

FAST FORWARD MOVEMENT MASTERCLASS SERIES

Pop-by Marketing Simplified

PEGGY URIEFF

>> **exp** >>
REALTY

★ PLEASE PRINT THE POP-BY CALENDAR: LINK IN CHAT ★



PEGGY URIEFF EXP ICON AGENT AND TEAM LEADER

Serving the Sacramento Market (4th Popular US destination)

Most Proud: Built a Relational Real Estate business while birthing five kids

Creator of popbyideas.com- Subscribe for Monthly Ideas

Let's Keep In Touch

My personal cell phone 916.622.3787

SCAN TO SAVE CONTACT TO PHONE



peggyurieff



Peggy Urieff



peggyurieff.com

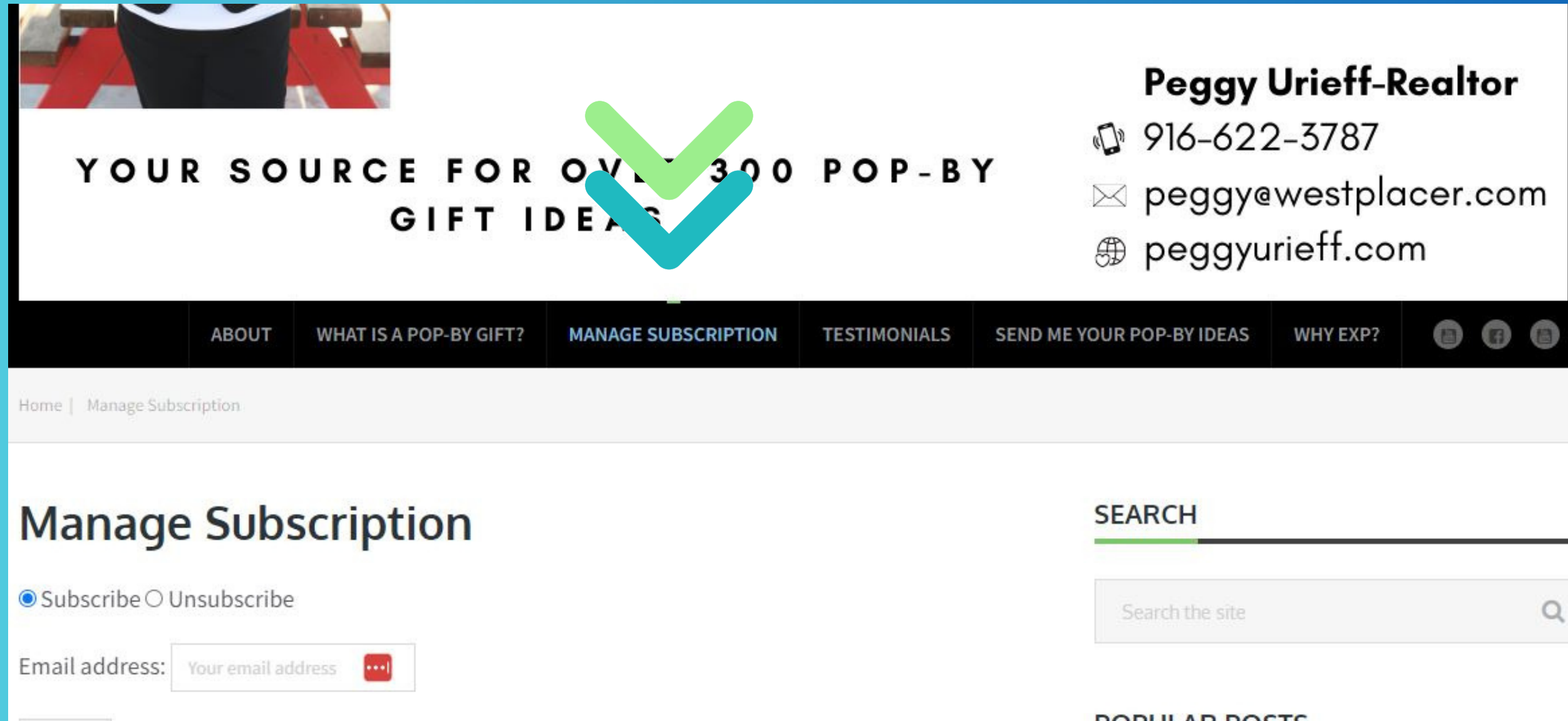


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IF YOU WANT COPY OF RECORDING
AND SLIDES SUBSCRIBE TO POPBYIDEAS.COM



**YOUR SOURCE FOR OVER 300 POP-BY
GIFT IDEAS**

Peggy Urieff-Realtor
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peggyurieff.com

ABOUT WHAT IS A POP-BY GIFT? **MANAGE SUBSCRIPTION** TESTIMONIALS SEND ME YOUR POP-BY IDEAS WHY EXP?

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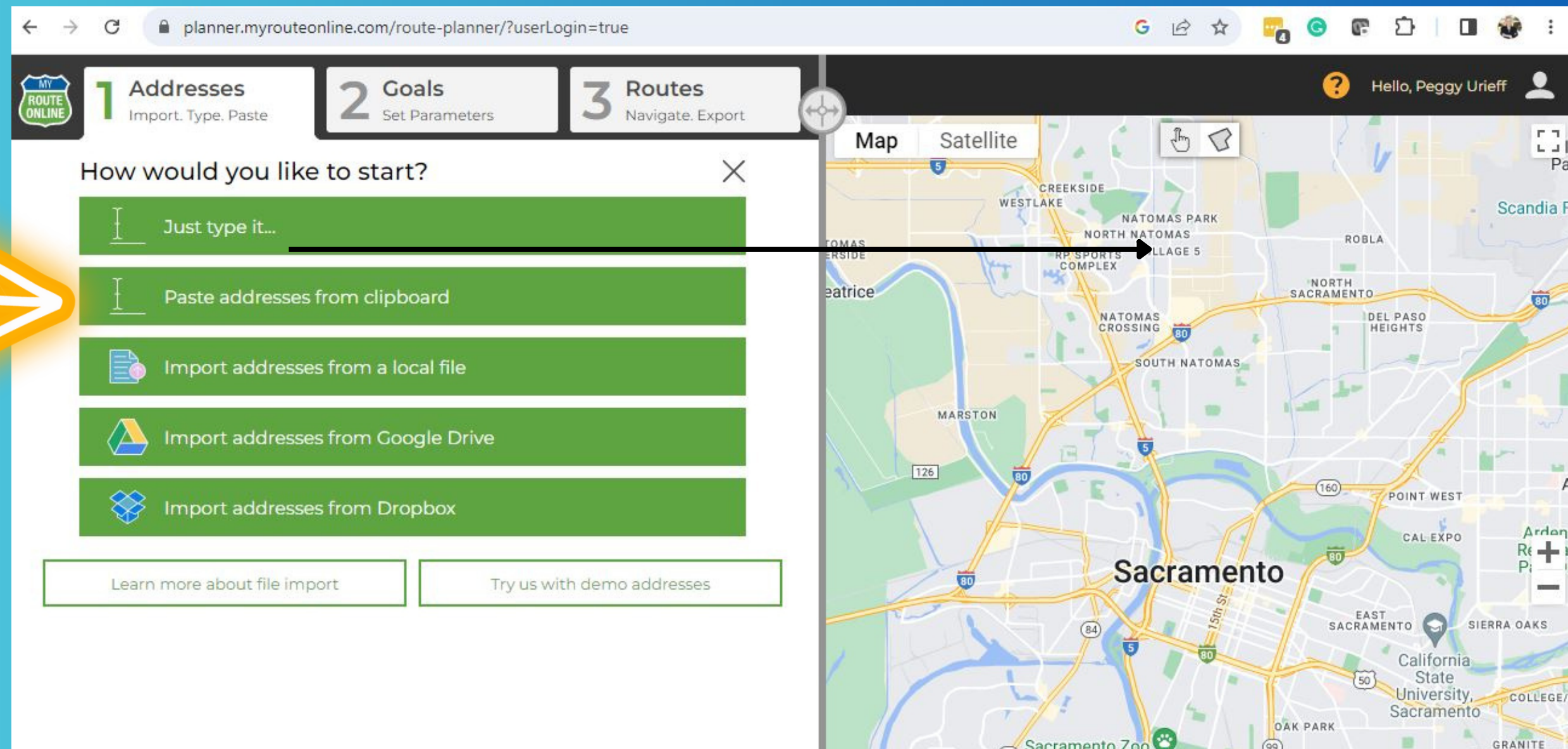
POPULAR POSTS

