# ‘First’ marketing service will now set up appointments with likely sellers

Having a sense of which of your contacts might want to list their homes soon is one thing; clinching appointments with these prospective sellers is another. First -- a startup that predicts who in an agent's "sphere of influence" is most likely to transact in the coming months -- is now offering to take this work off an agent's hands. Not only does the company flag likely sellers in an agent's network, the startup's new "First Appointments" service will also try to set up meetings with these people on an agent's behalf. Some online marketing experts argue that agents focus too much on lead generation and not enough on tapping existing contacts or past clients for new business. First is one of a number a new products geared toward helping professionals market more effectively to their sphere of influence. "We light up an agent’s network or sphere to spot the people most likely to sell, then book appointments -- a call, a coffee, a drop-in -- so our agents proactively conn...

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