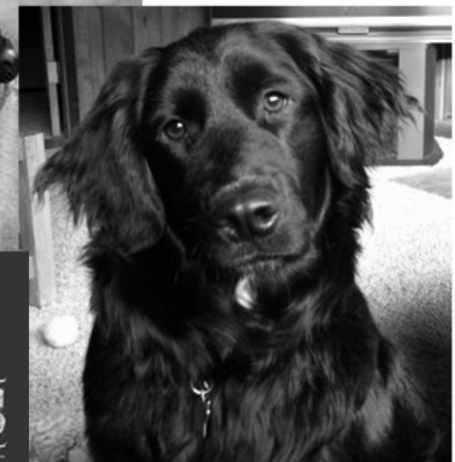


Access to Documents for today's class:

<http://www.elevationsrealestate.com/griclassnotes/>

Facilitator: Chris Hardy

- **Colorado Native**
- **CSU Grad – English**
- **Married to Pat Hardy**
- **Movie Theatre GM**
- **Kinko's - GM**
- **Contractor**
- **REALTOR since 2003**
- **Speaking**
- **Training**
- **Coaching**
- **Live on the Poudre**
- **Fly-Fisher**
- **Cache!**





Marketing Tools & Personal Promotion



5345 Arapahoe Ave., Suite 7
Boulder, CO 80303
(800) 455-8348 | (303) 245-0258
info@vaned.com

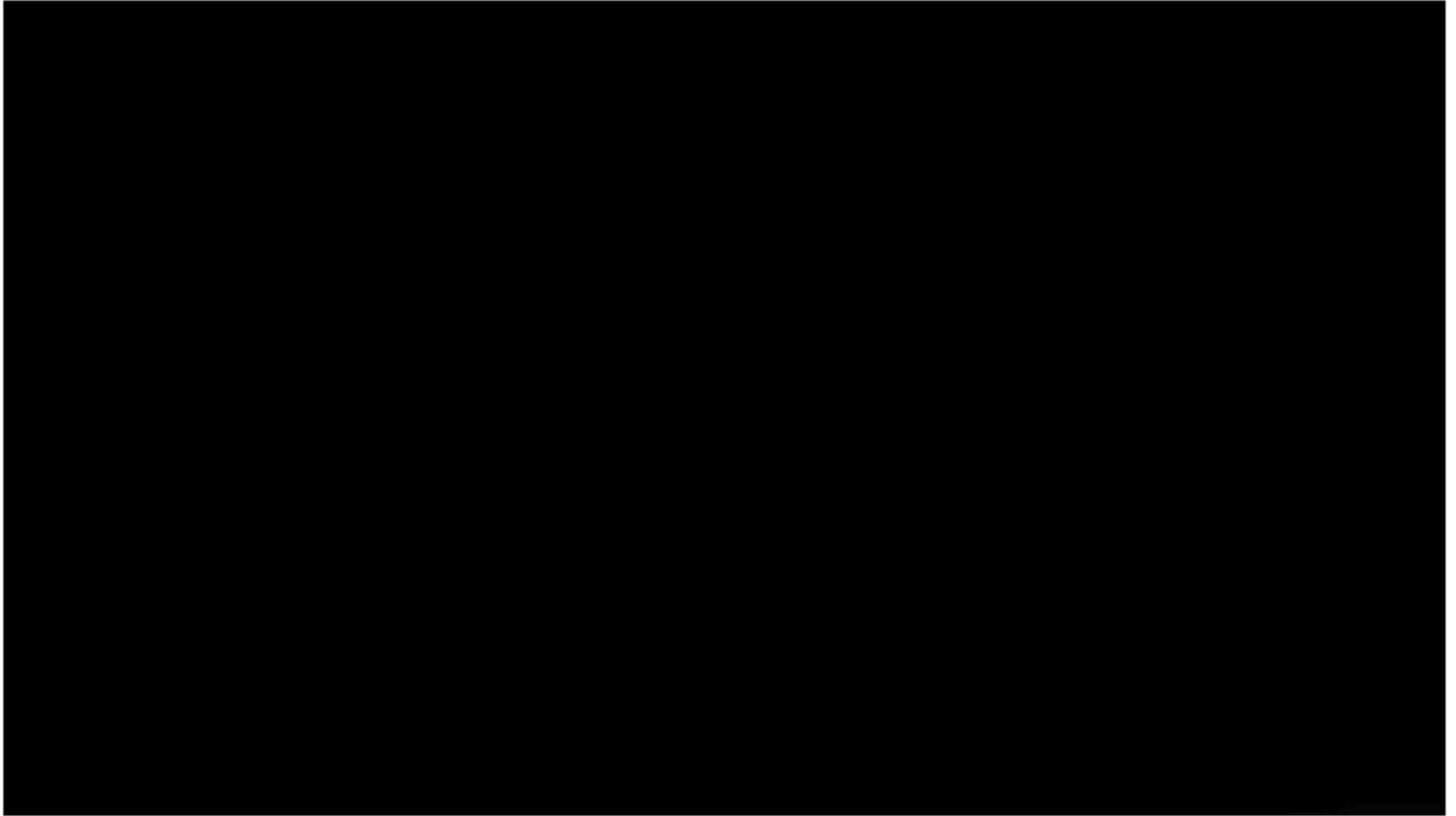
- I. Welcome**
- II. Personal Brand**
- III. Promotion & Success**
- IV. Marketing Plan**
- V. Listing Presentation**
- VI. Old, Expired & FSBO Listings**



EXPOSING Yourself



SIMON SINEK: Start With Why





“Each one of you is a *media company* [comma] real estate broker” – Gary V.

“We are day-trading for people’s attention” – Gary V.

“The SmartPhone is the remote control for our lives” – Gary V.

Marketing Videos

SIMON SINEK:

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Leadership Interview & Millennial Question:

https://youtu.be/_EEx_9Viwx4

GARY VAYNERCHUK:

<https://www.youtube.com/watch?v=JLh7OBl1lqg>

KATIE LANCE:

#GetSocialSmart (this is a book)

Marketing in the 21st Century



Marketing in the 21st Century

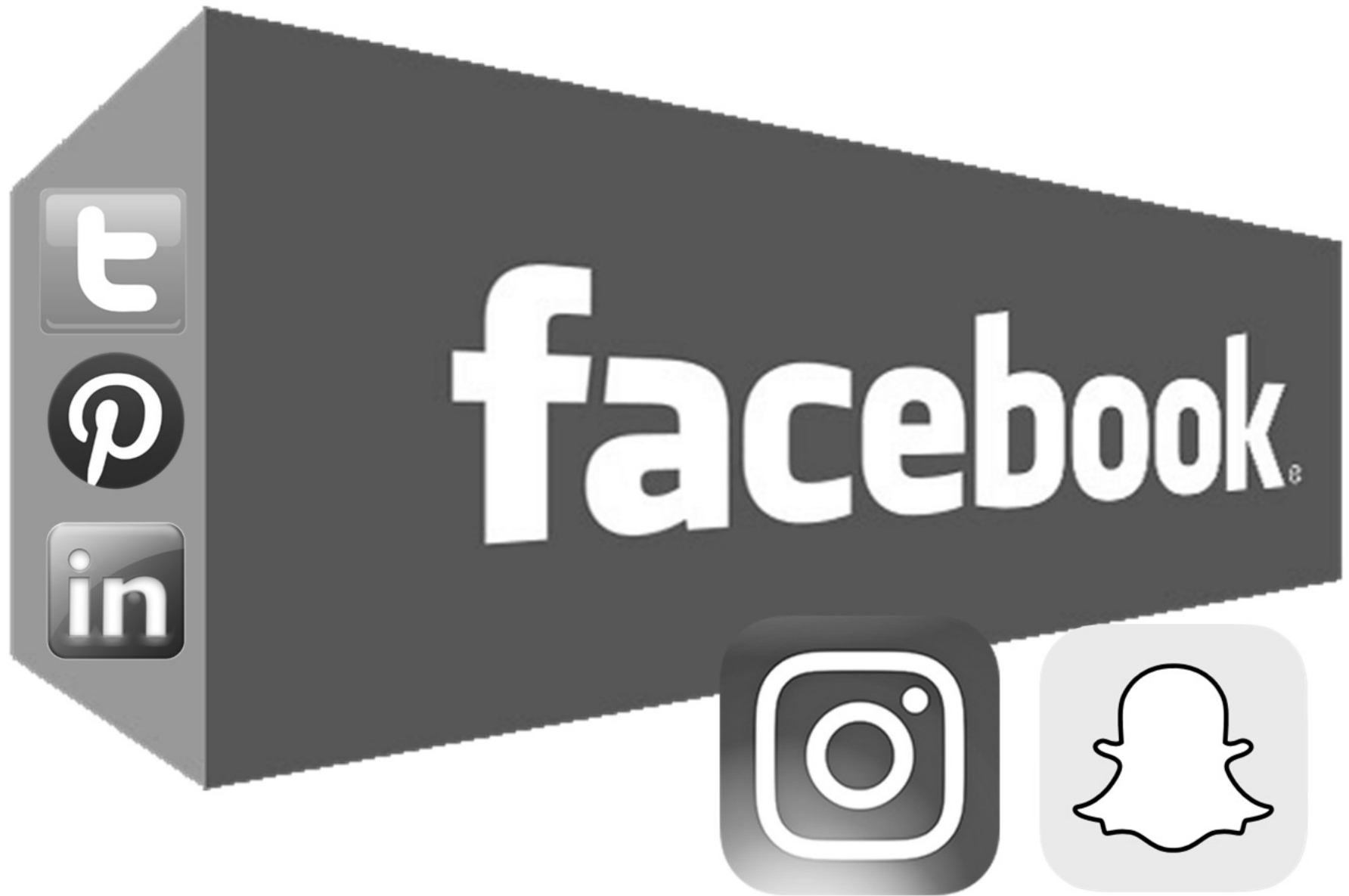
What is your “Why”?

