

Colleagues, Friends, and Coaching Clients,

I'm Janice Overbeck, the team leader of The Janice Overbeck Real Estate Team with Keller Williams. We're one of the top-producing teams in the Atlanta metro area.

As a Keller Williams agent, we all know the emphasis that is placed on the 36-touch program. Throughout my career, I've taken that advice to heart. I had an entire system in place utilizing postcards, mailers, and a lot of events. **I was staying in touch, but it was a lot of work and I spent a lot of money for a lower return.** Print materials aren't cheap.

A fellow agent told me about the service he hired to make those 36 touches easier. He was using Vyrat Marketing to send out two videos a month to his past clients and sphere, plus a monthly direct-offer email. **This alone could take care of almost all of his database touches.** I instantly knew this could work for me and save me money.

I've now been working with Vyrat for almost three years as my primary database touch system. Of course, I still throw events when I can and send some direct mail, but I don't have to rely on a million different media to communicate with my sphere of influence.

I have my ISA make calls to the people that have interacted with my video emails (Vyrat sends me the list) and **she's able to have warm conversations and naturally ask for referrals or business.** I've seen amazing results with her reaching out to these warm audiences and we've booked appointments directly from these follow-up calls.

**The investment I've made with Vyrat has actually saved me money while drastically increasing my repeat and referral business.** Hiring Vyrat will make hitting your 36 touches easy, consistent and cost-effective. I recommend you look into their database marketing plan and commit to staying in front of your database. You will see more referrals from the people you know.

You can learn more about Vyrat's entire database marketing plan at [www.getvyrat.com](http://www.getvyrat.com).

If you'd like to talk to me directly about the results I've seen and my experience working with the team there, feel free to contact me! I'm happy to share my methods of success.

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