤔



Quarterly Lead Harvesting Messages | Voicemail Drop

The screenshot shows a web browser window with the URL `tennaks.happygrasshopper.com`. The page title is "Content For Real Estate Email Text Messaging Lead Conversion Referrals". The main content area displays a preview of a voicemail drop message titled "Previewing 'Friends & Family Listing Program (the Barry Jenkins script!)'". The message text is as follows:

Hey, this is {{your name}} at {{company name}} and we are reaching out to our past clients.

There's an inventory shortage. If you, maybe a neighbor or a friend, is open to selling their home in the next 6-12 months, I have something very interesting that I'd like to just review with them.

It'll take 15 min over the phone. You can give us a call back at our office number, {{phone number}} that's {{phone number}}. And this offer is only being given to past clients and so I'm really excited about it and can't wait to share it with you. Have a great rest of your day!

[NOTE: the details of your friends and family program are up to you. Barry offered a minor commission discount, a home warranty (paid at closing to protect the seller), and a smart device as a housewarming gift.]

The interface also shows a sidebar menu with options: Dashboard, Training Videos, Messaging, Email by Audience, Social Media Content, Voicemail Drops (selected), Scheduled & Saved, Reporting, and Text Messaging. On the right side, there is a list of messages with dates and "Preview" buttons.



Quarterly Lead Harvesting Messages | Voicemail Drop

**TWO
LISTINGS!**





QUEEN BEE ROLE

QBR

Queen Bee Reporting (Email Only)

Most Popular 🏆

In June, our members selected the email "The Forgotten Generation" more than any other. It featured a link to some fun facts about Gen X. Ever got a mix-tape? If so, you're probably Gen X. ••

A close second was "Have you heard about Bunny?" which introduced the reader to a Sheepdoodle having an existential crisis.

Most Opened 📧

"Quick question, Firstname?" enjoyed a 46% open rate, which was significantly better than the most popular messages, which had open rates of 14% and 15%, respectively.

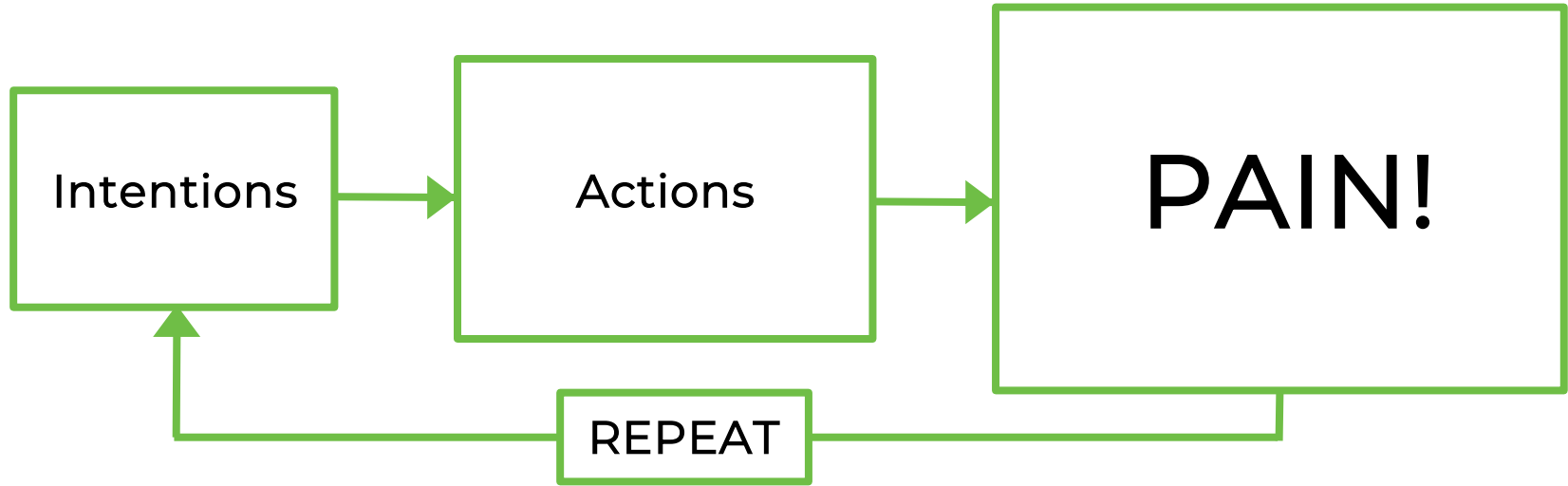
Highest Rated by Members ❤️❤️❤️❤️❤️

Tied with perfect scores, members rated "Did you know this" highest for their leads, and "2020s silver lining?" highest for their past clients and sphere.

