

Kathy Kennedy Realtor/ Rancho /Santa Margarita

Call Summary:

- Chris pitched, client running ads on Yelp get nothing much.
- Client said that I am on first page Michael jumped over the call and told him that he is not showing on first page.
- Showed our client **Wilders Perez Realtor**. Michael said you can call him as well.
- **\$250** per month with no contract.
- Client shared the commitments made by the company with which he is working.
- Blake
- Create YouTube channel and post videos every month.
- Help with reviews part by generating a link and rating part.
- Create accounts for business on social media and link with GBP.
- Clients website <https://kathykennedy.bullockrussell.com/>.
- Client asked for Google guarantee Blake explain and quoted the prices one-time \$850.
- Blake suggested to go with organics not with ads or with other like Yelp.
- Client said that he got call from your company he showed the same client wilder Perez and his name is Derrick.
- **80 % selling and buying 20 %.**
- Bi-Weekly.
- Working timing **24/7**.
- Blake pitched for website and sent the samples as well.
- Website will be deliver in 14 working days.
- Blake quoted **\$1000** for the website **\$600** up-front and **\$400** remaining.
- Contract is sent and Kathy will sign the **deco-sign**.
- Payment charged for website and disclaimer given.

QA Department Notes:

Client is nice but he goes deep into everything and asks questions a lot regarding the campaign and marketing stuff so deal him accordingly. He is registered on Google already. Client said that he is doing ads and paying \$8 per day monthly charge is around \$500 in total with additional charges. Michael said we can manage Google ads as well but it is an expensive campaign so first take a baby step and that is organics. Owner name is Kathy Kennedy her husband takes care of marketing stuff and Toni will be in

touch with CST agent for the campaign. Blake took over the call and explained him the difference and how organic marketing goes on. He said you have to give three months to this campaign to see booming results for your business, in first month he will target 7miles radius, it will gradually increase radius to 25miles which is max and target 5 keywords in first month. Client wants to travel 15miles radius not more than that so assist him accordingly. Blake pitched for website and sent two samples: **morsellsdenver.com** and **Wilder Perez**, client liked the **morsellsdenver** one. Blake mention him that he will take care of his **domain and hosting** in the same budget and life time support on website.

Domain: **KathyKennedy.com**

Website Sample: **morsellsdenver.com**

Website Color Scheme: **White & turquoise**

Additional Notes:

Blake quoted **\$800** for **Wilder Perez website** but he doesn't like it.

Basic Information:

Nationality:	N/A
Previous experience with SEO Company:	N/A
For how long the client is in this business:	28 Years.

Cross Checking the Information on CRM:

- Owner name: Kathy Kennedy Realtor/ Rancho /Santa Margarita
- Business name: Kathy Kennedy
- Business number: (949) 350-7444
- Business email: kathy@kathykennedy.biz (Verified)
- Husbands Number (Tony): 949 400 7777
- Husbands email (Tony): tonyv@cox.net (Verified)
- Business address: 30342 Esperanza, Rancho Santa Margarita, CA 92688 US
- Keywords (5)
- Radius (15)
- Listings status (Yes)
- Notes on CRM (Yes)
- Calls Committed (No)
- Insisting more miles (No)
- Commitment of phone ringing (No)
- Reg on GMB (coached) (N/A)
- Social Media Handling (No)

- Guarantee of ROI (First Month) (No)
- Scrapping Reviews (No)
- SEO Procedure Explained (Yes)
- Information in CRM (Yes)
- No of sale call mentioned in Notes (Yes)
- Disclaimer Read Properly (Yes)