

# Instant Listings™ From Expireds



*Real Estate Champions' mission is to teach and inspire people to use their God given talents to achieve excellence in life.*

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## EXPIREDS ARE WORTH THE INVESTMENT

When the market is robust with an abundance of leads you might get away with a practice of having only one lead service in referrals, but when the market changes and real estate has a lower profile, the news media isn't as glowing about the market, buyers are more reluctant to jump in the pool of ownership or moving up, the external outcome will be more homes that fail to sell, for example, more expired listings.

You are obviously investing in this program because you recognize the need to expand your lead sources. You have come to one of two conclusions, that you need to add another lead source or pillar of revenue to your business or you want to improve your skill and systems in the pillar of expireds that it is already a part of your business.

No matter which category you fit in, welcome.

- If you have the right behavioral style, discipline, sales skills, desire and the right system to work expireds, the rewards in income, satisfaction, and helping others, is really unparalleled.
  - Skilled agents can make expireds to be a strong pillar of their business.

- The skills required to be a Champion listing agent of expireds will transfer to all other areas of your sales business.

❖ You will be better at ad calls, sign calls, lead follow up, listing presentations, sign consulting, objection handling, closing, time management, discipline and a host of others.

➤ Four ways to increase production

- When you break a real estate agents business down, there are only four ways to increase production.

- 1) Number of contacts
- 2) Method of contacts
- 3) Quality of the prospect
- 4) Quality of the presentation

- When you begin working on any one of these, you have taken the step to becoming a Champion Agent.
- 
- Expireds move the odds of success in your favor if you have the right discipline and right message.
- 
- The key to success with expired listings is to work them consistently and with commitment.

## THE GROWING OPPORTUNITY IN EXPIREDS

- There are a number of factors that make expireds a growing opportunity for well-trained agents.

### 1. The over extended exclusive referral philosophy.

- No successful sales oriented business that has stability has one source exclusively for all their leads.

- Establishing a lead triad.

- ❖ Our objective is to establish a lead triad.

- ❖ A lead triad is at least three sources of business that generate leads that account for at least 15% to 20% each of your overall revenue or units.

- ❖ Just as a table needs three legs at a minimum to have stability from falling, so does your business.

## 2. Changing marketplace trends.

- With the number of people over extended with their mortgage due to exotic mortgages, we will see more people expiring because they didn't price the home competitively to begin with.

## 3. The real estate agent mix.

- According to NAR, with more than 50% of the agents being licensed for less than 4 years, you have the makings of an opportunity due to the lack of skills and training the agents have received thus far.
- One of the biggest voids that we have in real estate is the lack of sales skills on the part of agents.

#### 4. Higher probability prospects

- The reason why they are high probability is due to their recent motivation to sell.
  
- Some of this group really must sell.
  - ❖ They have no choice whether it's financial pressures driving that lack of room for their growing family, job transfer to another area, ailing health, room to take care of aged parents.

#### 5. Seasonal Opportunity

- While expireds needs to be a year round, even every day activity, the fall presents an added opportunity if your lead follow-up process is well designed and executed.



## 6. Increased access challenges

- The relevance of the No Call course, raising rates of dual income families, caller ID, business lifestyle, all these have contributed to the access challenges of actually getting an audience with a prospect.
- There is also an advantage as well.
  - ❖ The competition for their business is less.

## 7. Reduce research time

- With the advent of programs like RedX, your time invested in checking to see if the expired has been relisted is cut to zero.

## RedX Your Success Partner

➤ Champion Agents use RedX.

- Searches multiple databases to deliver the most accurate and up-to-date contact information for expired, cancelled, and withdrawn listings.
- Cross checks expired leads against the active MLS listings to ensure the property has not been re-listed with an agent or sold.
- Screens contact phone numbers for expired leads against the National Do Not Call Registry (DNC) for your convenience.
- Delivers up-to-date expired leads directly into the lead manager.
- Organizes all your leads; create notes, tasks, set reminders or to-do's.

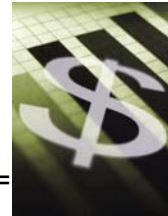
- Customize the lead manager to maximize the features and functions to accommodate your prospecting needs.

➤ Expired Research Delivers:

- Sellers' Phone Number
  - All numbers screened against the DNC
- Sellers' Contact Address
  - Including mailing address (for absentee owners)
- Cross checks for Re-Listed and Sold properties
- Research expired leads at any time in real time
- Database Past Expired leads

- Expired Lead Overview:
  - Displays MLS information
  - Sellers' contact information
  - Search results from tax records
  - Indicates if phone number is place on the DNC
  - Expired call scripts
  - Customize fields
  - Scripts can be programmed right into software
  
- RedX also has a mail merge feature and mapping feature.
  
- Success Formula

- REC Knowledge + REC/RedX Systems + RedX Tools =



**To Sign-up or for more information on RedX go to:**

**[www.RealEstateChampions.com/InstantListings](http://www.RealEstateChampions.com/InstantListings)**

**RedX Special Offer through Real Estate Champions:**

**Agents who order through Real Estate Champions receive a redemption certificate with each order that they fill out and fax in for an exclusive 30-day free trial of either:**

**The Expires service (regular price \$59.99)**

**Expires and FSBO's (regular price \$79.99)**

**Added Bonus – Agents will have their set-up fee waived (\$149.99 value).**

## WHAT MAKES A GOOD EXPIRED PROSPECT

### ➤ A Great Expired Has DNA<sup>2</sup>

- Desire relates to wanting to do it.
- Desire also relates to a time frame...do it now!
- There is a difference between desire and interest. Anyone can have interest.
- **Need:** You have identified a void that your service can help them overcome.

### ➤ Mindset of an expired

- Frequently, they will be angry with the real estate community.

- ❖ You agree with them.
  
- ❖ Matching the intensity of their frustrations and feelings helps to build a connection between you and the expired prospect.
  
- Don't be influenced by the hostility.
  - ❖ We need to understand the hostility is really disappointment and frustration at their present situation.
  
  - ❖ If you pick up on the hostility then match your tone and delivery of your verbiage to their level of hostility.
  
  - ❖ You first have to meet them where they are before you can lead them to a place where you will be able to have a significant dialogue.

## DEFUSING THE EXPIRED AND LOWERING RESISTANCE

- Calling the seller: What to say and how to say it.

When you call the owner of a home with an expired listing, you have one objective: To secure an appointment for a face-to-face meeting. Remember, the owners will likely be contacted by dozens, if not hundreds, of other agents, so you need to move quickly and skillfully by following this advice:

- Address their situation.
- Be proactive.
- Leave yourself wiggle room.
- Turn the most frequently asked questions to your advantage.
- Gain information.



- Differentiate yourself.

≈ Provide the option of an easy exit.