WHAT IS A POP-BY?

A small gift you deliver to your top clients as a way to stay in touch and generate referrals.

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- Use your CRM to create a group of who you will deliver to this month.
- Download those addresses from your CRM and cut and paste them into www.myrouteonline.com to make deliveries easy and time effective.



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GRAB YOUR FAVORITE DRINK AND GO ON AUTO-PILOT

Route Totals: 17 addresses, duration 1:30, 34.00 miles

Stop	Title	Address	Arrival Time	Service Time	Distance (miles)
1		6310 R Rocklin, CA 95765, USA	2:00 AM (+0:00)	0:00	0.00 (+0.00)
2		141 Br Roseville, CA 95678, USA	2:09 AM (+0:09)	0:00	3.61 (+3.61)
3		1741 T Cir, Roseville, CA 95747, USA	2:20 AM (+0:11)	0:00	8.24 (+4.63)
4		408 To Roseville, CA 95747, USA	2:24 AM (+0:04)	0:00	9.68 (+1.44)
5		417 To Roseville, CA 95747, USA	2:24 AM (+0:00)	0:00	9.69 (+0.01)
6		4144 B Roseville, CA 95747, USA	2:27 AM (+0:03)	0:00	10.38 (+0.69)
7		507 Hy Roseville, CA 95747, USA	2:33 AM (+0:06)	0:00	12.68 (+2.31)
8		425 Ro seville, CA 95747, USA	2:43 AM (+0:10)	0:00	17.12 (+4.44)
9		125 W Roseville, CA 95747, USA	2:47 AM (+0:04)	0:00	18.06 (+0.93)
10		2480 R Roseville, CA 95747, USA	2:50 AM (+0:03)	0:00	18.47 (+0.41)
11		3927 N Roseville, CA 95747, USA	2:57 AM (+0:07)	0:00	21.55 (+3.08)
12		3815 N Roseville, CA 95747, USA	3:05 AM (+0:08)	0:00	24.91 (+3.36)
13		3555 A Roseville, CA 95747, USA	3:07 AM (+0:02)	0:00	25.31 (+0.40)
14		9655 C Cit, Roseville, CA 95747, USA	3:09 AM (+0:02)	0:00	25.97 (+0.65)
15		1203 E Roseville, CA 95678, USA	3:18 AM (+0:09)	0:00	29.83 (+3.86)
16		1402 C e, Roseville, CA 95661, USA	3:26 AM (+0:08)	0:00	32.78 (+2.95)
17		1206 B Roseville, CA 95661, USA	3:30 AM (+0:04)	0:00	34.00 (+1.22)



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DON'T TURN A POP-BY INTO A PLOP-BY

- **Stay standing and make it short (15 minutes or less).**
 - **Don't forget to ask for referrals.**
- **If they're not home, take a picture of the gift at their doorstep and send it with a text letting them know you popped by.**
- **Follow up with a personal note and log your activity.**



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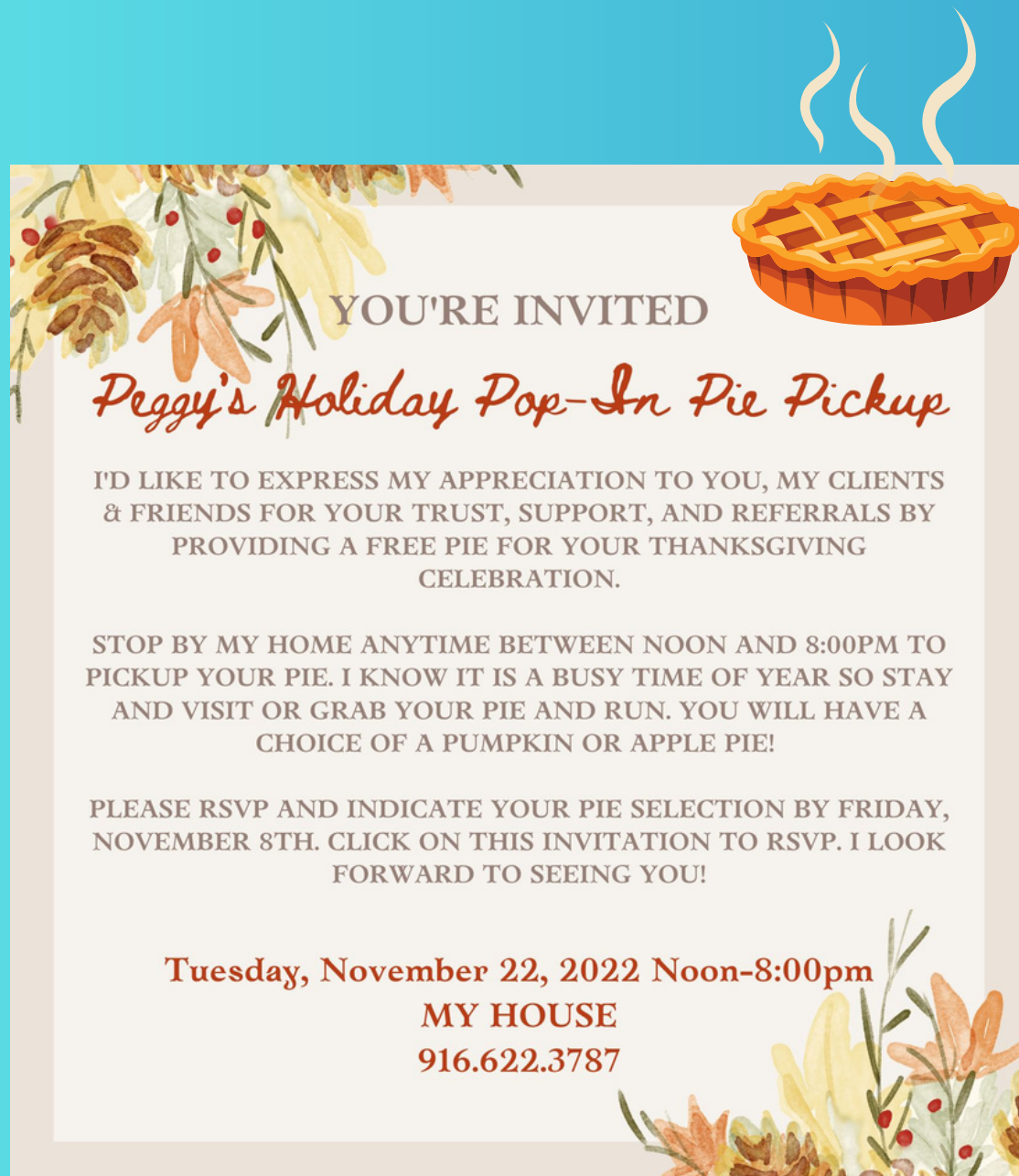
YOU ARE YOUR BIGGEST ENEMY: DO NOT MAJOR IN THE MINORS

- **Start with your favorite clients.**
- **Make a plan for the year, and don't change it.**
- **Buy items on a holiday sale and save for next year.**
- **Give out useful items you would want to receive.**
 - **No Dollar Tree plastic clutter.**

**Think of consumable items that clients will use,
make memories with, eat, or rub on their bodies.**

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REVERSE POP-BYS: GIVE YOURSELF A BREAK SOME MONTHS AND HAVE YOUR CLIENTS COME TO YOU



YOU'RE INVITED

Peggy's Holiday Pop-In Pie Pickup

I'D LIKE TO EXPRESS MY APPRECIATION TO YOU, MY CLIENTS & FRIENDS FOR YOUR TRUST, SUPPORT, AND REFERRALS BY PROVIDING A FREE PIE FOR YOUR THANKSGIVING CELEBRATION.

STOP BY MY HOME ANYTIME BETWEEN NOON AND 8:00PM TO PICKUP YOUR PIE. I KNOW IT IS A BUSY TIME OF YEAR SO STAY AND VISIT OR GRAB YOUR PIE AND RUN. YOU WILL HAVE A CHOICE OF A PUMPKIN OR APPLE PIE!

PLEASE RSVP AND INDICATE YOUR PIE SELECTION BY FRIDAY, NOVEMBER 8TH. CLICK ON THIS INVITATION TO RSVP. I LOOK FORWARD TO SEEING YOU!

Tuesday, November 22, 2022 Noon-8:00pm
MY HOUSE
916.622.3787



**DUMPSTERS.
DONATIONS.
& DONUTS!**

After Holiday Clear Out!
Sponsored by Cresleigh Springs Neighbor
and Realtor Peggy Urieff

SATURDAY, January 28, 2023
MY HOUSE
10:00 AM TO 2:00 PM

FOR QUESTIONS CONTACT PEGGY AT
PEGGY@WESTPLACER.COM OR 916.622.3787

Bring your donations and trash to the big dumpster in
my driveway and enjoy coffee, juice, and donuts.
Donations will go to the Goodwill.

The following items will not be accepted:
Paint - TV's - Computer Monitors - Rocks - Concrete - Dirt - Tires
Hazardous Waste - Appliances - People - Batteries - Fluorescent Lights



PEGGY URIEFF'S FATHER'S DAY



CAR WASH PARTY!

In appreciation of your business and referrals...
COME GET A COMPLIMENTARY CAR WASH
ON Peggy JUST IN TIME to celebrate Dads!

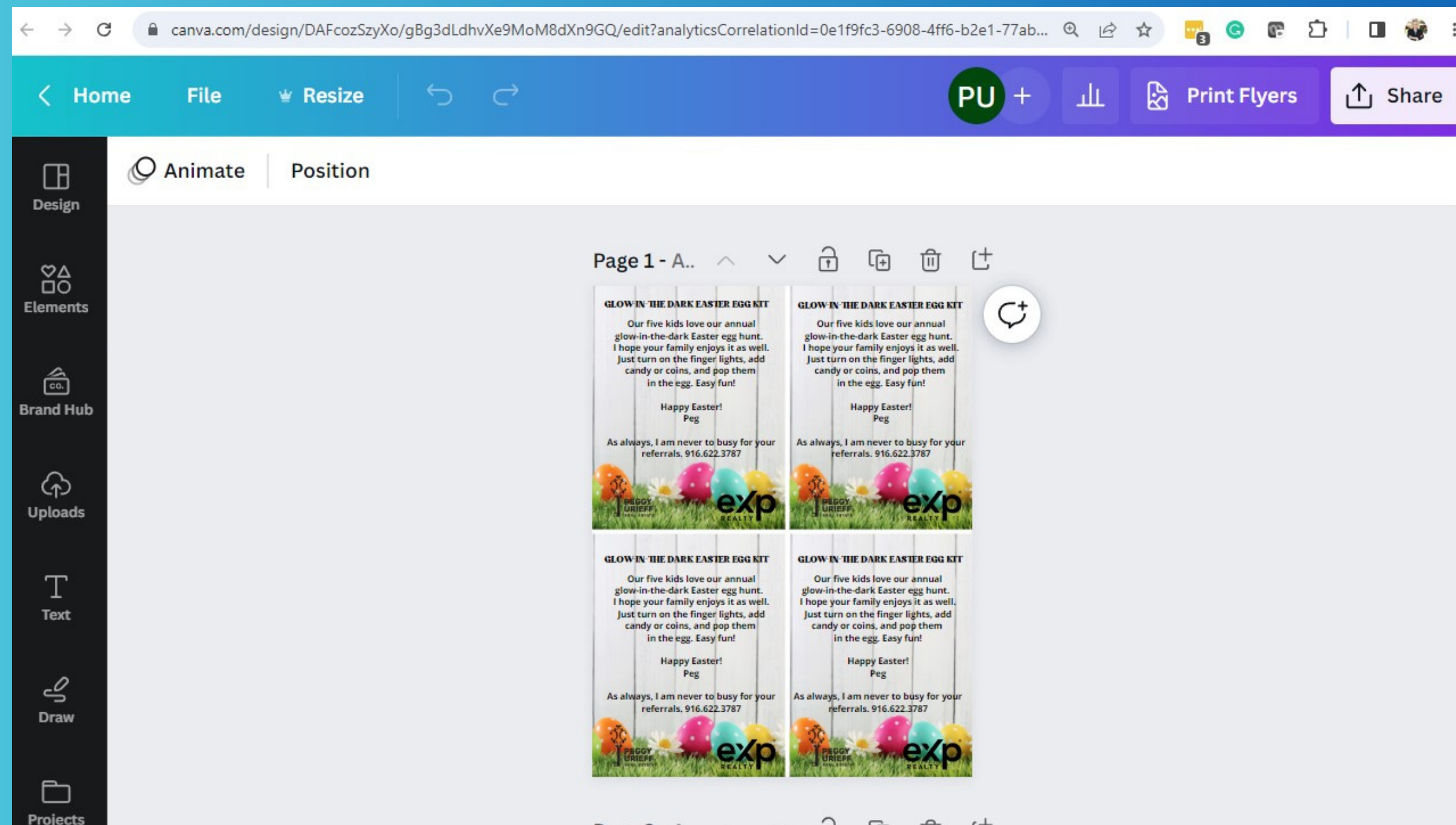
SATURDAY JUNE 26TH FROM 9 TO 11 AM

FIVE STAR CARWASH
6818 FIVE STAR BLVD, ROCKLIN, CA
RVSP BY JUNE 23TH

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MAKE SIMPLE TAGS WITH CANVA:

- Just pick a tagline off pop-by ideas and type into a tag on canva.com



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LET'S PLAN!

Pop-by Calendar

1st Quarter	January	February	March
Pop-By Gift Idea			
Tagline			
Number of Pop-By Gifts			
2nd Quarter	April	May	June
Pop-By Gift Idea			
Tagline			
Number of Pop-By Gifts			
3rd Quarter	July	August	September
Pop-By Gift Idea:			
Tagline			
Number of Pop-By Gifts			
4th Quarter	October	November	December
Pop-By Gift Idea			
Tagline			
Number of Pop-By Gifts			

Peggy Urieff

popbyideas.com

916-622-3787

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*Your
SACTOWN
Referral
Partner!*

questions

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CONTACT TO PHONE



**PEGGY URIEFF EXP ICON AGENT
AND TEAM LEADER**

**NEVER TOO BUSY FOR YOUR
SACRAMENTO AREA REAL ESTATE
REFERRALS!**

LET'S STAY CONNECTED!

My personal cell phone 916.622.3787



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