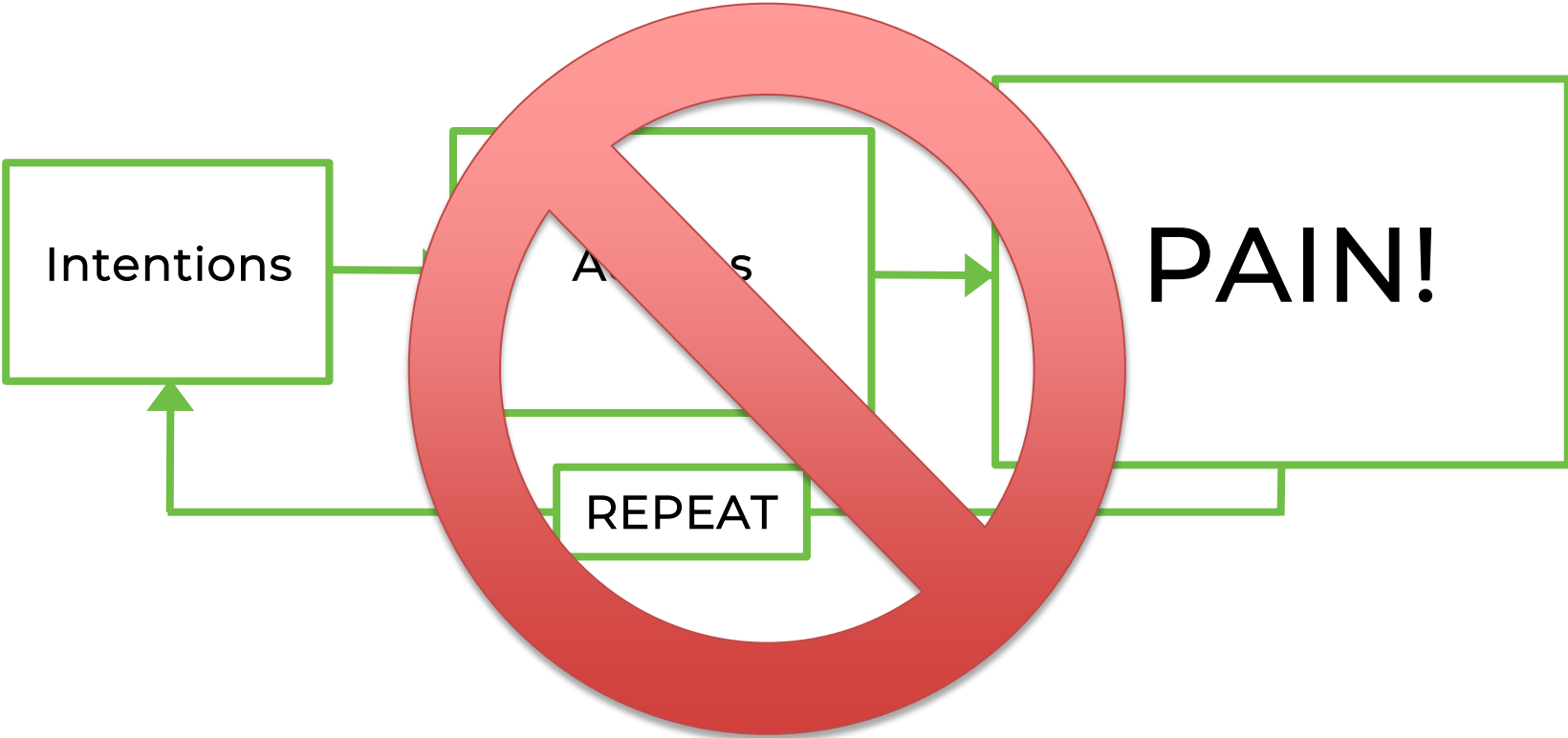
Need help?

[We're here, ready to talk](#)

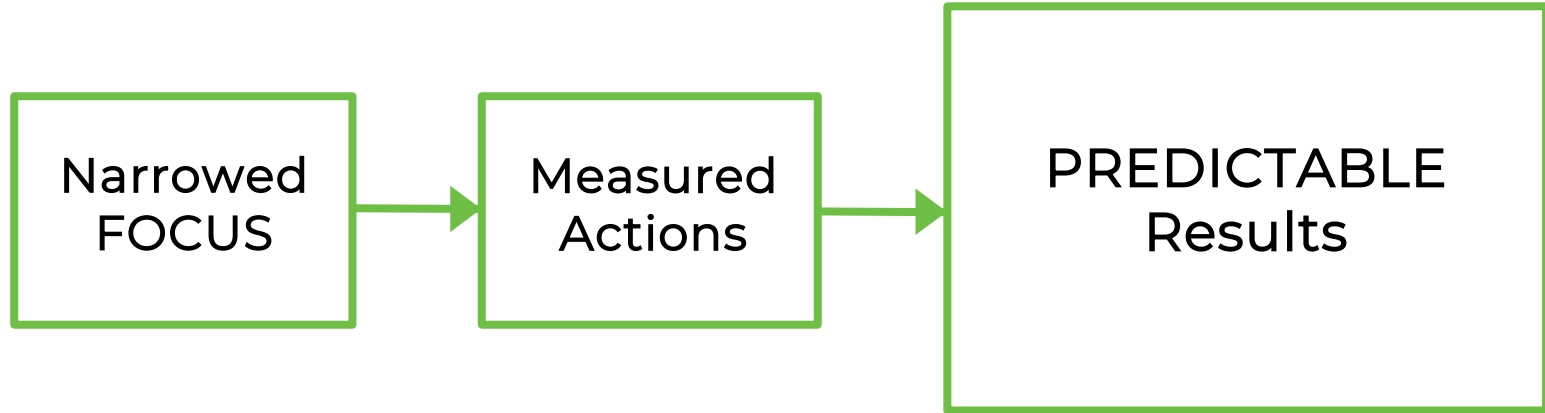
The Cycle of Suck



Breaking the Cycle of Suck



The Path of Mastery



Get Help

- Email yes@happygrasshopper.com now

Today's slides, my 21-page report about CRM Content Fails, and a recruitment class

happygrasshopper.com/tour



Get Help

yes@happygrasshopper.com

happygrasshopper.com/tour