### **Scripts:**

*“Because we have just met over the phone, I at this point don’t know enough about your situation to guarantee I can help you, and you don’t know enough about me to know that I can’t help you, so wouldn’t it be worth a few minutes to know with certainty?”*

*“\_\_\_\_\_, here’s the truth, I don’t know enough about your goals and objectives to know 100% that I can help you like the \_\_\_\_other expired clients I have successfully helped in the past, and you don’t know enough about me and my process and the results I achieve for clients to know that I can’t help you, so why not we both invest a few minutes to find out if I can help. Would \_\_\_\_\_or\_\_\_\_\_be better for you?”*

*“\_\_\_\_\_, the truth is I couldn’t possibly help everyone that I speak with in a given week, month, or year, and I wouldn’t want to. I operate an exclusive practice and am selective of the clients I represent. I believe I can help you like I have \_\_\_\_\_ of others in my career. Are you willing to invest a few minutes with no obligation to find out if you can still achieve what you set out to do a few months ago?”*

## DEALING WITH APPOINTMENT OBJECTIONS

**You REALTORS® are all the same:**

*“I would agree that many agents provide very similar services. We have a (USP) program. That creates a distinct advantage for the buyer/seller we represent. **I would be happy to show you the advantages as a seller/buyer. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”***

*“I would agree, to most consumers, agents do look the same. It is the level of service you receive as a client and the skill of the agent that makes the difference. **Are you looking for a high level of service? Great! Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”***

*“I can understand your thoughts, we all look like we are doing the same thing. One of the big differences is expertise, and frequency of what we do, and the results. **What are your expectations of the agent that represents you?”***

*“Boy, I can sure understand where you get that impression and feeling. And I know the kind of frustration you feel, because I’ve felt it myself when I’ve taken over listings like yours only to find poorly written and prepared offers. Mr. and Mrs. Seller, there really is a difference in agents. If there weren’t, we would all be doing the same level of business in terms of listings, sales, time on the market, and list-to-sale price. And we’d all have the same level of client satisfaction. Wouldn’t you agree?”*

*“So the real question is, what’s the difference, right? I would be delighted to spend just a few minutes with you to help you understand the differences. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you this week?”*

**How come you didn’t show it while it was on the market?:**

*“That’s a great question. You see, I truly believe that I have an obligation to spend my time working diligently to sell the homes of the people who have entrusted their home to me to sell. So I spend the bulk of my time doing that, rather than selling other homes in the marketplace. **Is that the kind of commitment and focus you are looking for in an agent? Great, would \_\_\_\_\_ or \_\_\_\_\_ be better for us to get together?”***

*“I can appreciate that question. I think the difference is, my focus to get the job that I am hired to do, done. I was not hired to sell your home. Right now in our board \_\_\_% of the homes that are listed, sell. My listing to sale ratio is \_\_\_\_\_. This gives you a tremendous advantage over the other homes when working with me. **Are you looking for an edge over the competition? Great, would \_\_\_\_\_ or \_\_\_\_\_ be a better time to get together?”***

*“That’s a great question, and I’m sure this is a source of frustration for you right now. I can assure you that I personally take the responsibility of selling someone’s home very seriously. In many cases, my clients have entrusted their largest asset to me. Because of that trust, I work almost exclusively to ensure their sale. With a*

98% success rate against the market average of 68% success rate, I must be doing something right. Wouldn't you agree? **When would be the best time for us to meet to evaluate your situation? Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"**

**Why are you calling me now?:**

*"It sure seems like a lot of people are calling, doesn't it? Your home's listing came up as expired, so I am calling to see if I can be of service. In order for me to accurately assess my ability to help, I need just a few minutes of your time and to see your home. **Would \_\_\_\_\_ or \_\_\_\_\_ be better for you this week?"***

**We are going to re-list with our previous agent:**

*"You were on the market for six months correct? Let me ask you this, what do you think she's going to do in the next six months that she hasn't done already? So, she should have probably done everything that she could do to get the home sold in the last six months, right? Are you looking for somebody that's aggressively going to get you're home sold or do you want to wait for somebody to show up to buy it? **Then we need to meet, would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"***

## TWO PATHWAYS TO EXPIRED SUCCESS

- To attract and convert better prospects you must first clearly evaluate and understand whom the better or even best prospects are in the expired pool.
  
- Expired prospects have a level of probability that must be evaluated based on whether or not you will get hired or paid.
  - How long will it take?
  
  - How much effort will it take?
  
  - What are the odds of them becoming a client?
  
  - What is the maintenance level if they become a client?
  
  - What is the long-term residual value?

- Why should I hire you?
  
- We have to be different.
  - If you are the same, your value is reduced.
  
- In conveying why someone should do business with you or even just the initial step of why have a listing presentation opportunity with you, you have to convey to the prospect tangible or even emphatically to prove the outcome will be different this time.
  - One of the ways to demonstrate that low risk is with what we call at Real Estate Champions the Big 3.

❖ The Big 3.

- 1) Average list price verses sales price.
- 2) Average days on the market.
- 3) Average listings sold verses listings taken.





- ◆ Client Benefits.

- Realistic expectations of value.

- Continuity of “real” dollars.

- ◆ More competitive positioning of the property.

- ◆ Aggressive buyers can be created through value positioning.

## Scripts

### Why Should Someone Hire You?

#### More money from the sale of your home

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*“Wouldn’t you agree the real result you are looking for is more net dollars in your pocket from the sale of your home?”*

*“So, if I could prove to you that you will realize a larger net through my representation, we would have a basis for doing business together, is that right?”*

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*“Mr. Smith, right now in the marketplace, the average list price to sale price is \_\_\_\_%. My average list price to sale price is \_\_\_\_%. That means that you will put an extra \_\_\_\_% in your pocket being represented by me compared to any other Agent you are consulting. That’s an extra \$\_\_\_\_ based on the value of your home. Is that something that you are interested in?”*

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*“Mr. Smith, the current days on the market for homes is \_\_\_\_\_. My days on the market, or time of sale, is \_\_\_\_\_. That reduction in market time is of huge benefit to you. It creates increased activity and showings on your home. It increases the probability of offers and good offers. It reduces your mortgage payments on a home that you don’t want to own any longer. Do you see how this benefits you”*

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## Scripts (cont.)

### More efficient transaction

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*“Mr. Smith, it’s a fact that only 16% of consumers return to an Agent that worked with them previously. That stat demonstrates that the efficiency level is low and the stress level is high for the customer. Well over \_\_\_\_\_% of my transactions are with repeat clients and the referrals they send my way. This difference, and my personal guarantee, creates a better, smoother transition for you into your new home. Do you see how this creates an advantage for you?”*

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*“Mr. Smith, a negative to an emotional, non-efficient transaction is that the buyer and seller can be at odds. That increases the probability of more costly repair negotiations, late closures, and last minute demands to closing. We can save you money through a more efficient transaction process. Doesn’t that make sense?”*

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*“Mr. Smith, the truth is, if the transaction isn’t efficient and timely, the closing could be late. With the volatility of current interest rates, this could cost you in the long run over the life of your loan. Because we close over \_\_\_\_\_% of our transactions on time, we can ensure these costs don’t happen to you. For a typical person, a ½% increase in rate equals close to \$50,000 in extra payments over the life of a 30-year mortgage. Do you want to take that kind of risk with another Agent?”*

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## Scripts (Cont.)

### Better positioning strategy

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*“Mr. Smith, since we position your home more strategically, we increase the number of Agents that actually show your home. With the increased showings, we can increase the buyers and potential offers. This creates more buzz on your home, which equates to more dollars in your pocket. Doesn’t that appeal to you?”*

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*“Mr. Smith, one of my primary jobs is to enhance the demand for your home. Real estate at its core is a supply and demand business. My job is to increase the demand for your home over the competition in the marketplace. One way to know if an agent is successful at accomplishing that is to compare the statistics of listings sold versus listings taken. The broad average right now is \_\_\_\_\_% of homes actually sell. My average is over \_\_\_\_\_%. Would you agree that we are more effective at positioning your home?”*

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## Scripts (Cont.)

