

Expired Mastery™

Session 1

Starting Your Journey to Expired Mastery



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

COMMITMENTS..... 3

 CLIENT'S COMMITMENTS TO COACH 3

 COACH'S COMMITMENTS TO CLIENT 3

WEEKLY TRACKING RECORD AND EVALUATION 4

INTRO TO EXPIREDS 5

ANALYSIS OF YOUR EXPIRED MARKET 6

KEY MARKET STATISTICS 7

THE BIG 3..... 7

QUADRA TRACK..... 8

BASE SCRIPT 9

BREAKOUT SESSION10

 BREAKOUT SESSION RULES 10

 BREAKOUT WEBEX INSTRUCTIONS 10

ACTION PLANS – WEEK 1.....16

OBJECTIVES

During this session you will:

- Familiarize yourself with Real Estate Champions' Live Virtual Classroom using WebEx.
- Address any technical issues you may have.
- Introduce yourself!
- Make a commitment to your success and the Expired Mastery™ course.

COMMITMENTS

ClientCare@RealEstateChampions.com/Fax: 541-330-7449

Client _____ **Group:** _____ **Coach:** _____ **Date:** _____

CLIENT’S COMMITMENTS TO COACH

- I know that the Expired Mastery™ program will help me.
- I know that I must change to improve and achieve my goals.
- I take my Expired Mastery™ sessions and assignments seriously.
- I will put 100% effort into each action plan or task.
- I commit to hitting my minimum prospecting goal each day.
- I will thoroughly prepare for each session by:
 - Entering sessions in my activity calendar
 - Doing my assignments as given
 - Faxing appropriate material in daily, weekly or prior to each session
- During the Expired Mastery™ session:
 - I will have privacy - free from interruptions
 - I will have my success planner available
 - I will be open minded, honest and ready to change
 - I expect success because I am a Champion!

COACH’S COMMITMENTS TO CLIENT

- I am committed to providing you the tools, strategies and techniques that will transform your business.
- I am committed to giving you candid feedback, even if it means telling you what you don’t want to hear.
- I am committed to helping you develop your goals, plans, strategies, skills and systems for greater success.
- I am committed to making you accountable to your goals, plans and commitments.
- I am committed to being prepared for each Expired Mastery™ session.
- I am committed to making the value of your Expired Mastery™ program experience significantly exceed the time and cost you invest.

Print Name

Client Signature



Real Estate Champions

Expired Mastery Program™

Weekly Activity Record and Evaluation

Send To: ClientCare@RealEstateChampions.com or Fax: 541-330-7449

Client _____ Group: _____ Coach: _____ Week # _____

Contact Numbers

Production

Daily Disciplines	Contact Numbers			Production						
	SOI	New Contact EXP	Lead FU	Leads Created	Listing Appts	Listings Taken	Listings Sold	Buyer Contracts	Buyer Pended	Buyer Closed
Day 1										
Day 2										
Day 3										
Day 4										
Day 5										
Totals										

Accumulated Production Numbers:

Leads Created _____
Listing Appts _____
Listings Taken _____
Listings Sold _____
Exclusive Buyer Listing Contracts Taken _____
Buyers Pended _____
Buyers Closed _____

INTRO TO EXPIREDS

The skills required to be a Champion Agent of Expireds will transfer to all other areas of your sales business.

The key to success with Expireds is to work them consistently and with commitment.

When do the Expireds come up? You have to know your market pattern.

Working Expired Listings is a way of business life.

Strategically you have to look at:

- Your marketplace
- Your competition

Because of the changes in most marketplaces: The volume of expired properties will continue to increase.

- Drop in home values
- Consumers “pricing needs”
- Price sensitive markets
- Price sensitive buyers

ANALYSIS OF YOUR EXPIRED MARKET

What is the overall size of my marketplace?

What is the size of the expired area I will work?

How many expireds came up in the last...

Month

90 days

6 months

What is my annual goal this year for expired listings?

What is my monthly goal?

Are there enough expireds in my market to meet my goal?

What percentage of the expireds do I need to get to reach my goal (your goal ÷ number of expireds)? Is that percentage reasonable?

How many people really work expireds in my market?

Who are the best agents working expireds?

What are they doing?

Do you know their systems?

Have you seen what they send?

Do you know what they say?

Do you know what they say about you?

What are their weaknesses?

KEY MARKET STATISTICS

According to NAR: Only 47% of homes listed sold last year.

THE BIG 3 – KEY STATS YOU MUST KNOW

My Local Market:

- Listings taken versus listings sold %
- Days on the market
- List price to sales price %

My Company:

- Listings taken versus listings sold %
- Days on the market
- List price to sales price %

My Personal Production:

- Listings taken versus listings sold %
- Days on the market
- List price to sales price %

QUADRA TRACK™

Base Scripts	Connection – Trust Building Scripts	Safety Zone Scripts	Objection Handling Scripts

- You must prospect Expireds with scripts.
- Those scripts must be out and available.
- They cannot be in a three-ring binder.
- They must be in the Quadra Track™ format.
- Put them on the wall or a foldable display.

BASE SCRIPT (DIRECT OPTION APPROACH)

Associate: *Hello, I am looking for _____.*

Hi, _____. This is _____ with _____ and the reason for my call is to see if your home is still available.

I wasn't sure...it came up on the multiple listing service as an expired (or withdrawn) listing. Were you aware of that?

Let me ask you this...when do you plan on interviewing agents for the job of selling your home?

_____, where were you hoping to move to?

So what was the timeframe you had for your move?

_____, what do you think stopped your home from selling?

I'm curious, how did you select the agent you listed with previously?

(Opening to offer analysis)

What did the agent do well in attempting to sell your home?

What do you feel they should have done to sell your home?

_____, I have a feeling for your situation because I have helped a number of people before like yourself. I don't know your goals and objectives, or situation 100% so I don't know enough to guarantee I can help you. So wouldn't it be worth a few minutes of our time to find out?

CLOSE OPTION

YOU SAY:

Alternate of Choice



I am just heading into another appointment currently. However, I am free later today at _____ or _____. Which is better in your schedule?

Direct Option



I have an opening at _____.

Permission Close



With your permission, let's meet later this week, okay?

BREAKOUT SESSION

BREAKOUT SESSION RULES

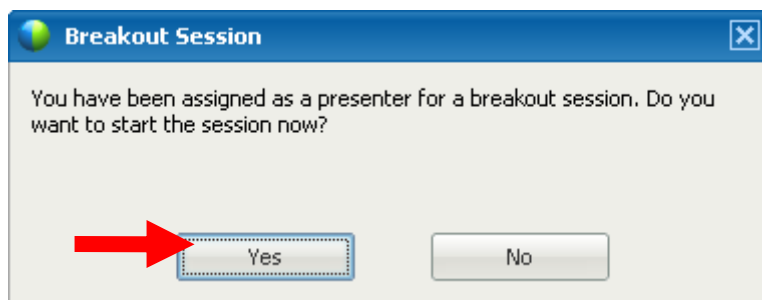
Breakout Session Rules:

- It should be fun so wear a smile!
- You will perform how you practice so be focused whether you are the agent, buyer, seller, or observer.
- When you are the buyer or seller provide some resistance that is realistic but don't be a jerk.
- If your role-play partner goes over the top you have the right to say no and hang up graciously as you would with a prospect.
- Practice only successful outcomes of appointments booked and contracts signed.
- Quick 15-30 second debriefs before trading places will lock in learning.

BREAKOUT WEBEX INSTRUCTIONS

PRESENTER – A Leader will be selected to be a Presenter in a Breakout Session.

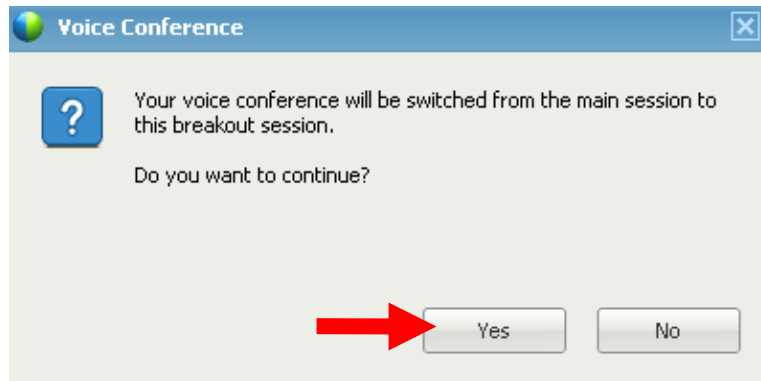
1. Presenters will get the following screen.



Click on the "Yes" button.

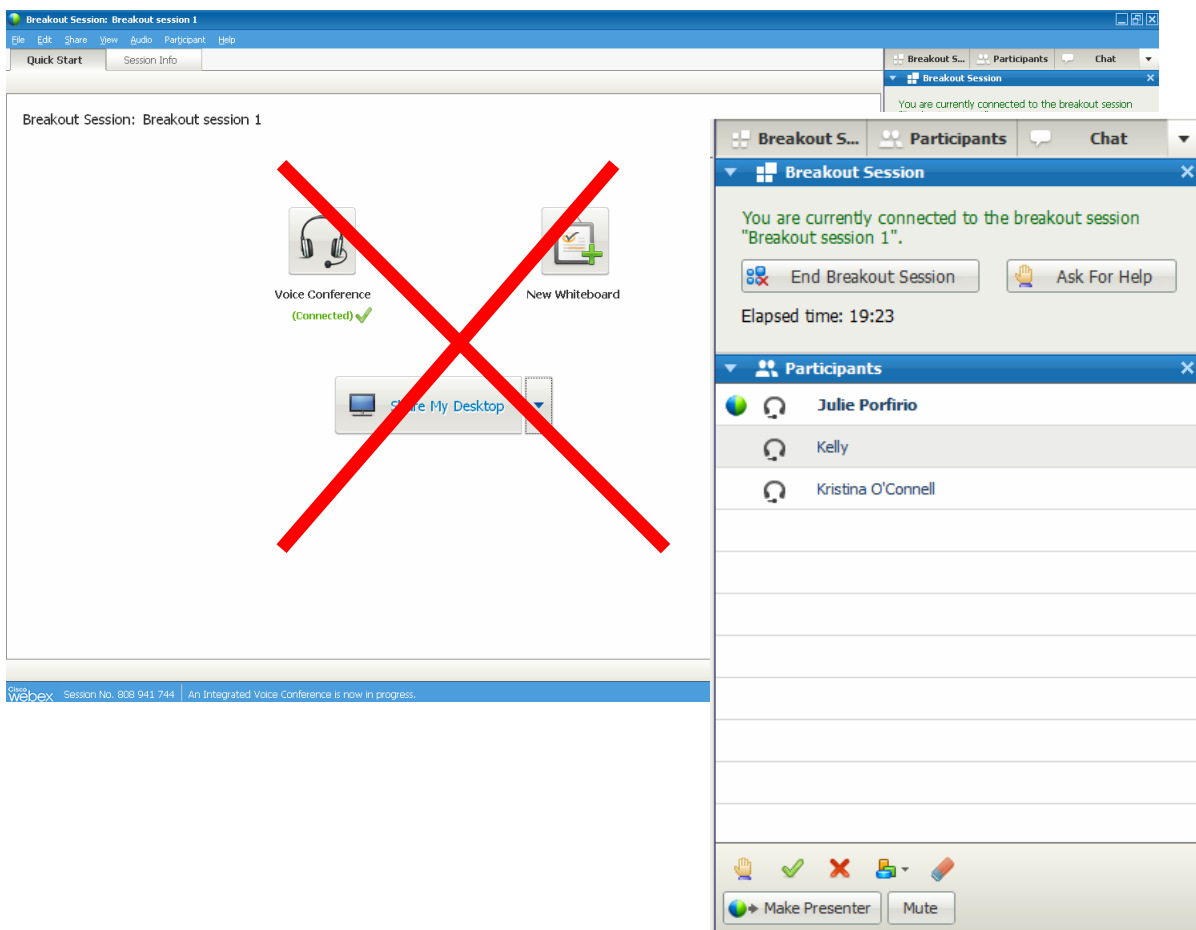
EXPIRED MASTERY SESSION 1 – STARTING YOUR JOURNEY TO EXPIRED MASTERY™

2. Presenters will then get the following screen.



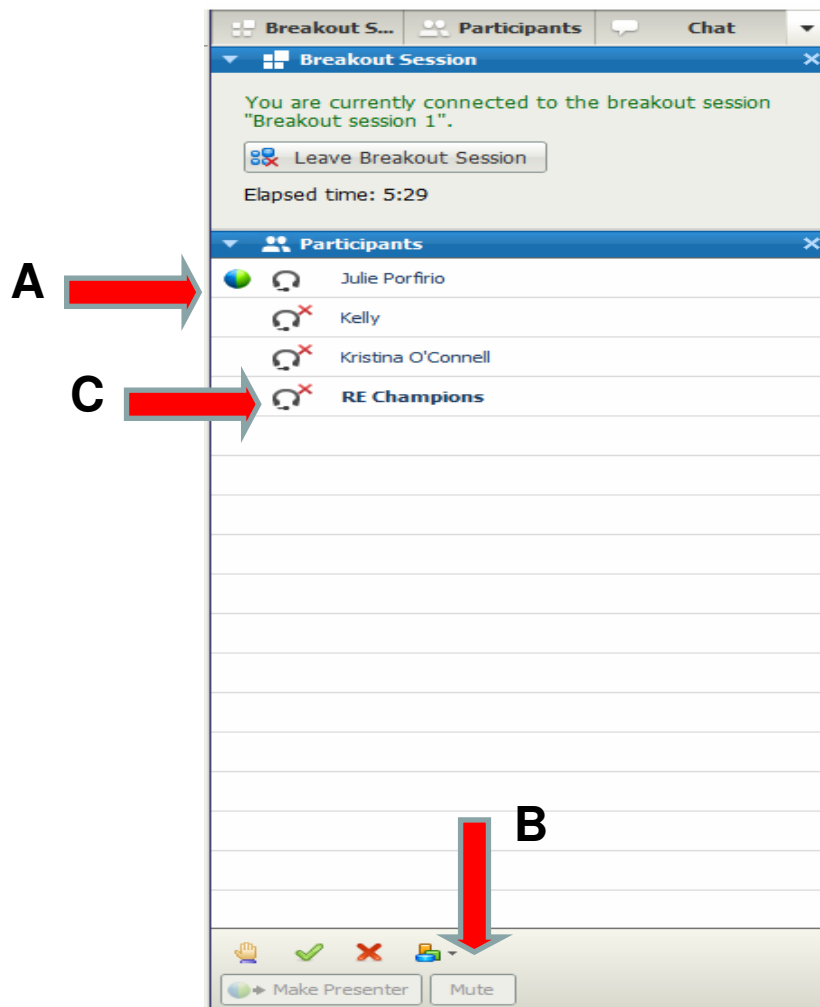
Click on the "Yes" button.

3. Your screen will look like this. DO NOT click on any of the options on the left-hand side of your screen (noted by the Red X). You will be using the right-side Breakout panel.



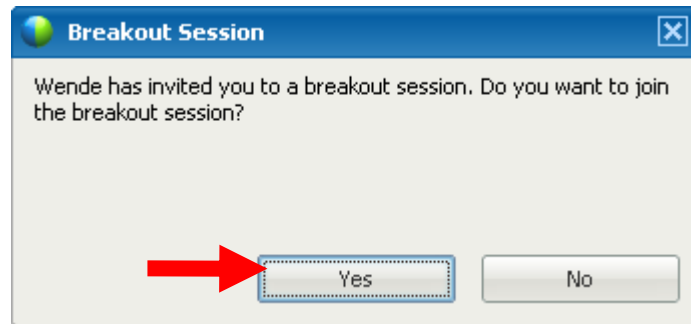
4. The Presenter should now make sure everyone is un-muted. To do this:

- A. First make sure you are un-muted. If you are muted you will see a red “x” by your headset.
- B. To un-mute left click your name and click the “unmute” button (located under the list of attendees).
- C. To un-mute the other students, left click their names one at a time to highlight and click the “unmute” button.



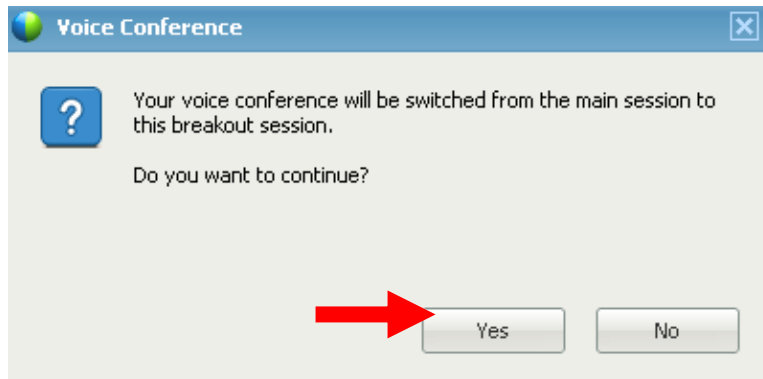
PARTICIPANT – All others in the Breakout Session will be participants.

1. Participants will get the following screen:



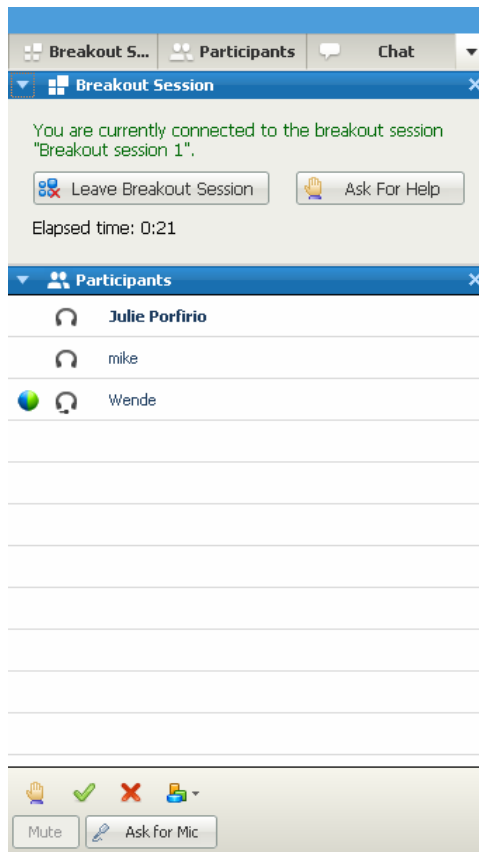
Click on the "Yes" button.

2. Participants will then get this screen.

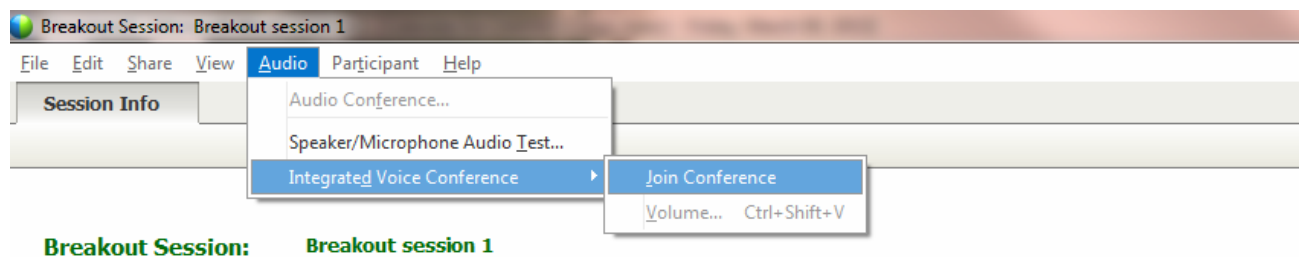


Click on the "Yes" button.

3. Your right-side Breakout panel will look like this.



4. If you do NOT see a headset next to your name...Go to "Audio" on your top tool bar. Choose "Integrated Voice Conference" then "Join Conference".

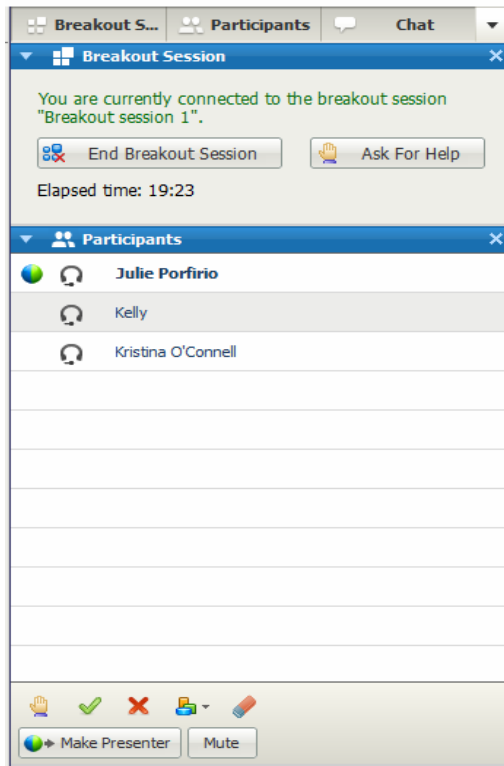


Introduction to Breakout Session

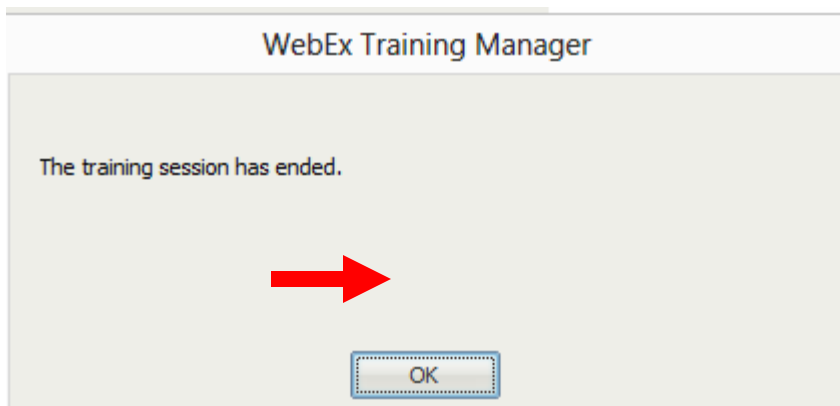
A breakout session is a private session in which you can share documents, whiteboards, applications, or desktops with a smaller group of participants.

If you are the current presenter in the breakout session, you can choose a sharing option on the Share menu.

It should now look like this...



All Presenters and Participants: When the breakout session is over you will see this screen. You can click close to return to your course session faster or you may wait for the breakout session to end itself.



ACTION PLANS – WEEK 1

1. Finish and send in your Questionnaire if you have not already done so.
2. Send in Coach/Client Commitments.
3. Calculate your Big 3.
4. Begin making 10 contacts a day tomorrow and send in your Weekly Activity Record.
5. Practice your Base Script with your Role-play Partner twice this week.