**What is the most effective way
you currently reach your people?**

**Where are your people most easily
found?**

**PERSONAL
BRANDING**

NORMAL
PEOPLE
SCARE ME



Develop Your Brand: Sphere of ~~Influence~~ *Consciousness*

Yes, the
world
actually
revolves
around you!
(but it's not about you)



Develop Your Brand

Broadly, your SOC is people who KNOW...

- **Who You Are**
- **What You Do**
- **Where You Do it**

Anyone with whom you have a connection of some kind...



Develop Your Brand

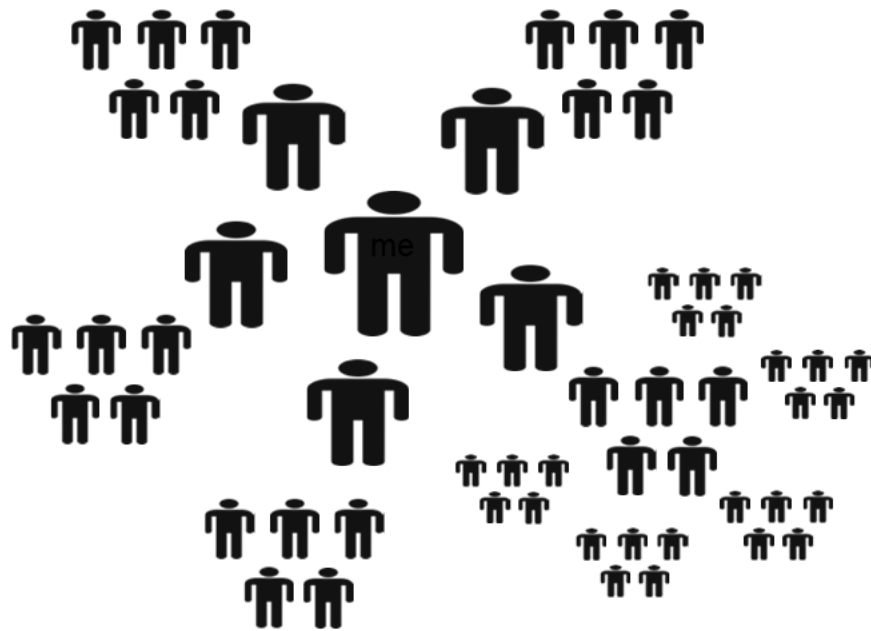
Who is my SOC?

- **Family and Friends**
- **Neighbors**
- **Acquaintances**
- **Past Clients**
(ANY business)
- **Niche Groups**
(church, clubs, etc)
- **Service Providers**
(plumbers, painters, insurance agents)



Develop Your Brand

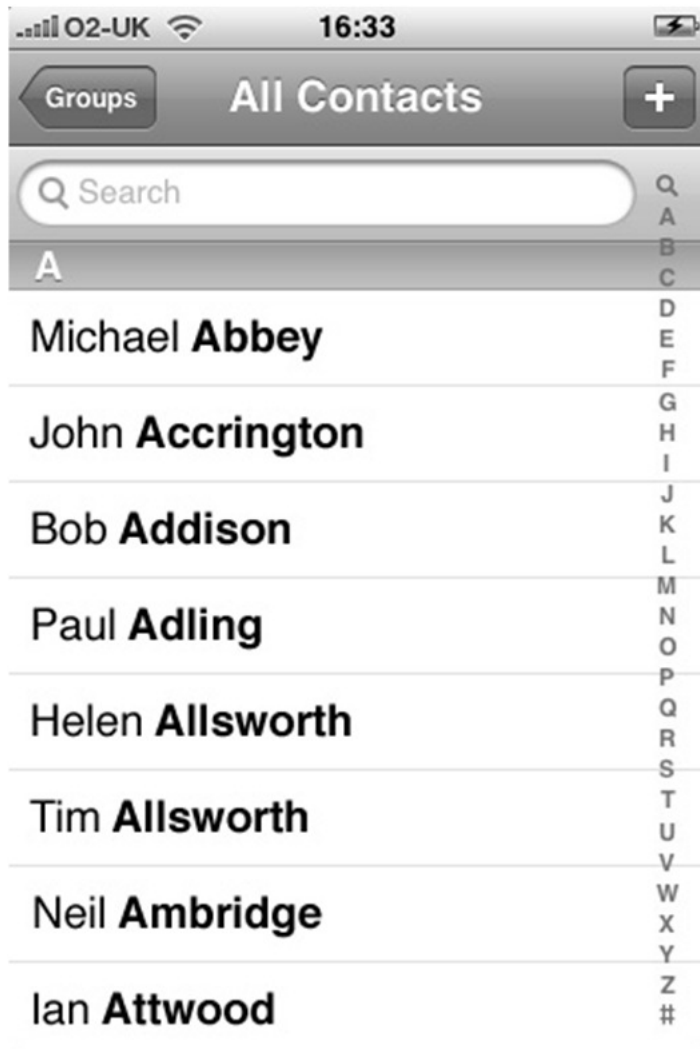
How does this SOC thing work?



1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90
91	92	93	94	95	96	97	98	99	100

Does this change when you re-frame “SOC” to “friends of friends”?

Building Your Sphere



List everyone you know...

Think about where you found them...

Pare the list down to a manageable number.

Plan your contacts.

Track your contacts.

You Connect With Them

Use iRelate™ to connect with each of your contacts individually



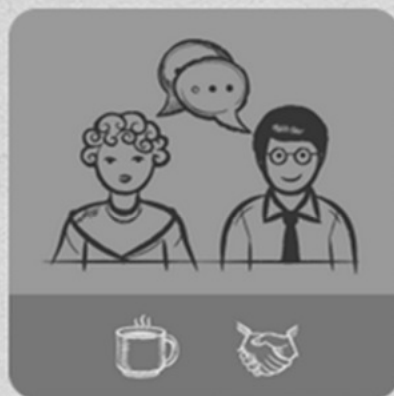
CONNECT

Call, email or use social media



MAIL

Send personal notes, birthday and special occasion cards



MEET

Have coffee, lunch, or simply pop-by

iRelate™ evenly distributes your work into simple, weekly tasks.

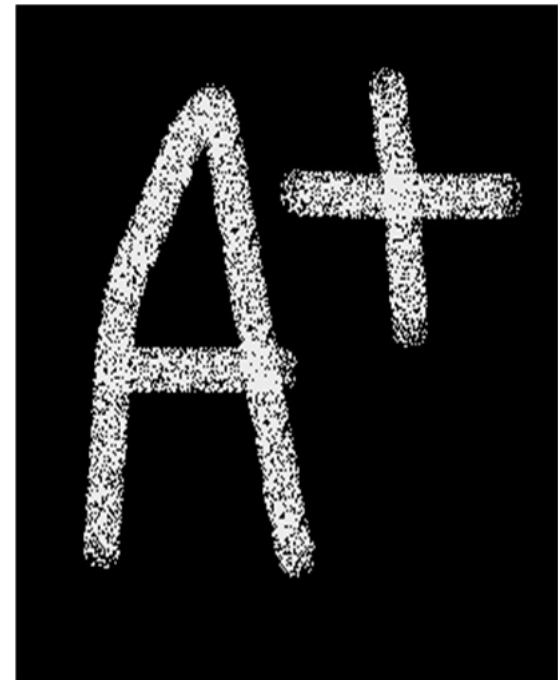
It tells you what to do and when to do it.

Classify Your Sphere

“A” People: If they are going to buy or sell, they will call YOU, no questions asked AND they network for you. They are ADVOCATES.

“B” People: If they are going to buy or sell, they will call YOU, no questions asked. They will give you referrals but you’ll have to ask for them when they know of someone.

“C” People: Everybody else.





“If you were given 100 seeds with enough water to water each seed once would you plant all 100 seeds and water each one once or would you be more successful if you planted 25 seeds and used all of the water on those 25 seeds? “

- author of *Permission Marketing*

What's Your “Watering” Schedule?

- ✿ Plan it! (annually)
- ✿ Automate it!
- ✿ Touch Type?
 - ✿ Direct Mail
 - ✿ Email –a real one!
 - ✿ Phone (SlyDial?)
 - ✿ Text, Social Media, Ads
 - ✿ In-person
- ✿ Frequency – 14 to 16 days
- ✿ Be Consistent or don't bother
- ✿ Quality – less important than consistency



Getting Over Yourself!

What do I say?

What do I send?

What if people hate me?

I hate it when people call me!

I hate it when I get crap in the mail!

I hate it when people pop-by my house!

I hate it when I get spammed* by a
REALTOR with his latest newsletter!



*know the rules of email marketing

Flow Strategies and Rules

The 20% Rule:

- 20% of the people you know will do transaction sides in the next 12 mos.
- Your mission is to access those sides
- Be in FLOW



Flow Strategies and Rules

One for FOUR:

- Every person in your sphere knows 4 people with a real estate need this year
- Your mission is to access those referrals
- Be in FLOW

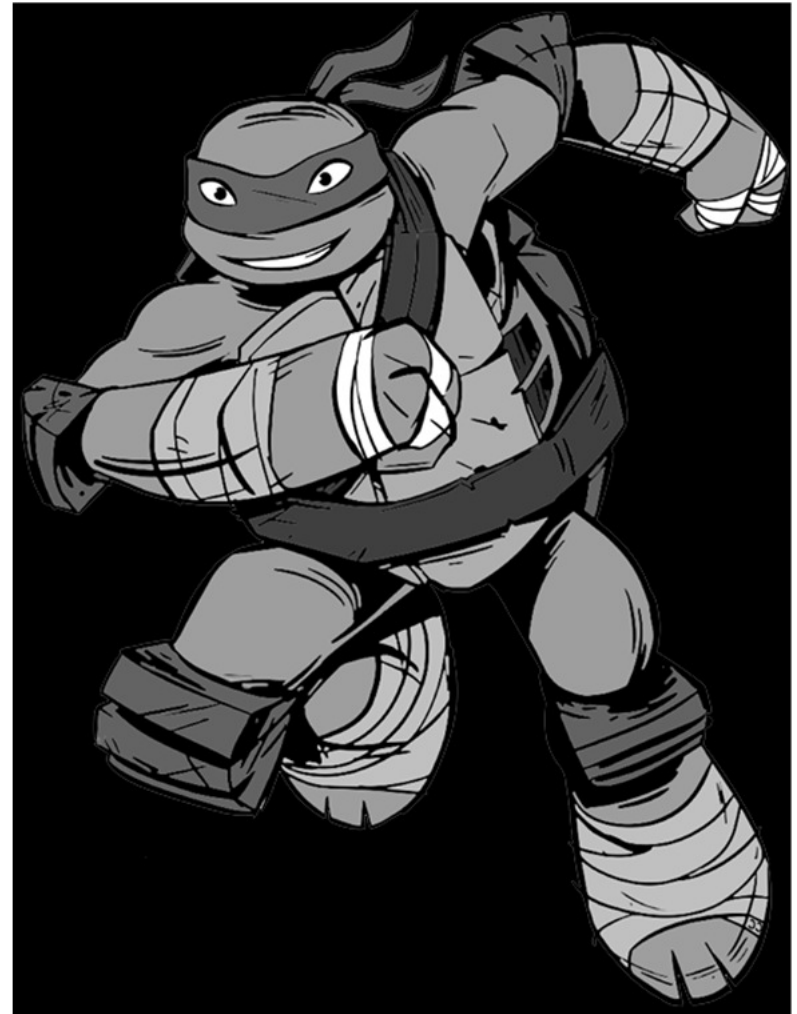


Flow Strategies and Rules

The Ninja Nine:

5 Daily Habits

4 Weekly Habits



Flow Strategies and Rules

Daily Habits:

1. Morning Gratitudes
2. Show up!
3. Write 2 personal notes
4. Hot List Focus
5. Warm List Focus



Flow Strategies and Rules

Weekly Habits:

1. Weekly customer calls
2. Schedule 2 live RR's
3. Schedule 50 live interviews
4. Update database every week



Flow Strategies and Rules

Contact 50 a week

- Be in “flow” with 50 people every week
- LIVE (like HIVE)
- Can be any contact
- Not necessarily about real estate
- Ask F.O.R.D. questions



Flow Strategies and Rules

- Family
- Occupation
- Recreation
- Dreams



When you ask a FORD question,
you are looking for CHANGE.

Change Catalysts

- Increase in family size
- Children under age 10
- Newly teenage children
- Children have left home
- Lived there 5 years or more
- Bought between 2009-15
- Had their company expand or downsize
- Getting divorced or married
- Have a dream to live “ ? ”



Let's Practice

- Have a conversation with your buddy simply asking F.O.R.D. questions attempting to learn as much about them as you can. Take another look at the change catalysts slide and ask each other what kinds of life changes led to making a decision. Make notes on the back of your buddy card.

Reach Out and Touch Someone



Thank You Notes

- ✓ Handwritten
- ✓ Blue Flair Tip Pen
- ✓ Large & Clear
- ✓ SPECIFIC
- ✓ 4-5 Lines only
- ✓ Don't ask for business



Reach Out and Touch Someone



Hey! I'm New!!

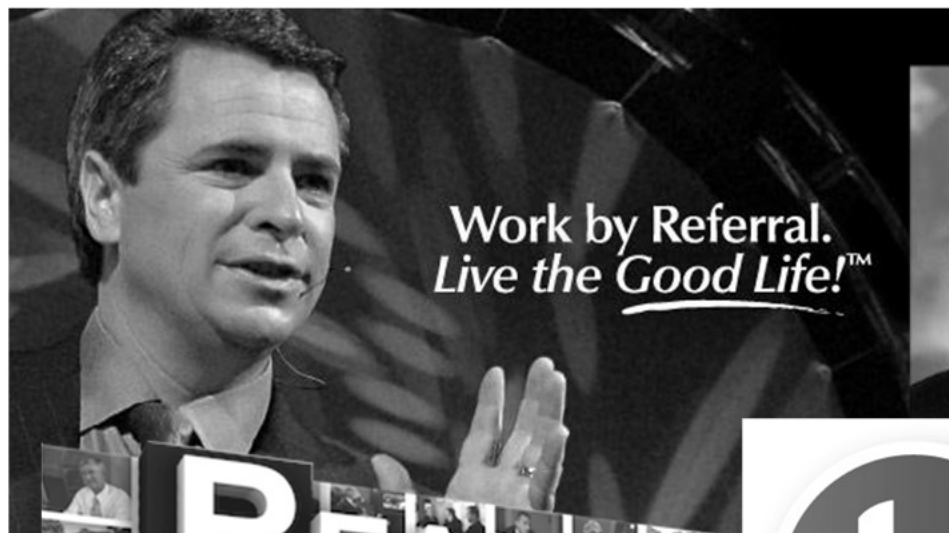
- ✓ New job!
- ✓ Set high goals
- ✓ Help me!
- ✓ Need to update my database
- ✓ Sorry haven't been in touch!

You didn't get
into this
business to be
a graphic
designer – so
don't do it!



Co-opetition





BY DAVID KNOX



market **leader.**

The Real Estate Industry's Leading Marketing Partner

Develop Your Brand

Remember:

Something always works.
Nothing *ever* does.

The Listing Presentation

Ice breaker

Purse-onal item (what is its personal value and what would you sell it for?)

Dream Vacation (compete)

Marketing Yourself (tag line)

The Listing Presentation

What is a listing presentation?

What is a pre-listing presentation?

What does it look like?

What does it sound like?



Photo Courtesy of BreakthroughBroker.com

The Pre-Listing Presentation

Company Information
Mission/Vision Statement
Years in the business*
Services Available
Office/Brokerage Info
Your information
Personal Brochure
References, Testimonials

Personal Position Statement
Credentials or CV
Company Credentials
Family/Interests/Hobbies
Community Involvement
List of required documents
CD/DVD/Web-link Intro
Seller's Questionnaire

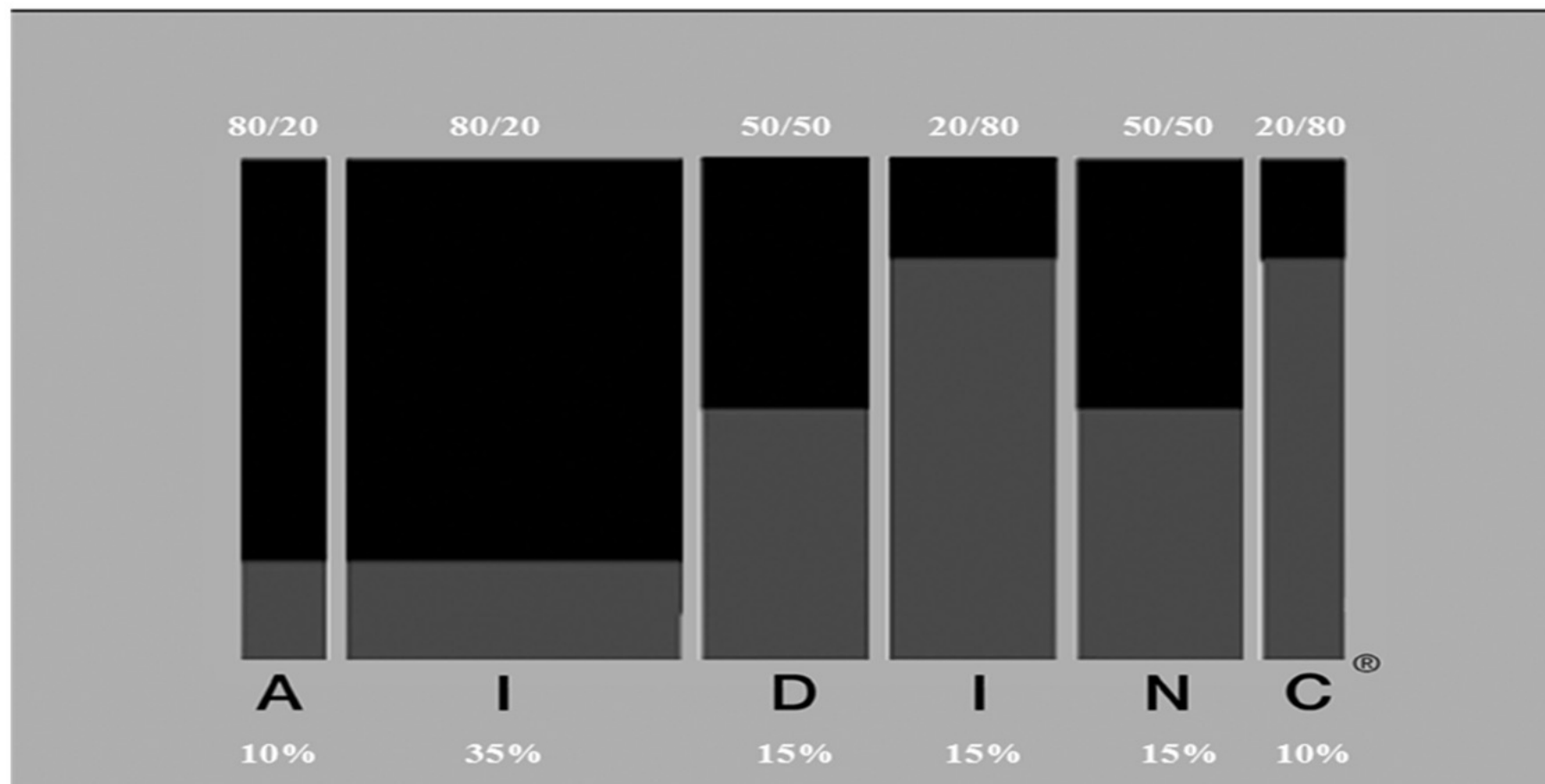
AID, Inc.

P N E
P T M
R E O
O R N
A V S
C I T
H E R
A T
E

V E L
A G O
L O S
 T E
D I
A A
T T
E E

Integrity Selling[®]

■ = time client spends talking
■ = time you spend talking



The Listing Presentation

Basic Structure of a Listing Appointment

Approach, Interview

Discovery!

Ask questions
Tour the property
Determine goals
Previous Experiences
Expectations

Demonstrate, Validate

Analysis!

Ability to Close
Logistics
Timing
Marketing/USP
Valuation/Stats/CMA

Negotiate, Close

Confirmation!

Questions
Clarifications
Objections
Satisfy
Ask

The Listing Presentation

What *really* sells a listing?



The Listing Presentation

What *really* sells a listing?



The Listing Presentation



Listing Presentation

Lots of presentation tools...



The Listing Presentation

The 4 P's of Marketing



Product - property or personal services

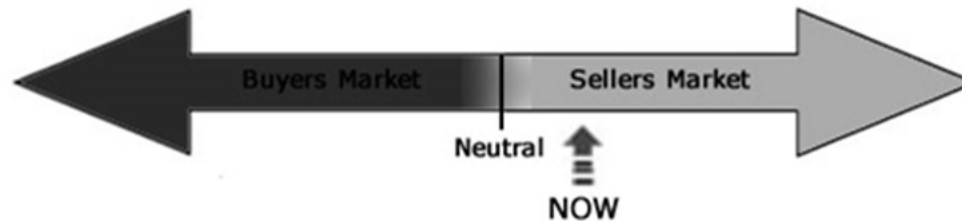
Price - value placed on a property

Place/Positioning - how the prospective customer receives the marketing message

Promotion - a mix of short and long-term activities

Absorption Rate

How do you know if the market is leaning towards buyers or sellers?



Buyer's Market

Demand is Low
Inventory is High
Longer Days on Market
Fewer Offers
Lower Offers
Price Reductions

Seller's Market

Demand is High
Inventory is Low
Shorter Days on Market
Multiple Offers
Homes Sell for Above List
List Prices Rise

Calculating Absorption Rate

$\text{Time} \div \text{Units Sold} = \text{Absorption Rate} \times \text{Active Listings}$

CALCULATE:

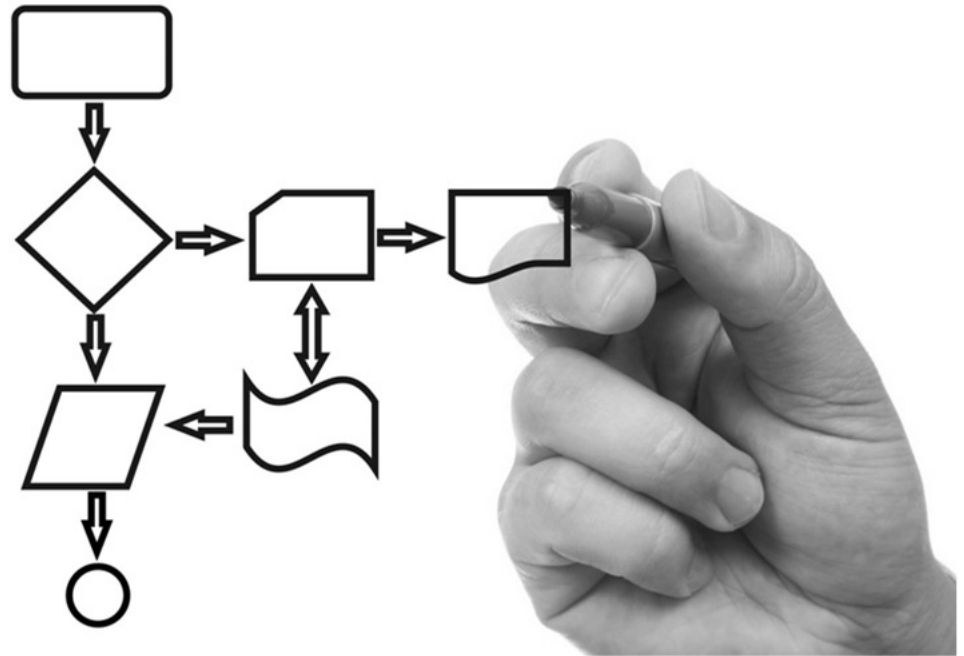
54 total sales in the last 6 months

There are currently 99 active listings.

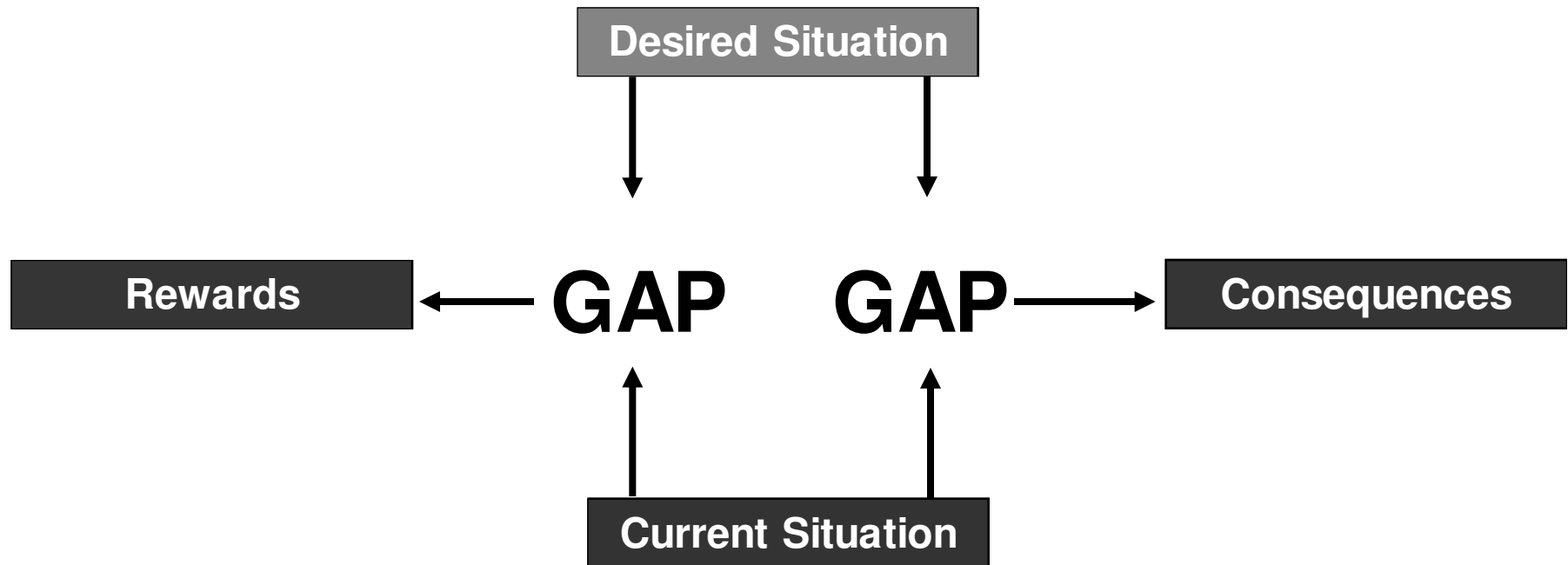
Is it **9, 10, 11, or 12 months** of inventory?

The Listing Presentation

You've *got* to have a conversation about how the process works and how prepared they are to SELL...



The Listing Presentation



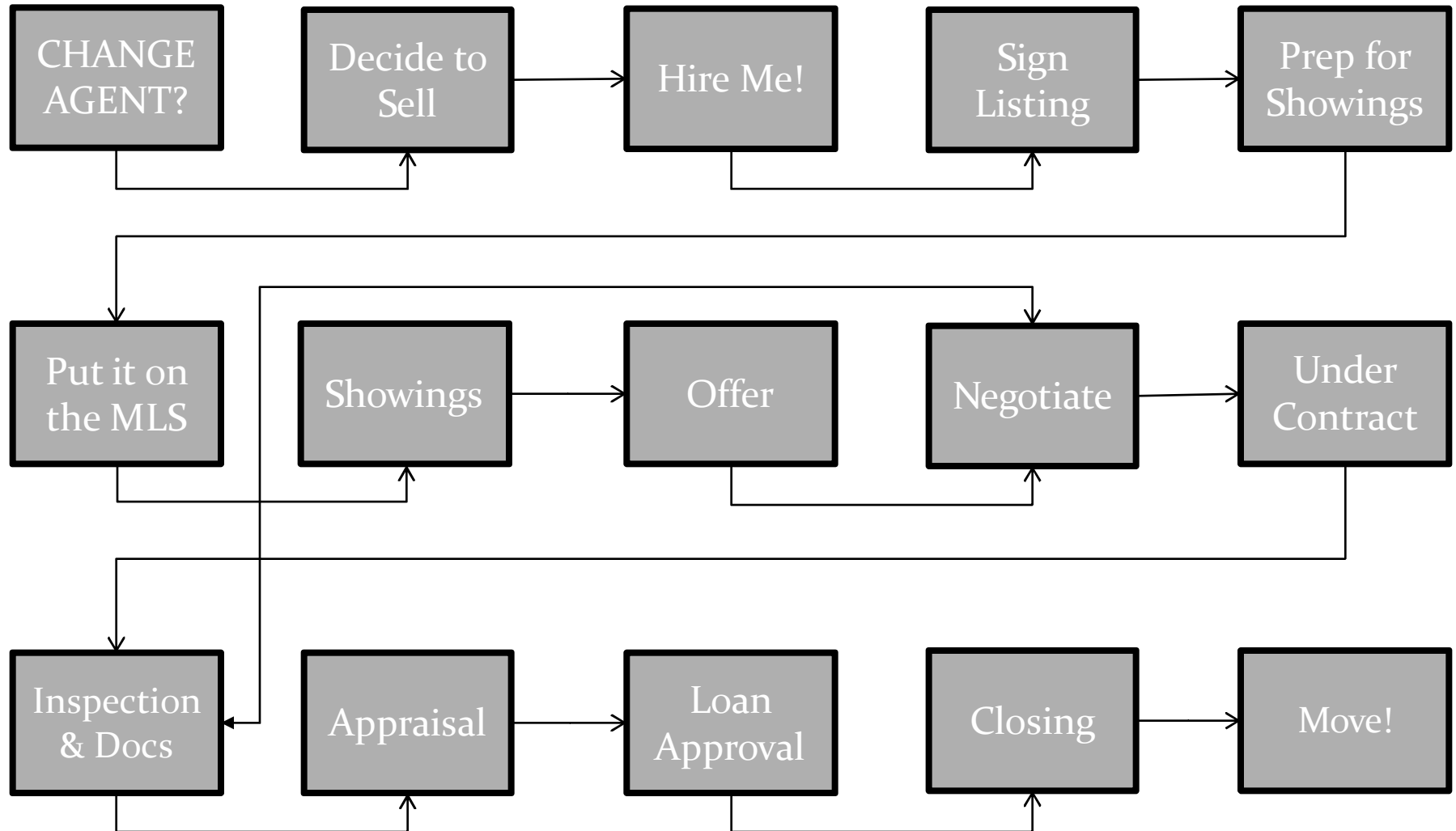
The Listing Presentation

Home Selling
Process....

Help Sellers
understand
how the
game is
played.



The Listing Presentation



The Listing Presentation

Develop Your Home Sales information questionnaire:

- What things are most important to you about your home right now?
- Were schools important? Which ones?
- Where do you want to live? Why?
- What was it about this home that made you buy it? Why?
- When do you want to move out? Why?
- What don't you like about this home?
- Where do you work?
- When is the best time to show your home?
- If a buyer offered you full price for your home today, is there anything that would keep you from accepting it?
- Is there anyone else involved in the decision making process?



The Listing Presentation

Basic financial oriented questions...

- Including taxes & insurance, what is your monthly payment?
- Are you currently late on any payments?
- How much do you owe? One mortgage or two? HELOC?
- What price range are you thinking about?
- How much cash are you expecting at closing?
- Have you considered renting?
- Consider the consequences of a vacant home.
- Do you have any pre-payment penalties or repayment restrictions?



The Listing Presentation

MLS – what
does that
mean?...



Aren't Trulia and Zillow enough?

The Listing Presentation

The Home Inspection Process...



- Let's inspect while we tour your home – what are buyers going to see?
- An inspector mostly looks for what's wrong and can overlook what's right
- Consider the market as you consider repairs or improvement costs
- Consider a Home Warranty

General Tips for the Listing Presentation

- Be on time for the appointment
- Be prepared to listen and be ready to respond
- Anticipate the concerns and questions of each unique customer
- Be prepared to obtain the listing
- Adapt your presentation to meet their expectations.

Set the stage for what their experience of the listing process will be!



The Listing Presentation

Services and
Benefits I
provide as a
Listing
Broker...



- Comparative Market Analysis
- Estimated Costs of Sale
- Secure Access to your home by other licensed professionals
- Advocacy/Representation in the transaction
- Navigation of the process
- Negotiation skills
- Resources for lenders, inspectors, tradespersons, etc.

Price Reductions



What should you do if the seller's refuse to adjust an unrealistic price?

What does a drop in price in your market area tell you about the listing and/or the sellers?

The Listing Presentation

References
and
testimonials...



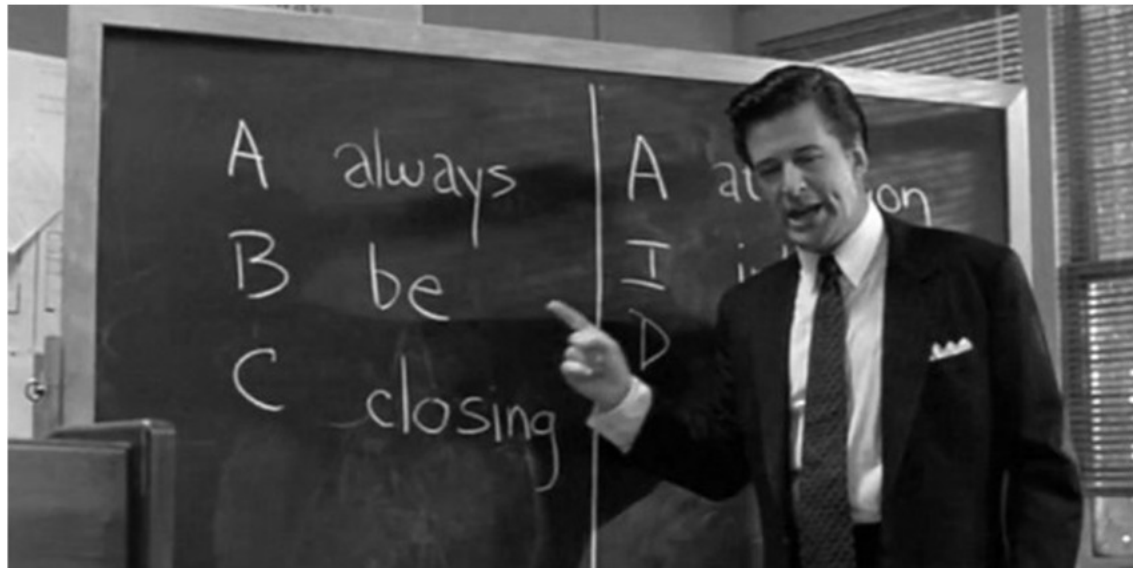
Testimonials



Closing Questions

Be prepared with closing questions to gauge progress throughout the presentation, such as:

- *“Were you able to locate the documents mentioned in the pre-listing package that we need to sell the house?”*
- *May I use them to get the legal identification of the property?”*



Can you list another good "closing" question?

The Listing Presentation

Why do I pay the commission???



- Explain to your client how commissions work. You'll be amazed how many people don't get it.
 - Traditionally the commission is paid by the Seller and the listing broker 'cooperates' with the selling broker.
 - The Buyer can or must pay if the Seller isn't offering a co-op amount that you (the broker) will accept.

The Listing Presentation

If I will...

Okay, let's
agree...



- Engage with you to determine your specific wants, needs, and goals...
- Make my best effort to help you sell your home and meet your wants, needs, and goals...
- Commit my time, my technology, my relationships, and experience to help you-
- Continue to work for you until we sell your home or you tell me to stop...

The Listing Presentation Will You...

Okay, let's
agree...



- Be honest and truthful with me...
- Let me know if your plans or goals change...
- Tell me what you like and dislike about the way your home is being marketed...
- Tell me if you feel you need to talk to another agent.

The Listing Presentation

How
about a
resume...

Chris Hardy

7061 Poudre Canyon Highway • Bellvue • CO 80512
970-988-6319 • ChrisHardy@ElevationsRealEstate.com

Objective:

Sharpen my leadership skills in order to better serve
my community, association, and company.

Experience:

**Employing
Broker/Owner**
2012-Present

Elevations Real Estate, LLC – Fort Collins, Colorado
Employing the experience and duties described below, co-created a
shared ownership and shared operations business model for a 13 agent
independent brokerage serving Northern Colorado.

Managing Broker
2005-2011

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Responsible for leading, recruiting and training over 150 independent
contractor real estate sales associates in Fort Collins, CO. Duties include:
review & analysis of P&L, preparing and leading weekly business
meetings, education seminars, sales training, curriculum design for
classroom and internet based learning, risk management, resolving
contract issues, business coaching, promotions and advertising.
Oversight and orientation of all employee-based staff positions including
performance evaluation and professional development.

Contributing Writer
2007-2011

Fort Collins Coloradoan – Fort Collins, Colorado
Published numerous feature articles for the real estate section of the local
newspaper including analysis and explanation of market statistics and
trends with a focus on relevance to the individual. (samples upon request)

Instructor
2008 & 2009

Empire Real Estate School – Fort Collins, Colorado
Led several real estate commission accredited courses in pre-license
education including, property management, escrow records, and using
technology in business start-up.

Sales Manager
2004-2005

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Responsible for leading, recruiting, and training over 150 real estate sales
associates in Fort Collins, CO. Duties included: preparing and leading
weekly business meetings, education seminars, sales training curriculum
design, resolving contract issues, recruiting talent, business coaching,
promotions and advertising.

Broker Associate
2003-2004

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Actively listed and sold residential real estate in Fort Collins, CO.
Presented marketing proposals, conducted market research, crafted
purchase contracts, listing agreements, created web-sites and interactive
informational CD's for prospective clients.

Business Owner
1994-2003

Self-employed as Licensed Contractor/Builder/Carpenter
Built spec-home from the ground up working with architect/partner.
Contracted for trim carpentry, tile work, and remodeling projects.

The Listing Presentation

Helpful
Resource
Information...



Carpet Cleaner, Glass Company
Plumber, Handyman, Electrician
Heating & A/C, Home Inspection
Lenders, Roofers, Sprinkler
repair/blow-outs
Painters, Landscapers, Movers
City resources
Emergency numbers
Utility Companies
Current articles on mortgage rates
Market statistics

The Listing Presentation

Sample listing agreement...

1 The printed portions of this form, except differentiated additions, have been approved by the Colorado Real Estate Commission.
2 (LC50-S-13) (Mandatory 1-14)
3
4 **THIS IS A BINDING CONTRACT. THIS FORM HAS IMPORTANT LEGAL CONSEQUENCES AND THE PARTIES SHOULD**
5 **CONSULT LEGAL AND TAX OR OTHER COUNSEL BEFORE SIGNING.**
6 Compensation charged by brokerage firms is not set by law. Such charges are established by each real estate brokerage firm.
7 **DIFFERENT BROKERAGE RELATIONSHIPS ARE AVAILABLE WHICH INCLUDE BUYER AGENCY, SELLER AGENCY, OR**
8 **TRANSACTION-BROKERAGE.**
9
10 **EXCLUSIVE RIGHT-TO-SELL LISTING CONTRACT**
11 ☐ **SELLER AGENCY** ☐ **TRANSACTION-BROKERAGE**
12
13 Date: _____
14 **1. AGREEMENT.** Seller and Brokerage Firm enter into this exclusive, irrevocable contract (Seller Listing Contract) and agree
15 to its provisions. Broker, on behalf of Brokerage Firm, agrees to provide brokerage services to Seller. Seller agrees to pay
16 Brokerage Firm as set forth in this Seller Listing Contract.
17 **2. BROKER AND BROKERAGE FIRM.**
18 ☐ **2.1. Multiple-Person Firm.** If this box is checked, the individual designated by Brokerage Firm to serve as the broker of
19 Seller and to perform the services for Seller required by this Seller Listing Contract is called Broker. If more than one individual is
20 so designated, then references in this Seller Listing Contract to Broker include all persons so designated, including substitute or
21 additional brokers. The brokerage relationship exists only with Broker and does not extend to the employing broker. Brokerage
22 Firm or to any other brokers employed or engaged by Brokerage Firm who are not so designated.
23 ☐ **2.2. One-Person Firm.** If this box is checked, Broker is a real estate brokerage firm with only one licensed natural person.
24 References in this Seller Listing Contract to Broker or Brokerage Firm mean both the licensed natural person and brokerage firm
25 who serve as the broker of Seller and perform the services for Seller required by this Seller Listing Contract.
26 **3. DEFINED TERMS.**
27 **3.1. Seller:** _____
28 **3.2. Brokerage Firm:** _____
29 **3.3. Broker:** _____
30 **3.4. Property.** The Property is the following legally described real estate in the County of _____, Colorado:
31
32
33
34 known as No. _____
35 Street Address City State Zip
36 together with the interests, easements, rights, benefits, improvements and attached fixtures appurtenant thereto, and all interest of
37 Seller in vacated streets and alleys adjacent thereto, except as herein excluded.
38 **3.5. Sale; Lease.**
39 **3.5.1.** A Sale is the voluntary transfer or exchange of any interest in the Property or the voluntary creation of the
40 obligation to convey any interest in the Property, including a contract or lease. It also includes an agreement to transfer any
41 ownership interest in an entity which owns the Property.
42 ☐ **3.5.2.** If this box is checked, Seller authorizes Broker to negotiate leasing the Property. Lease of the Property or
43 Lease means any agreement between the Seller and a tenant to create a tenancy or leasehold interest in the Property.
44 **3.6. Listing Period.** The Listing Period of this Seller Listing Contract begins on _____, and
45 continues through the earlier of (1) completion of the Sale of the Property or (2) _____, and
46 any written extensions (Listing Period). Broker must continue to assist in the completion of any Sale or Lease for which
47 compensation is payable to Brokerage Firm under § 7 of this Seller Listing Contract.
48 **3.7. Applicability of Terms.** A check or similar mark in a box means that such provision is applicable. The abbreviation
49 "N/A" or the word "Deleted" means not applicable. The abbreviation "MEC" (mutual execution of this contract) means the date upon
50 which both parties have signed this Seller Listing Contract.

Marketing a Listing

Okay, You've
got a Listing!

Now what?



Remember This Slide?

The 4 P's of Marketing



Product - property or personal services

Price - value placed on a property

Place/Positioning - how the prospective customer receives the marketing message

Promotion - a mix of short and long-term activities

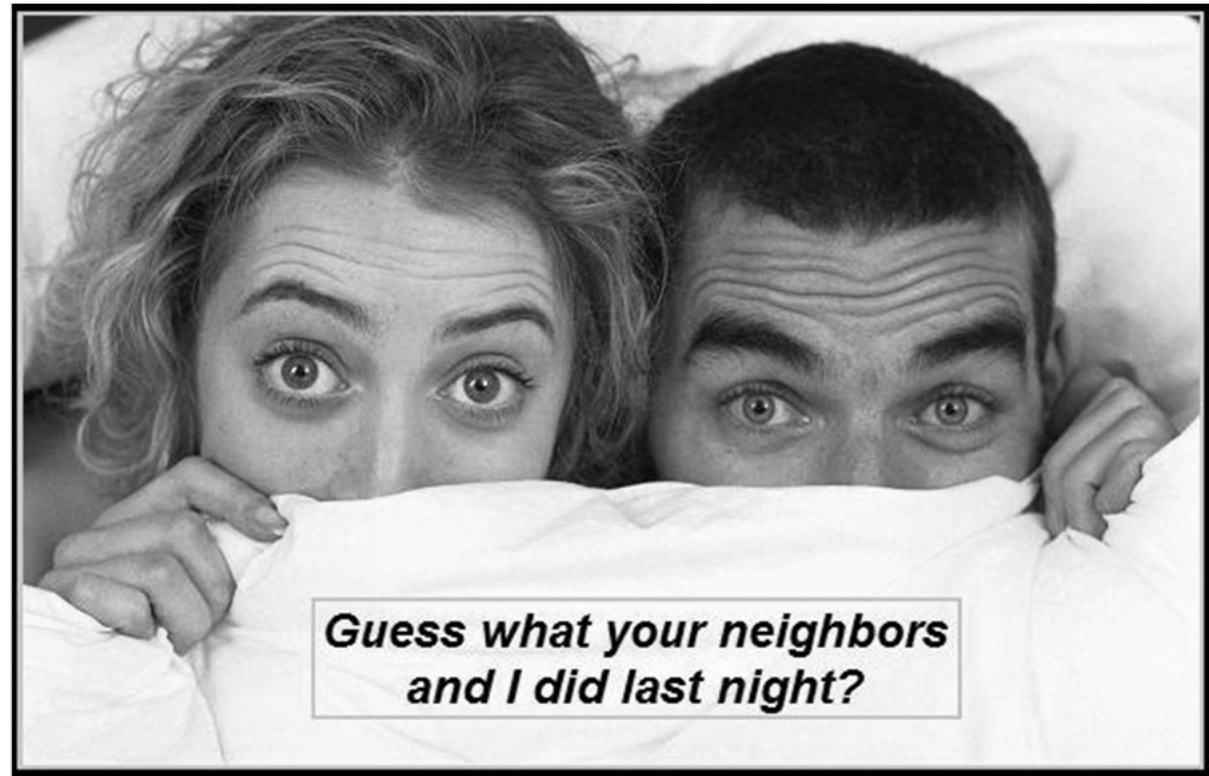
Marketing a Listing

Everyone
Practices
the 3 P's...



Marketing a Listing

Distinguish
between
marketing
the listing
and
marketing
for MORE
listings...



Marketing a Listing

What will
you do to
set yourself
apart?



Marketing a Listing



Before



The comforts and luxuries of Coronado can be yours with this Developers Unit. First time on the market!! No expense was spared in this incredibly elegant, ultra updated condo. Features an expansive floor plan, two large bedrooms, two bathrooms, a den and a beautifully designed office. French doors lead to the outdoor covered patio with a built-in BBQ and fireplace, creating additional living space with views of downtown San Diego! Offered at \$1,995,000



thesweetspotblog.com

Marketing a Listing

Syndication...

Trulia

Zillow

R.Com

ListHub

Craigslist

Facebook

Linked-In

Pinterest



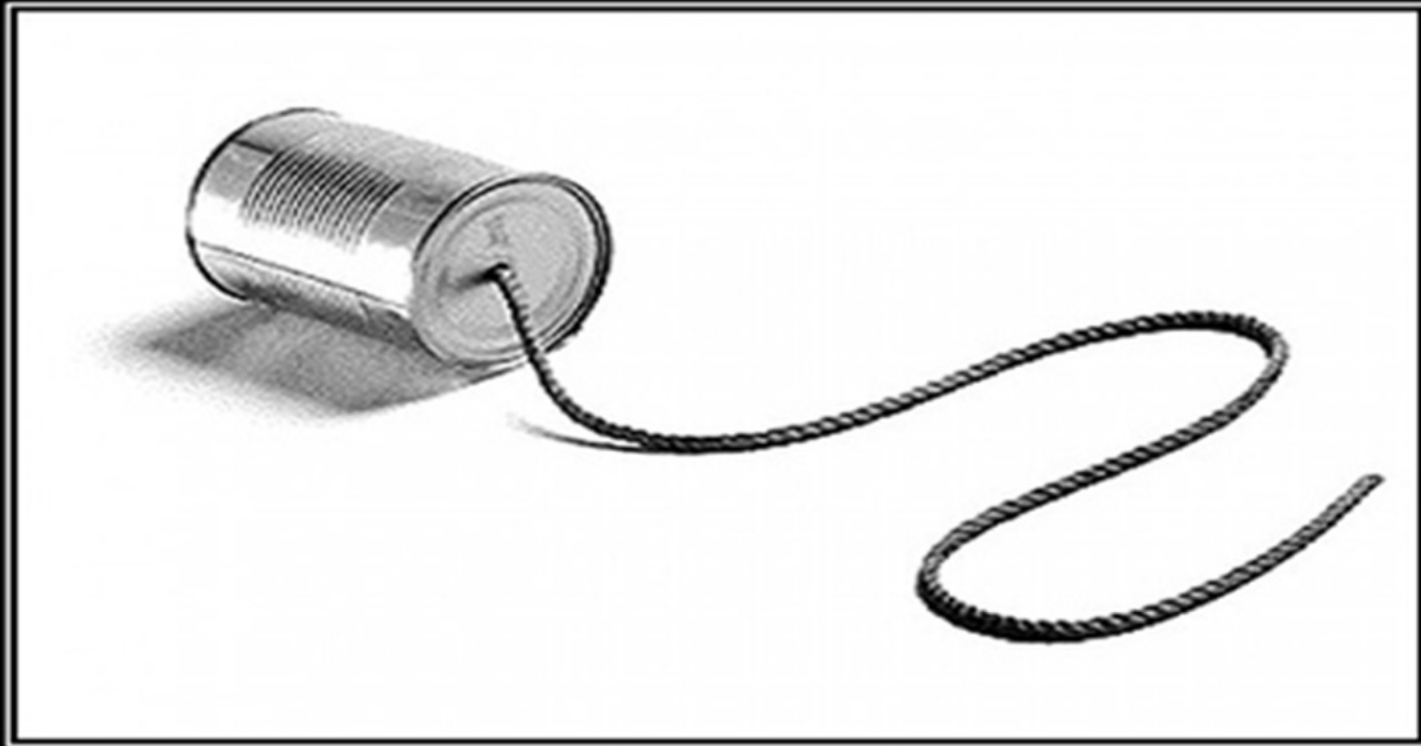
Marketing a Listing

Single Source for over
95% of residential sales...



Extras!
Showing
Instructions,
Driving
Instructions,
How to Show
my Listing, &
Online
Documents





COMMUNICATION

It's best to pretend people are actually listening to you.

Over-communication is
a rare complaint!

Let's touch on Fair Housing Laws in Colorado

Protected Classes*:
Race, Creed, Color,
National Origin,
Ancestry, Marital Status,
Religion, Familial Status,
Disability, and Sexual
Orientation.

*Extends to Commercial
Property as well.



BEWARE!



Who benefits from a
coming soon campaign?



Who benefits from
Open Houses?

Who benefits from...

Just Listed Cards

Just Sold Cards

Perimeter Door Knocking

Electronic Flyer Delivery

Personal Web-site Mktg

Social Media Posts

Syndication in General

Working with your REALTOR colleagues



Be Seen
Be Known
Be Courteous
Be Curious
Be Tolerant



Multi-Channel Prospecting

How to
build your
business
without
burning
out...



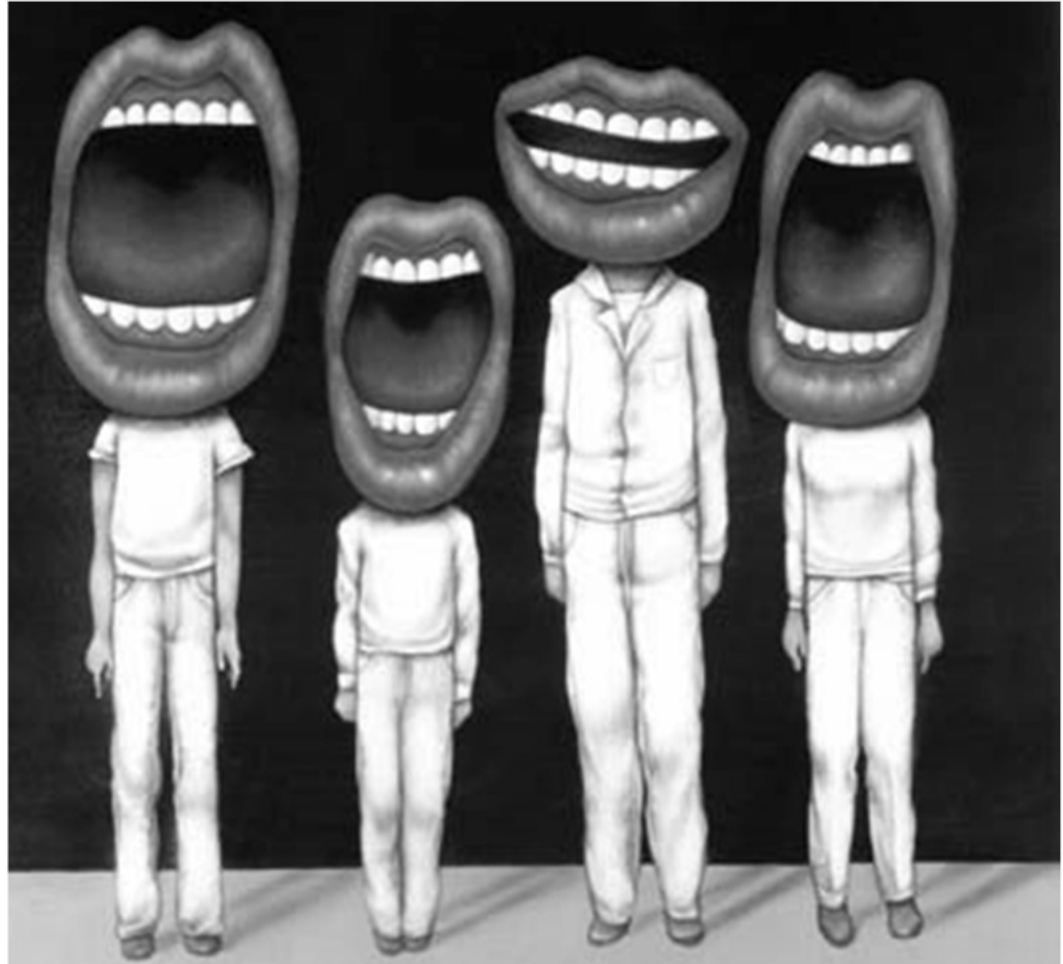
Prospecting

What do
successful
agents have
in common?



Prospecting

They talk to
people...
EVERY!
SINGLE!
DAY!



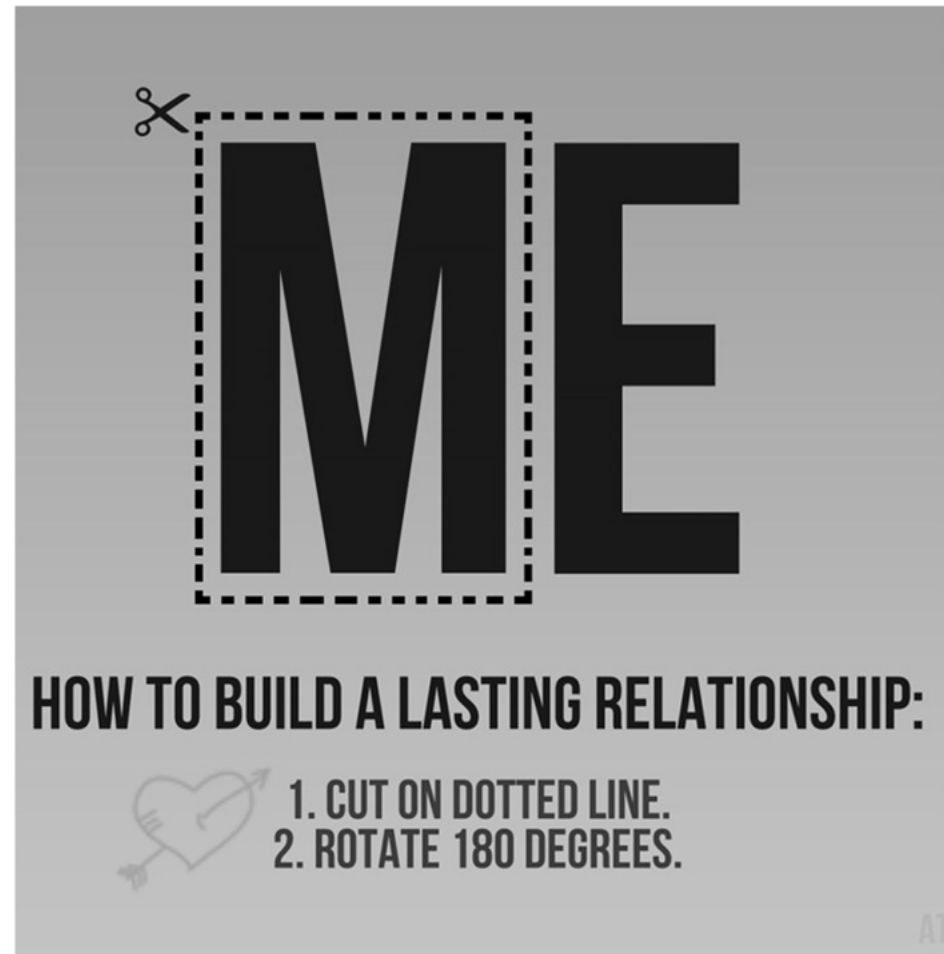
Prospecting

They Create
Relationships



Prospecting

They build
relationships!



Prospecting

They
consistently
choose action
over inaction.



Prospecting

What's the Goal?

- Fill your pipeline with qualified leads
- Increase your confidence
- Walk away from bad business
- Build relationships
- Take action.....
- Build your business



Prospecting

We are in the
relationship/
people business,
not the house
business!!



MODULE XI: Prospecting

What could
you receive
from your
REALTOR
that you
would find
Valuable?



Prospecting

These are a few of the most
valuable things!:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Prospecting

What's the difference?

PROSPECTING

(Active)

Short Term Activities

Immediate Feedback

YOU call THEM

FSBO's, Expireds,

Pop-Bys, Open Houses,

Call around

Listings/Solds



Prospecting

What's the difference?

MARKETING (Passive)

Long Term Commitment

Delayed Results

Expensive

THEY call **YOU**

Sphere, Farming, Floor Shifts,
Open Houses, Direct Mail, Floor,
Newsletters, Blogs, Paid Leads



Prospecting

Sphere of Influence

- Talk to them
- Write Thank You* Notes
- Engage on Facebook
- Take them cool stuff

Use Your Resources:

- Call around a listing/sold
- Absentee Owners/Lost Souls
- Engage FSBO's & FRBO's

Build Your Presentation Skills

- Hold a Seminar
- Community Involvement

Farming*

- Geographic or Subdivision
- Demographic
- Condos
- Luxury
- First Timers

Direct Mail/Email/Blogging

- Use with Farming & Sphere
- Just listed/sold/participated
- Newsletters/CMAAs
- Market Updates
- Seasonal Events
- Random Thoughts

Your Elevator Speech

The term 'elevator speech' comes from the quick attempt people may take on an elevator to get to know each other. There's no time to discuss or describe anything in much detail. An elevator speech must, in about 30 seconds, tell the other person who you are and what you do...



I have a Website!

Now What?

How are the customers going to find you?

There are *hundreds of thousands*
of web sites about real estate.

NAR Ethics: Personal Marketing



NATIONAL
ASSOCIATION *of*
REALTORS®

NAR defines the specific Code of Ethics' Articles related directly to personal marketing:

- SOP 10-1,2,3 - RE: Panic-selling, fair housing
- **Article 12 - RE: Truth in advertising**
- SOP 12-1 - RE: The term “free”
- **Article 16 – RE: Exclusive brokerage relationships**
- SOP 16-2 – RE: Elaboration on exclusive relationships

Remain Excited about Old Listings!



If there has been no offer within a reasonable time-frame based on market, the real estate licensee should not wait any longer to discuss with the client what the missing element is.

Is it **price, terms, condition, marketing?**

FSBOs and Expired Listings

FSBOs and expireds can be a lucrative source of business. As with active listings, a real estate licensee must demonstrate that he or she has something unique to offer.

However most phone calls to FSBOs and expireds get a “no” response...



FSBOs

There are five primary classifications of sellers in the For Sale By Owner group:



1. Too much \$\$\$
2. No other resources
3. Anti-broker
4. Save commission
5. Family/Friend

Understanding Expireds

- What do they think about real estate licensees?
- Why didn't their property sell?**
- How long was it on the market?
- Was it priced right?**
- Was there evidence of a marketing effort by the former listing company?
- Has the subject property been listed prior to this last listing?**



Pro Tip: Silence



Remaining silent after asking questions is good basic sales technique, but it is easier said than done, especially over the phone.

A good rule of thumb for over-the-phone silence is to count slowly to **three**. If the question has drawn a three-second silence, it was probably a good question.

Prospecting Summary

Plan for consistent contact!

Minimum 12x/year

Secret to success is the number of people you speak to –
per day, 5 days a week, 48 weeks a year

Diversify your prospecting/marketing to the power of 5
add one prospecting strategy until you have 5
(most agents only have 2)

Do the ONE THING every single day!

Get used to repetition – it is what builds habit & confidence

Prospecting is simple – but it is really, really hard work.

Let's Boil Some Water!