### Stronger property demonstration

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*“Mr. Smith, often buyers are down to 2 or 3 houses they are trying to decide between. With new competition coming on the market daily, it’s important to win when you get on a buyer’s short list. The Agent can mean the difference between getting an offer or no offer, through their ability to demonstrate value and benefits of your home. Is that what you are looking for?”*

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*“Mr. Smith, when an Agent is writing an offer on behalf of a buyer, or when we are negotiating with a buyer, it is imperative that your Agent can demonstrate value of your property compared to the competition. It is clear that we have that skill given my average list price versus sales price is \_\_\_\_\_% higher than the other Agents in the market. Do you see the benefit to you in that?”*

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## Scripts (Cont.)

### Effective price versus value counsel

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*“Mr. Smith, many Agents are more concerned with seeing the listing rather than having a real conversation as to the value of your property. They will talk in terms of price, not value. They will get you all worked up about the price and set you up for the big surprise. The question is, do you want the truth now or later?”*

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*“Mr. Smith, let’s agree to talk in terms of value – what your house is worth. Once we agree on that, we can talk about price, which is really a marketing strategy. Is that agreeable with you?”*

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## STAY MOTIVATED

Motivation is like taking a shower. You can't take a shower once in your life and expect to be clean forever. You need to shower every day, just as you need to focus on maintaining or, better yet, increasing your motivation level every day.

➤ Motivation Increases As Clarity Increases.

- A Champion Salesperson doesn't let a negative outcome wipe them out for the rest of the week, day, or even hour like the average sales performer does. They take corrective action on their motivation and attitude . . . now!

➤ Motivation versus Discipline –the Age-Old Question.

- Does your level of motivation affect your discipline more than your discipline affects your motivation?

❖ For the Champion Sales Performer, discipline comes first and then feeds motivation.

➤ Keeping yourself motivated.

- The first step is to make a conscious decision to stay motivated.
  - ❖ Having your goals written down, so you can review them is essential.
    - ◆ Write your goals on 4X6 cards.
- Each of us has two tanks of energy inside our bodies that connect directly to our motivation levels.
  - ❖ Both of these tanks directly influence our motivation.



1. Our physical energy tank.

- How many days of rest do you usually need to completely recharge you physical tank?

2. Our emotional energy tank.

- You must protect it.

## **BECOMING A DISCIPLINED PERSON**

### ➤ Disciplined Traits of a Champion Performing Salesperson.

- Prospect in high volume daily.
- Effective lead categorization and lead follow-up.
- Regular practice of scripts, dialogues, and sales skills.
- Consistent physical workout habits.
- Consistent personal development time in reading, listening, and attending personal growth programs.

## PROTECTING YOUR ATTITUDE

➤ Controlling your environment.

- Limit the interruptions and discussions before your prospecting and lead follow-up are done.

➤ It's Not Final or Fatal

- You must recognize that making mistakes, having problems, and hearing “no” are all part of the process of being a telephone salesperson. The fatality only occurs when you quit.

*“Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Geniuses will not; unrewarded genius is almost a proverb.*

*Education will not; the world is full of educated derelicts.*

*Persistence and determination alone are omnipotent.”*

*–Calvin Coolidge, our 30<sup>th</sup> President*

➤ Creative avoidance is your enemy

➤ Evaluating where you are and your needs

- The salespeople who rise to the top in any sales organization are the ones who are most willing to be honest with themselves in terms of their strengths and especially their weaknesses.
- By tracking your sales ratios, you establish a personal honesty system that is based on facts, not conjecture.

## PROSPECTING YOUR WAY TO EXPIRED SUCCESS

There are four pillars or four disciplines that must be applied to keep at prospecting expireds for the long-term. The most successful salespeople who secure expired listings apply these four to achieve consistency of revenue and quality of life.

➤ Pillar #1 – Find a set time and set place for expired calls daily.

- You can't work your prospecting around your day. You have to work your day around your prospecting.
- We have to establish a habit.
- A controlled environment must have all of our tools there and ready for use.
- Fresh new expires are time sensitive.

- The key to prospecting success is the level of preparation coupled with the set time, set place focus.

➤ Pillar #2 – Fight off the distractions.

- The questions are:
  - ❖ What do you do when distractions hit?
  - ❖ Do you just make the three problem servicing calls to get them out of the way?
  - ❖ Do you poorly delegate the responsibility of service to others?
  - ❖ Do you justify not starting your prospecting at the appointed time?
- To really fight off the distractions, you have to stop them from accessing you.

- Steps to help you remove distraction:

1.) Turn off your e-mail, so the “you’ve got mail” icon does not light up.

2.) Tell the receptionist to take a message for all of your inbound calls during your prospecting time.

3.) Leave a message on your voice mail that says: “I am in appointments from \_\_\_\_\_ to \_\_\_\_\_. I will be available at \_\_\_\_\_. Please leave your name and number and any message you have, and I will return your call at \_\_\_\_\_.”

4.) Turn off your cell phone.

5.) Put a sign on the door that basically says, “Don’t bother me; I am prospecting.”

6.) Tell all your prospects and clients that want to meet with you at that time, that you already have an appointment, because you do . . . **to prospect.**

➤ Pillar #3 – Follow the plan.

- Success simply boils down to doing the right steps in the proper order. To get the steps and order correct, you must have a plan.
- Establish a pre-call routine and create a pattern or plan that you repeat over and over again for each prospecting session or each call.

❖ Let me give you an example:

1. Do your expired research and prospecting set up the day before.

2. Establish your expired lead follow up calls for tomorrow.



3. Spend twenty minutes before you make the first dial practicing scripts and dialogues. Practice your appointment objection handling techniques.

4. Quickly review your calls to make and review your daily goals.

5. Review a few affirmations like:

- “I am a great prospector.”
- “When I prospect, people love to talk with me and set appointments with me.”
- “I will generate leads and appointments before I am through today.”
- “I am going to make \_\_\_\_\_ sales today.”

➤ Pillar #4 – Be faithful to yourself and finish what you start.

- When we are faithful to our objectives, we win every time.
- Don't accept anything less than your daily goal!

## SETTING AND ACHIEVING PROSPECTING GOALS

➤ In setting daily and weekly prospecting goals, there are three core goals or objectives to focus in on.

- Number of Contacts
- Number of Leads
- Number of Appointments

➤ Harnessing the power of sales ratios

- By tracking and knowing our number of dials, contacts, leads, appointments, sales units, sales volume, commission earned, we establish sales ratios.

- Your sales ratios will indicate clearly where the problem lies in your sales results.
  
- Most salespeople who are under achievers aren't under performing in every segment of sales.
  - ❖ It's usually one or two specific areas or specific skills that create the poor performance.
  
  - ❖ If you knew your sales ratios, the diagnosis of the problem and proper prescriptive changes would be easier, faster, and more effective.

➤ Tracking and recording everything!

- The law of averages evens the numbers out over time.

## EXPIREDS GOALS & RESULTS

ACTIVITY:	GOALS	RESULTS:
Prospecting Dials Made	_____	_____
Prospecting Contacts Made	_____	_____
Leads Obtained	_____	_____
Categories:		
AA	_____	_____
A	_____	_____
B	_____	_____
C	_____	_____
D	_____	_____
Phone Appointments Scheduled	_____	_____
Qualified Phone Presentations Made	_____	_____
Preview Appointments Scheduled	_____	_____
Preview Appointments Made	_____	_____
Listing Appointments Scheduled	_____	_____
Previous Appointments Made	_____	_____
Qualified Listing Presentations Made	_____	_____
Listings Taken	_____	_____
Listings I Turned Down	_____	_____
Listings I Didn't Get	_____	_____
Total "Real Working Hours" Invested	_____	_____
Prospecting Hours	_____	_____
Lead Follow-Up Hours	_____	_____
Presentation Hours	_____	_____
Contract Hours	_____	_____
Rate Your Day (1 – 10)	_____	

Comments:

➤ Obeying the law of accumulation.

- The law of accumulation basically says everything accumulates in life.

➤ Maintaining consistency for maximum effect

- We must be willing to be consistent and to put your prospecting as a first priority every day.

# CONQUERING YOUR SALES CALL AVERSION OF EXPIRED PROSPECTS

➤ There is a five-step strategy to overcome call aversion:

- Strategy #1: Take Stock of Yourself and Your Skills.

- ❖ How many expireds would you call each day if you knew that you wouldn't fail and that everyone you talked to would be pleasant and excited to work with you?

- ❖ Questions to ask about yourself as you service.

1. What do we do for the prospects?

2. What makes me different from our competition?

3. What qualities make me the person they should work with?

4. What are the specific benefits of your services?

5. If I had to select one reason above all others why someone should do business with me, what would it be?

➤ Strategy #2: Set Realistic, Achievable Daily Goals.

- The Number of Contacts You Need Daily.

- Set Manageable Goals For Each Week.



- Make It Into a Game.

➤ Strategy #3: Control Negative Self-Talk

- The only way to repel the voice is to create the responses that defuse the arguments.

- It's the difference between your thoughts controlling you, or you controlling your thoughts. You are in charge here.

➤ Strategy #4: Visualize the "Perfect Call"

- The "negative visions" generate stress, and the mental stress blocks performance.

- The “negative visions” are a rehearsal.

➤ Strategy #5: The One-Call or Ten-Minute Strategy.

- Resolve, before you ever give up calling for the day, to make 10 minutes worth of calls.

- The hardest part is behind you.

## THE NUTS AND BOLTS OF THE NO CALL LAWS

In January of 2003 the Telemarketing Sales Rules were amended to include a Do Not Call List. The Do Not Call List went into effect on October 1, 2003. For the real estate salespeople who prospect using the telephone, the rules changed on that day.

➤ Coming to Grips with the Do Not Call Registry.

- 137 million people registered.
  
- There is also an inquiry provision.
  - ❖ If someone makes a call about your company, services, or even to ask for directions to get to your office, that's considered an inquiry.
  
  - ❖ Because they initiated the contact, you have ninety days to follow-up with them over the phone to secure a sale.

- ❖ You can continue to contact anyone beyond the ninety days or eighteen months provided that they give you written permission to do so.

➤ Leveraging what you can do.

- A key step in dealing with the “No Call” Law is to document everything you do.

➤ Using the Survey Method.

- You can approach a consumer on the Do Not Call List and still be within the law through the use of surveys.
- You can't ask for an appointment.
- The real purpose of using a survey technique is to identify potential leads.

➤ Using Technology To Create Inquiries.

- These techniques work to create inbound lead calls.
  - ❖ Website.
  - ❖ Call capture technology.
  - ❖ Direct Mail.
- Offer free reports, streaming audio files, free newsletters, and other items of value on your website.
- Secure work numbers from the expired prospects.
- Direct mail pod casts, web blogs, and other informational sites that direct prospects to hear more information through a call capture system enables you to track the effectiveness of your marketing, while harvesting exempt leads.

## **GREATER SUCCESS THROUGH LISTENING**

Our ability to serve our customers and prospects well is contained in our ability to listen.

### ➤ How to Really Listen

- One of the best ways to learn something is to evaluate how not to do it.

1. "I got this nailed."

2. "I'm the expert; just ask me."

3. "Enough about you, how about me?"

### ➤ Three secrets of effective listening.

## 1. Always take notes.

- An effective technique is to tell the prospect that you are taking notes.

### **Scripts:**

*“Mr. Smith, I’m taking notes because I don’t want to miss anything and need this critical information you are sharing with me to better serve you.”*

*“Mr. Smith, I am sorry, but my shorthand needs a little help. I want to clarify the information on \_\_\_\_\_. Could you please go over that again, so I can get it on paper?”*

## 2. Ask More Questions

Let me share with you a few general questions that are effective:

*“Can you elaborate on that?”*

*“Can you give me a little more perspective on that issue?”*

*“Can you explain to me how this works?”*

*“Can you review that again for me?”*

*“Bob, I’m not quite sure what you mean.”*

### 3. Instant Replay

- As someone that wants to help the expired, we need to make sure that we got it right on paper and in our brain.



## Examples:

*“So, Bob, let me see if I am on the right track.”*

*“Bob, let me make sure I have it right, you want \_\_\_\_\_.”*

*“Bob what I am hearing is the key concerns are \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_ is that correct?”*

*“Bob I want to pause for a moment to be sure I got it. You want \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_ from an agent, is that right?”*

- When you engage in “instant replay”, your prospect will often do one of these three things:

1. Confirm that the instant replay was correct
2. Correct your “instant replay” in the areas that you didn’t have it right.
3. Give you new and additional information

- When they share more information, you will want to repeat the process of the instant replay again and use a phrase at the end like:

*“Do I have it right?”*

*“Bob, am I on the right track?”*

*“How does that sound?”*

➤ Using the Pause to Your Benefit

*“How do you handle the notes on the page as well as you do?”*

*He responded, “I handle the notes no better than many others,  
but the pauses...ah! That is where the art resides.”*

*–Arthur Rubenstein, world famous pianist*

- If you step into the pause you invalidate, or soften, the last question.

## THE OPENING MAKES OR BREAKS THE EXPIRED CALL

If your opening statement doesn't cause the expired prospect to lean in and get excited about your call or grab their interest and elicit a positive reaction, you are done . . . period!

- Following the Seven-Second Rule of Openers
  
- Don't assume anything
  
- Making the show worth hearing and seeing
  - Create variety in your pace of speech.
  
  - Create variety in your tonality.

## DON'T LEAVE IT TO CHANCE: CRAFTING AN OPENING STATEMENT

➤ Designing it on paper.

1. State their name.
2. State your full name.
3. State your company name.
4. State why you are calling.
5. Link in a benefit statement.
6. Add in a close or a bridge.

- An example of a close is:

*“Let’s set an appointment to talk. Would Wednesday or Thursday work better for you?”*

*“Our next step would be to meet. Do you have time this week, or would next week be better?”*

- Examples of effective bridges are:

*“Until we invest a few minutes together, I don’t know if your results will be the same, worse, or better. Would you be willing to spend a few minutes together to see?”*

*“If we could provide the same results for you, would we have a basis for doing business together?”*

*“Bob, I am not sure at this juncture if I can help you, and you are not sure if I can’t, so let’s spend a few minutes together to find out if you could benefit from \_\_\_\_\_.”*

➤ Reaching through the phone.

➤ Delivering Powerful Opening Statements

- Powerful opening statements often require . . .

❖ Testing.

- You must be willing to test, role-play, evaluate, and change your opening statement.

❖ Patience

- You must be focused on the continual improvement over time.

❖ Creativity.

- You must be willing to go on the edge to catch the prospect's interest.

➤ Building Your 30-Second Elevator Speech

- Part of building a good elevator speech or elevator statement is cogently conveying what you do.

- What are you providing and selling?

➤ The Power of Specialization

### **3 CORE CONDITIONS OF A PROSPECT**

1. How much?

2. How soon?

3. At what cost?



## GETTING OUT OF THE ANSWERS AND INTO THE QUESTIONS

The definition of a great salesperson is someone who can convince someone to do something that is beneficial to them or to do it faster. The only way to know what is beneficial to the expired is to ask them in the form of questions.

- Ask permission to ask questions technique:

### Scripts:

*“Bob, would it be ok if I ask you a few questions about your situation?”*

*“Bob, would it be alright to spend a few moments asking you questions about why your home failed to sell?”*

*“Bob, could we spend a few minutes reviewing some questions I have prepared, so I understand how I might be able to assist you?”*

### Scripts:

*“Bob, obviously when you put your home for sale some months ago, you did it because you had goals, dreams, and objectives at that time that you didn’t realize yet. What if there was still a way for those to*

*come true to you and your family? Wouldn't it be worth 4 minutes of your time to see if they could?*

*That's all I need would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"*

➤ **Announced Opening Technique**

- Another technique to gain their focus is the announcement opening. You are foreshadowing that you will be asking them some questions.

**Scripts:**

*"Bob, I have some very important questions to ask you. Do you have a few minutes?"*

*"Bob, I have some very important questions to ask you. Can I ask them now?"*

- Getting to the bottom line through questions:

*"Would you ever see yourself using a service like mine?"*

*"Could you see yourself doing business with me or my firm in the near future?"*

- Responses to an Affirmative Response

"Under what circumstances would you see that happening?"

"What are the steps we need to take to make that happen?"

➤ Effective questions to keep the dialogue going.

- If you wanted to make a change in your real estate agent, what would need to happen next?
  
- Provided you would be willing to consider a change, what would you need to know to be assured you are making a sound decision?

- Provided you would be willing to consider a change, how long would a decision of this magnitude take for you to make it comfortably?
- What's the typical procedure or process you would use for making a decision like this?
- Once you give your approval, is there any other person that needs to grant approval as well?
- What do you look for in a real estate agent?
- What are standards you apply in considering a real estate agent?

- What were the determining factors you used in selecting your current real estate agent?
- What were the criteria in using the agent you currently employ?
- If we could create the ideal situation, what would it look like?
- If you had the perfect sales process to sell your home, what would it be?
- If you could have exactly what you want from an agent, what would it be?
- If you could design the perfect solution to the problem we are discussing, what would it have?

- At the bottom line, what do you want?
  
- How will you define outstanding results?
  
- What will cause you to know you received good value?
  
- How will you measure a successful result?

## “KISS OF DEATH” PHRASES FOR EXPIREDS

There are words and phrases that you will need to avoid in order to convert expired prospects to listings.

### Example:

*“My name is Bob. I am a realtor with XYZ Company \_\_\_\_\_, and I would like a few minutes of your time to talk with you about your home.”*

➤ “But...”

*“I can appreciate your views, but . . .”*

*“I understand your concerns, but . . .”*

➤ “I sent you \_\_\_\_\_, and I was wondering if you got it?”

➤ “I will send you another”

➤ “Do you have time to talk?”

➤ Avoiding the sleaze

- Typical “kiss of death”, sleaze statements center on trying to trap the prospect into an agreement. For example:

*“If I could show you a way to get your home sold, you would want to hear more, wouldn’t you?”*

➤ The “Big Daddy” of bad

*“And how are you today?”*

- A few reasons not to use it.



1. It's not genuine
2. It is devoid of creativity
3. You could get a "cold water" response

## SELECTING YOUR STRATEGY

- You must commit to an expired system or strategy.

*“I have brought myself through long meditation that a human being with a settled purpose must accomplish it. That nothing will resist a will that will stake even existence it's fulfillment.”*

*-Benjamin Desraeli*

- The more straight forward and sales focused your strategy is, the better results that you will achieve.

## EXCLUSIVELY PHONE-TO-PHONE STRATEGY

- It's hard to differentiate yourself over the phone unless you have exceptional sales skills.
- If you use the over the phone strategy exclusively you have to intensify your call back frequency.
  - ❖ The number that it takes to achieve some level of name recognition and familiarity is around six times.
- Categorization is really key with phone strategy because you want to know where the prospect is quickly and how committed is the prospect to you or to ever giving you an interview.

### ➤ Leading Marketing With Calling

- A hand written thank you note with your business card.

- Provide free reports to prospects or send testimonial letters from other satisfied expired clients.
- You need to link marketing in with your phone work to bridge the gap.
- You want to create a marketing piece that triggers the 90 day inquiry provision on the “no call” law.
- Call capture system

❖ [www.callcapturesuccess.com](http://www.callcapturesuccess.com)

## THE FACE-TO-FACE STRATEGY OF SUCCESS

- Reduces the number of contacts to recognition or differentiation
- Aligns with the four ways to increase production
- You will receive a truer picture of the prospect.
- It demonstrates your commitment to success.

### Scripts:

*“\_\_\_\_\_, I am so committed to my success and my clients' success in getting their home sold I am willing to go the extra mile to where most agents won't go even one step extra. Isn't that the type of agent you are looking for? One that is willing to do more?”*

*“\_\_\_\_\_, I am here meeting you because I believe that homes are sold through extra effort in this type of a market we are experiencing. It could be one of the reasons your home has failed to sell. Just imagine what length I will go to when I secure a lead*

*that is interested in your home. Wouldn't you agree that level of commitment could help you sell this time around?"*

- Saves you time in the sales cycle.

**Scripts:**

*"\_\_\_\_\_, I appreciate the opportunity to visit with you face-to-face. I am convinced that I can help you. I need to ask you, when you decide to interview for the job of selling your home would you grant me an interview to try to win your business?"*

*"\_\_\_\_\_, it was a pleasure to meet you and see your home. You can see I am committed to mine and your success because I am one of the few to invest the time to meet with you. When you decide to interview agents about representing your interest in selling your home, would you be willing to interview me for the job?"*

**Scripts:**

*"\_\_\_\_\_, under what circumstances would you see yourself using services like mine?"*

*“\_\_\_\_\_, on a scale of 1 – 10 what would the chances be of earning your business?”*

*“\_\_\_\_\_, are there any circumstances you would see yourself using a service like mine?”*

*“\_\_\_\_\_, are there any circumstances you would see that would cause you to interview me for the job of selling your home?”*

*“Under what circumstances?” or “Can you tell me what those circumstances would be?”*

➤ It demonstrates your professionalism.

- The prospect sees you dressed professionally, with professional mannerisms and characteristics. They can clearly see that you are the type of agent they want to have or would consider to represent their interest.

- The numbers and how they add up.

Increased gross commission = \$150,000

30 units x \$5,000 average sales price

85% listings sell so 35 listing taken needed

3 listings take a month conversion ratio on listings taken is 75% so 4 expired listing presentations per month.

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How to get 4 expired listing presentations a month?

Plan to get 4 expired listing presentations a month.

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Visit 15 homes face-to-face a week.

You'll find at least 40% of the homeowners home = 6 per week.

Convince 1 out of every 6 people to interview you.

- Phone to preview appointment:

- Don't turn it into a listing presentation.



## EXPIRED LEAD FOLLOW-UP RULES AND PROCEDURES

### ➤ 7 Lead Follow Up Rules

1. Keep it simple. Don't complicate lead follow-up.
2. Expired lead follow-up is as important as prospecting, schedule it.
3. You need to know the target before you pick up the phone.
4. Lead follow-up for expireds is really a disqualification process.
5. "No" is just as good as "yes".
6. A low probability expired prospect is worse than no prospect at all.

7. When people know you are willing to take “no” as an answer, they are willing to talk to you.

➤ Lead follow-up is not about selling.

- One of the biggest mistakes we make in expired follow-ups is that we try to sell the prospect.

- If you are on the phone for more than 7-10 minutes you are probably selling.

- In expired follow-up the objective is to:

- Determine the value of the lead.

- Determine if they need, want, and can afford your service.

- Categorize the lead.
  
- Set an appointment with the prospect.
  
- Gain a clear understanding of their conditions of satisfaction.
  
- Trade commitments.

## Accurately Assessing Expired Prospect Conversion Probability

**URGENCY TO TAKE ACTION (AA, A, B, C, D)**

**COMMITMENT TO YOU (1, 2, 3)**

**AA – WILL TAKE ACTION WITHIN NEXT 7 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**A – WILL TAKE ACTION WITHIN 30 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**C- WILL PROBABLY TAKE ACTION WITHIN 90 – 120 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**D – WILL POSSIBLY TAKE ACTION based on a specific time in the future**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**COMMITTED:** means you would bet big money on it.

**PROBABLY:** means better than 50% chance of it.

**POSSIBLY:** means 1 to 50% chance of it.

**FOLLOW-UP ACTIVITY SHOULD BE BASED ON ACCURATE  
ASSESSMENT OF CONVERSION PROBABILITY**

## Expired Inventory Tracking Record

\_\_\_\_\_  
Salesperson

\_\_\_\_\_  
Week/Month

### EXPIRED CLIENTS UNDER EMPLOYMENT CONTRACT

SELLERS (LISTINGS) \_\_\_\_\_  
\_\_\_\_\_

### QUALIFIED EXPIRED PROSPECTS CURRENTLY WORKING

AA1 SELLERS WITHIN 7 DAYS: *COMMITTED* \_\_\_\_\_  
\_\_\_\_\_

AA2 SELLERS WITHIN 7 DAYS: *PROBABLY* \_\_\_\_\_  
\_\_\_\_\_

AA3 SELLERS WITHIN 7 DAYS: *POSSIBLY* \_\_\_\_\_  
\_\_\_\_\_

A1 SELLERS WITHIN 30 DAYS: *COMMITTED* \_\_\_\_\_  
\_\_\_\_\_

A2 SELLERS WITHIN 30 DAYS: *PROBABLY* \_\_\_\_\_  
\_\_\_\_\_

A3 SELLERS WITHIN 30 DAYS: *POSSIBLY* \_\_\_\_\_  
\_\_\_\_\_

B (1-3) SELLERS WITHIN 30-90 DAYS \_\_\_\_\_

C (1-3) SELLERS WITHIN 90-180 DAYS \_\_\_\_\_

D (1-3) SELLERS SOMETIME? \_\_\_\_\_

**WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE  
BUSINESS**

\*\*Write in the names of expired clients and prospects on lines above

➤ Qualified Lead

- Be upfront about your objective.

**Script:**

*“Mr. Smith, this is Dirk Zeller calling on behalf of Real Estate Champions. The reason for my call is to follow-up on your property we discussed a few days ago. I have no idea if I can really help you or not, but if I could take a couple of minutes and ask you some general questions I can then determine if I might be able to help you. How does that sound?”*

*“Mr. Smith, if we can provide you with a better probability of you achieving your goals with regard to the sale of your home, is there any reason why we cannot do business together?”*

*“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to the sale of your home, more than any other real estate firm, would we have a basis for doing business together?”*

*“Mr. Smith, based on what you have told me, I don’t think I will be able to provide you the service you deserve or expect. I do know of a couple of other agents that might be able to assist you. I will have \_\_\_\_\_give you a call. I want to thank you for your time and the opportunity to speak with you.”*

- Straightforward approach when you get stalled!

**Scripts:**

*“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to get your home on the market soon. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*

*“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”*

- Keys to straightforward assertive questioning

- ❖ Sincere approach and tone.

- ❖ Ask for the prospects' help.

❖ Give them an out.

❖ Don't be attached to any answer they give you.

◆ *“Would you ever see yourself using a service like mine?”*

≈ If “yes”, then ask:

○ *“Under what circumstance?”*

≈ If “no”, then ask:

○ *“Why?”*



*“I certainly respect you and the value of your time as I do my time. I will be happy to send you information if you truly need the information and there is a strong likelihood that upon receiving it you will review it. If what I have to offer in experience and service are what you are looking for what will you do?”*

*“I don’t send out information unless the prospect sincerely desires and needs the information on the service I provide. If I send the information and you review it, is there a strong likelihood we will do business? Is that what you want?”*

*“John, generally when people say that, it is the polite way of saying, “Get lost.” Most people receive the information hoping that the salesperson never calls back again. If you want me to “get lost” just say so, it’s okay.”*

**Qualified Lead**

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“Mr. Smith, if we can provide you with a better probability of you achieving your goals with regard to the sale of your home, is there any reason why we cannot do business together?”

“Mr. Smith, if we can provide you with the highest probability of you achieving your goals with regard to the sale of your home, more than any other real estate firm, what will you do?”

“Mr. Smith, it sounds like we might be able to help you achieve your objectives. To be able to finalize that decision we need to simply meet. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”

**Unqualified Lead**

“Mr. Smith, based on what you have told me, I don't think I will be able to provide you the service you deserve or expect. I do know of a couple of other agents that might be able to assist you. I will have \_\_\_\_\_ give you a call. I want to thank you for your time and the opportunity to speak with you.”

### Lead Follow-Up Call

“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to get your home on the market soon. I would like to know if there is an opportunity to do some business or is the timing not quite right at this point?”

“Mr. Smith, I need your assistance. Over the last few weeks you have given me every indication that you wanted to make a change in your home for your family. I would like to know if there is an opportunity to some business or is the timing not quite right at this point?”

“Mr. Smith, this is Dirk Zeller with Real Estate Champions. We spoke about 60 days ago about your interest to sell your home. You felt that now would be a great time to talk about moving. Your timing couldn't be better, based on the trends in the marketplace. When should we get together to discuss your wonderful options in today's marketplace?”

“Mr. Smith, this is Dirk Zeller with Real Estate Champions. We spoke about 60 days ago and you expressed interest to sell your home. You asked me to contact you at this time to talk about moving. The market is brisk and we have a couple of new approaches in exposing your home that will reap you even more on the sale of your property.”

“Mr. Smith, that is great. We have both put some time and effort into achieving your goals. When do you think we can get started?”

“I'll be happy to follow-up. Do you feel at that time you will be ready to move forward?”

“I'm curious, how will that make it a better time for you?”

“I certainly respect you and the value of your time, as I do my time. I will be happy to send you information if you truly need the information and there is a strong likelihood that upon receiving it you will review it. If what I have to offer in experience and service are what you are looking for what will you do?”

“I don’t send out information unless the prospect sincerely desires and needs the information on the service I provide. If I send the information and you review it, is there a strong likelihood we will do business? Is that what you want?”

“John, generally when people say that, it is the polite way of saying, “Get lost.” Most people receive the information hoping that the salesperson never calls back again. If you want me to “get lost” just say so, it’s okay.”

## QUALIFYING BEFORE THE EXPIRED LISTING PRESENTATION

In mastering securing listings of expired prospects your ability to create an effective presentation really happens in your preparation. You need to be able to ask enough qualifying questions to pinpoint their wants, needs, desires, and motivational level.

- Success in the listing process is defined by:
  1. Getting the home listed at the appointment.
  2. Getting it listed at the right price that will cause it to sell.
  3. Getting a long enough term on the listing, so you are guaranteed a sale.
  4. You have established expectations in the expired seller, so you are assured to under promise and over deliver.
  
- To properly diagnose the appointment we need to know:
  1. How the customer is going to make their decision.
  2. When the customer is going to make their decision.
  3. If they have the capacity to move forward.
  4. What they want.
  5. What they need.
  6. What their ability is to move forward.
  7. If they have enough motivation or desire to do it.
  8. How are they going to judge a successful relationship with us.
  9. Who else are they considering.

## Expired Pre-Qualifying Questions

“Hi, \_\_\_\_\_, this is \_\_\_\_\_ calling for \_\_\_\_\_ at \_\_\_\_\_. Are you and your spouse both going to be there? Before I come out, there are some questions I need to ask. Is this a good time for me to ask?”

➤ Time frame and motivation questions.

1. “Where are you hoping to move?”
2. “How soon are you hoping to be there?” (Motivation)
3. “Tell me about your perfect time frame. When do you want this move to happen?”
4. “Is there anything that would cause you not to make this move?”

➤ Past Listing Questions

5. "What do you feel caused your home not to sell?"
  
6. "How effective was the marketing in generating leads, traffic, showings and offers?"
  
7. "Do you think the marketplace had an effect on your home not selling?" "How much of an effect do you think it had?"
  
8. "Do you think your initial asking price had an effect on your home not selling?" "How much of an effect do you think it had?"
  
9. "If you had to select only one reason or fact why your home didn't sell of all possibilities, what would that be?"

10. "What was the most frustrating part for you during your previous listing period?"

11. "Was there anything that you feel was missed by your previous agent?"

➤ Experience questions.

12. How many properties have you sold in the past?

13. When was your last sales experience?

14. What was your experience with that sale?

15. How did you select the agent you worked with?



16. What did you like best that they did?

17. What did you like least?

➤ “Guts questions”.

18. And, how much do you want to list your home for?

(Number/Motivation)

19. Are you planning on making another investment in another house?

How much are you hoping to put down on the next property?

20. Are you expecting that entire amount down to come from the

proceeds of this house, or are you going to put down additional funds?

*"I desire, as a professional agent, to give you all the information you need to make the best decision for your family. I always do a net sheet for my clients, so they know the true amount they are going to net out of the sale of their home. To do that, I need to know more information about your current property."*

21. How much do you owe on the property?

22. Have you ever thought about selling it yourself?

23. Are you interviewing any other agents?

24. Please describe your home for me.

\_\_\_\_\_ Bedrooms      \_\_\_\_\_ Square feet  
\_\_\_\_\_ Bathrooms      \_\_\_\_\_ Type of home

Yard, landscape \_\_\_\_\_

Condition of property \_\_\_\_\_

25. Are you planning on listing your home with me when I come out on \_\_\_\_\_?

26. Did you receive the package of information we sent you?

27. Did you fill out the information that was in the packet? We sent a number of disclosure forms.

*“Bob and Mary, when we talked the other day, you said if I provide a complete marketing plan and showed you a successful approach to getting house sold and in this neighborhood specifically, we would work together. I am a little confused. I think I have done that. Is there something else I missed?”*

28. What is your expectation of the agent you choose?

29. What are the specific services that you want from me?

30. What would it take for you to be confident that our service will meet your requirements?

31. How will you measure success in our relationship?

32. So, if I provide you \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_, what will you do?

33. Do you have any final questions that you need answered before I come out?

## FOUR PARTS TO A GREAT EXPIRED PRESENTATION

There are four parts to a great presentation:

### ➤ Conviction

- Webster defines conviction as a fixed or firm belief. I'd add that there is nothing more compelling than conviction.
- Your conviction in the value of their home will earn their trust, even if your price is lower than other agents'. Your bedrock belief about where the marketplace is headed backed by statistics that prove your belief and conviction, sells you and shows them why they should do business with you.

### ➤ Enthusiasm

- There is an old saying . . . enthusiasm sells.

- Your listing presentation will be more interesting if you are enthusiastic about the sellers, the home, your career, and the real estate business.

➤ Confidence

- We all need to tap into victories we have had in the past.
- As you increase your confidence in preparation, it allows you to prepare with more passion because of your expectation of winning.

*“What the mind can conceive and believe, it can achieve.”*

*- Napoleon Hill*

➤ Assertiveness

➤ Tell the client up front that you are going to ask for their business.

- The definition of a great salesperson is “a person who convinces someone to do something that is beneficial to them or convinces them to do it faster.
- Laying a closing foundation will come in handy if you encounter resistance or objections at the time of the close. If that happens, consider one of these scripts:

*“This should be no surprise. I told you I would ask for your business. You want me to follow through on what I commit to you, don’t you?”*

*“I’m proving to you right now that I follow through, right?”*

*“Listen, Mr. and Mrs. Seller, homes are sold, not bought. The reason conversion of leads is so low is because many agents lack assertiveness with the buyer. So my question is: Do you want an agent that you know for sure will ask every buyer to buy or an agent you hope will do that? Which gives you more comfort?”*

- Being assertive in selling is a good thing.

*“Mr. or Mrs. Seller I have found helping numerous families like you that employed another agent before we presented then this truth. The agent wasn't assertive enough with the buyer prospect so the home was never sold. I am demonstrating a higher level of assertiveness to you so you know for sure that won't happen on my watch in representing you. Does that make sense?”*



## THE LISTING PRESENTATION FOR EXPIREDS

### **My Agenda....For the Expireds**

1. Get to know the seller.
  - Uncover needs.
  - Uncover expectations.
  - Tell them what is going to happen.
  
2. Gather information.
  - Review the qualifying questions.
  - Confirm the services they expect and want.

3. Discuss your professional credentials.

- Benefit driven credentials
- This is a very short section

4. Discuss your guarantee.

5. Determine what a reasonable buyer would pay.

- Value is one issue, pricing is another.

6. Determine listing price.

- “Hot” market listing price is not as important.

**7. Explain your immediate actions steps.**

- Sign up, flyer created, broker open, etc., etc.
- This is your opportunity to insert trial closes.

**8. Get started now.**

- Start filling out contract

**9. Provide counsel**

- Access discussion
- Condition of property
- Staging

## WHY SHOULD I HIRE YOU?

➤ Usual answers:

1. Service
2. Size of company
3. Integrity
4. Honesty
5. Communication
6. Follow-up
7. Experience

➤ We must show specific value that is tangible to the client.

- More money from the sale of their home
  - ❖ Average list price versus sales price
  - ❖ Average days on market
  - ❖ Average listings sold versus listings taken
- More efficient transaction
- Better positioning strategy
  - ❖ Real estate is a supply and demand business.

- Stronger property demonstration
  
- Effective price versus value counseling
  - ◆ Client Benefits.
    - ☑ Realistic expectations of value.
  
    - ☑ Continuity of “real” dollars.
  
- More competitive positioning of the property.
  
- Aggressive buyers can be created through value positioning.

## Why Should I Hire You?

1) What skills and services make us unique?

2) What statistics create differentiation for me in the market place?

3) What are my competitive points of difference?

4) How are you positioning yourself? Create a list of the ten things that make you different from your competition.

(1)

(2)

(3)

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5) What are the benefits that your clients receive from your list of 10?

(1)

(2)

(3)

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(10)

## Objection Handling For Expireds

Objections are a fact of life in the sales world — a natural part of the process.

- Recognizing a Sales Objection For What It Really Is.
  - A request for more information, an appeal for the knowledge to justify to the prospect that listing their expired property with you is the right thing to do, and an opportunity for you to offer clarification regarding the details the expired prospect is questioning.

- Eyeing Common Objections

- Cost of your service.
- When price is the objection, value is the answer.

$$\text{❖ Value} = \text{Benefits} - \text{Cost}$$

➤ Other miscellaneous objections

- “I want to think it over”

**Scripts:**

*“I agree, my sales system really works to solve a number of problems for you, which of the services I provide do you feel really makes sense?”*

*I am delighted you feel that way. What is the probability that you will move forward in listing with me?”*

*“I commend you for your thorough approach. What are you going to base your ultimate decision on?”*

*“I appreciate you sharing how we at \_\_\_\_\_ could be a good fit. I am curious what we need to think about?”*

➤ “If solution” technique.

**Scripts:**

*“If you had to make a decision right now between \_\_\_\_\_ and myself, which one would you choose?”*

*“If you needed to make the decision right now do you feel you have enough information to do that? What additional information would you need?”*

*“If you had to make the decision without the additional information you were hoping for, who would you select?”*

- Uncovering objections before your presentation
  - The more you discover about the prospect ahead of time, the fewer objections you encounter during the sales appointment.
  
  - You must use the qualifying questions verbatim.

➤ Delaying objections until the end

➤ Ask permission to hold any questions until later in your presentation.

*“I thoroughly cover that concern in Step 6 on the outline. Would it be okay if we talked about it then?”*

## HANDLING OBJECTIONS WITH EXPIREDS IN SIX EASY STEPS

### ➤ Step one: Pause

- Gives you time to gain control of yourself.
- Creates a tension and a shift of control in your direction.
- Gives you a chance to hear the prospect.

### ➤ Step two: Acknowledge

- This action demonstrates that you care about the expired prospect's feelings and best interests more than you want a sale.

- Acknowledging the prospect's objection isn't the same as agreeing with the prospect. Here are just a few ways you can acknowledge — and none of which requires agreement:

*"I can see where that might cause you concern."*

*"That's really a terrific question. I'm glad you asked it."*

*"I understand your concern in this area."*

*"Thank you — it's really important that I understand your concerns."*

- Another effective technique is to link a probing question to the end of your acknowledgement statement.

*"I understand your concern in this area. Tell me, why do you feel that way?"*

*"I can see where that might cause you concern. Can you tell me more please?"*

*"I can appreciate your hesitation. Did you have a bad experience with a previous agent?"*

- The “But” of the problem.

➤ Step three: Explore

- Gather more information about the prospect’s objection:

- ❖ What’s causing the concern?

- ❖ Did a previous agent deliver poor service?

- ❖ Has the prospect had a negative experience with a salesperson?



- ❖ Is it from a horror story of a friend or colleague instead of a personal experience?

➤ Step four: Isolate

- The isolation phase is what gets you past the smoke and mirrors to your prospect's bottom-line barrier.
- The best way to isolate the true objection is to enlist the prospect's help. Use questions like these to measure if you've identified the concern:

*“Suppose that we could find a satisfactory solution to this important concern of yours? Would you give me the go ahead?”*

*“Is this the only reason that is holding you back from moving forward?”*

*“Other than \_\_\_\_\_, is there any other reason you can think of that would cause you not to make this purchase?”*

*“If this problem did not exist, would you be ready to proceed right now?”*

➤ Step five: Answer

➤ Step six: Close

- Here are some effective closes:

*“There is no question in my mind that the solutions we discussed are exactly what you need. Let’s go ahead and get started now.”*

*“I am confident that you will be elated with how we would get your home sold. We will perform exactly as we discussed today. Let’s get this paperwork taken care of, so you can have the results you want right away.”*

## 5 STEPS THAT WORK WHEN YOU ARE STUCK

1. Be constructive
  
2. Be courteous
  
3. Be conversational
  
4. Be clear
  - Restate the objection – to see if it's real reasons
  
  - Praise the prospect
  
5. Be concise

- Three great techniques to use:

1. When you don't completely understand their response.

- ❖ Repeat the question to clarify

2. I am not sure what you meant by that?

3. Can you clarify that for me?

## FOLLOW-UP TACTICS AFTER THE LISTING PRESENTATION

- The seller won't remember what you said at the appointment.
  
- Sellers will lean toward selecting higher list price, lower commission rate agents.
  
- The longer the decision is delayed the lower your odds.
  - Day of appointment: Send hand written thank you card.
  
  - Call them the day the note card arrives.
  
  - Send them the stats comparison.
  
  - Call them again.

**Scripts:**

*“\_\_\_\_\_ , I understand your concern about my frequent follow up, I just want to clearly demonstrate to you the critical characteristics the agent you select should have to ensure the sale of your home this time. They should want to help you and serve your needs. Wouldn't you agree that you deserve that?”*

*“\_\_\_\_\_ , I can appreciate your concern about my assertive follow-up techniques. In the end, homes are sold and not bought. A big part of getting a buyer to make an offer on your home is follow-up. Lack of follow-up could have been one of the key reasons your home failed to sell. I want you to know with certainty that won't happen if we work together. You can rest easy that I will aggressively follow up on every lead. Isn't that what you want from the agent you choose?”*

- Continue to call and mail every few days:
  
- Keep going until they list or die!

## **10 WAYS TO INCREASE YOUR SUCCESS IN CALLING EXPIREDS**

1. Always use a headset.

2. Stand up when making calls.

3. Create Variety in Your Delivery.

A) Tone

B) Volume

C) Pace of delivery

4. Talk Less . . . Listen More

5. Stay Focused on Selling or go Home!

6. