

SURGE™

Session 5

Increasing Your Listing Leads and Listings



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Apply and implement listing lead generation systems

LISTING LEADS

OLDER EXPIREDS AND WITHDRAWN

- 1 year ago
- 2 years ago
- 6 years ago

You are calling to update them on the market, market changes and to help them evaluate their options that have expanded in today's new reset price structure of today's marketplace.

NON-OWNER OCCUPIED

You are looking for two specific prospects:

1. They have broken the surface in equity position.
2. The hassle factor of being a landlord has gotten to them. They are now ready to bite the bullet and write what will now be a smaller check.

SURGE COACHING SESSION 5 – INCREASING YOUR LISTING LEADS AND LISTINGS

Ask these potential prospects, *“Is this property a long term hold in your investment portfolio?”*

“Are you achieving a positive cash flow monthly with this investment? May I ask how much a month this property is costing you?”

Based on the loss of ____ a month and ____ a year, not counting vacancies or repairs, if there was an opportunity to sell your property, remove that monthly loss without coming to closing with money and put some money in your pocket, is that something you would want to explore?”

Because our marketplace in ____ has appreciate by between ____ and ____ percent there is a real possibility to accomplish that. Can we book an appointment to at least research and discuss your options?”

REVIEW LEASED PROPERTIES IN MLS

CREATING A GEOGRAPHIC STRONGHOLD OF PRODUCTION

Sustainable:

Leverage-able:

Saleable:

LAW OF RATIOS

5 FACTORS TO EVALUATE FOR GEOGRAPHIC MARKETING

1. Location

2. Turnover rate

3. Price point

4. Competition

5. ROI

LISTING LEADS CONT.

CONDOS

Condo owner's open house:

1. You go the extra mile.

2. Meeting owners and tenants face-to-face

PRODUCTION BUILDER NEIGHBORHOODS

Strategy to establishing yourself:

1. Select a large enough target neighborhood.

2. Avoid the final home market.

3. Build a relationship with onsite sales staff.

GEOGRAPHIC MARKETING STRATEGY

Production beats perfection....always.

Focus on value and personal interaction.

Typical questions to keep the dialogue going and create engagement:

1. How long have you lived in this neighborhood?
2. What caused you to select this neighborhood when you moved _____ years ago?
3. Since you moved what else have you discovered that really appeals to you?

“Gaining firsthand knowledge from homeowners like you that live day-to-day in this area.”

4. Are they considering a move to a larger or smaller home?
5. Have they taken advantage of the lower interest rates to save them money on their monthly payment?

Final transitional question:

“May I ask you if at some point in the future, if you were to consider moving do you have an agent in mind that you would work with?”

If another real estate relationship exists:

“That’s great that you are well taken care of. Have you worked with that agent a few times?”

“Excellent, thanks for your time today. I hope you have a terrific day!”

You could also express the need for sellers to always secure a second opinion.

GEOGRAPHIC MARKETING SYSTEMS

Every Door Direct Mail:

www.usps.com

Marketing pieces to send:

1. Postcards
 - What is your home worth?
 - Just Listed / Just Sold
 - I have a buyer
2. Newsletter
 - Community news / Events page
3. Market Trends Report
 - Position you as the expert

What's my home worth?

Examples:

www.northernvirginiahomevalues.net

www.mid-southhomevalues.com

<http://www.alaskahomesellinginfo.com>

www.alaskahomesellinginfo.com

If you need help contact Eric Blackwell:

www.smallbusinessmarketingshop.com

LISTING LEADS CONT.

DDT'S (DIVORCE, DEATH, TRANSFER)

Defining services for attorneys:

- List of qualified service providers

- Property valuation services

- Market update services

Family Law Attorney Initial Contact:

Hello _____, this is _____ with _____. You have been referred (or recommended) to me as one of the best family law attorneys in our area. We have created a series of resources for family law attorneys and their clients to aid them in determining the value of their real estate assets, and an approved vendor group with savings you can pass onto clients.

Our resource will help smooth out some of the challenges you and your clients face in determining the state of the real estate market, the value of their real estate and what would be the correct steps for them.

Do you have someone in the real estate field providing you and your clients these services currently?

Because you don't know me and I really do not know you, can I suggest...

- A) That I send you comprehensive market trends report for your review? This would enable you quickly with limited time invested to know whether there is any value I could bring to you and your clients. What is your email address?*
- B) That we meet for a quick cup of coffee in the next week? I am talking about 15 minutes. Does later this week or early the next week work for you?*

Objection Option 1:

I understand your hesitation because your time is money; so is mine. You really have nothing to lose here. I can provide you and your clients value, time savings, and reduced stress in a highly stressful experience and all I am asking for is 15 minutes of your time.

Objection Option 2:

I can hear the hesitation in your voice...that is understandable. I realize your time is valuable. Let me take away all the risk of meeting with me and you wasting your time. If after meeting for 15 minutes for coffee, you see no benefit for you and your clients I will pay your for your time. I will hand you \$100 cash...that is my level of confidence in resources we have created for family law attorneys. Are you willing to meet?

Email Market Trends Report:

Dear _____,

It was a pleasure to briefly speak with you. I have attached the Market Trends Report that we provide monthly to key clients. The benefit of this report is it shows the supply and demand numbers so you and your clients can better understand the 30,000 foot view of the real estate marketplace.

We create these trend reports by geographic area along with specific price point segmentation. In today's more advance real estate market, a competitive market analysis is not sufficient to establish value, pricing strategy, competition levels, volume of buyers and marketing strategy.

I will follow up with you later this week to guide you through a number of key areas on the report to watch as you receive these over time. I look forward to touching base later this week.

Sincerely,

Champion Agent

Coffee Appt. Confirmation:

Dear Mr./ Ms. Attorney:

I appreciate your time on the phone today. I look forward to our quick cup of coffee meeting on _____. My assistant will be contacting you the day prior to the appointment to confirm.

My focus is to impact the service to yourself and your clients. Based on the feedback from family law attorneys, the services are value to them in information, tends and communication. I am confident that we can form a strategic alliance that will be beneficial for you and your clients.

To your success,

Champion Agent

Transfer:

Employment transfer:

Life type transfer:

COMPANY DEAD FILES

ACTION PLANS – WEEK 5

1. Select the listing lead source you need to add this week.
2. Set an implementation deadline.
3. Create a monitoring process for leads, conversion tracking, and ROI.