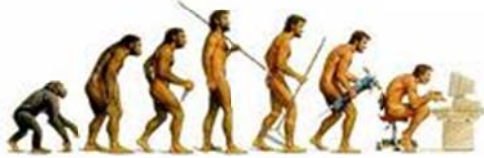


## How Does Anthropology Link To Your Database?



British Anthropologist Robin Dunbar has taught us that the primate brain on average can only have meaningful relationships with an average of **150 individuals**. Some can manage larger numbers of relationships successfully but for the vast majority of human primates, the number centers around what is now known as “**Dunbar’s Number**”. Many other professions have used this number for event planning purposes. Wedding planners for example work on three hundred guests (150 for each of the individuals) and 150 for a funeral ☺. Well what does that mean for your database? Noted Realtor and motivational speaker **Michael J Maher** author of the best-selling book “**The Seven Levels of Communication**” has reminded us that it is almost an impossible task for Realtors to manage databases with numbers much larger than 150 names in a way that allows you to be in the “**flow**” and result in significant repeat business or new quality introductions (formally known as the hackneyed word “referrals”).

What does that mean for you as a successful Coldwell Banker Danforth Realtor who plans to ensure that one’s database is properly managed, added to and provides an income for life? Well very briefly it means the following;

1. It’s time to comb through that database and invite 150 entries out of the universe of names. This is what Michael J Maher would affectionately phrase as “**being mayor of your own gated community**”.
2. The remainder of your database continues to get an e-mail and newsletters (or whatever you have traditionally done on a consistent basis) but the 150 separated names now has their own plan.

Gated Community Plan

### Rate the names;

- A+ = Two or more referrals in the last 12 months
- A = One referral in the last 12 months
- B = Past client
- C = Sphere of influence/strong chemistry

### Campaigns

- C’s = One call per year
- B’s = Two calls per year
- A’s = Four calls/year + two 1 on 1’s
- A+’s = Twelve calls/year + four 1 on 1’s

The lesson from all this, should provide a level of optimism for the future. The vast majority just get the automated contacts, but the fewer number in “Dunbar’s” gets the personalized attention. This not only frees up your time but makes the management of your future fun and manageable.

I love being a primate. If you would like to connect with me just pick up the phone and connect with me on my cell 206-372-3859 or e-mail < [rsavy@absoluteloans.com](mailto:rsavy@absoluteloans.com) > .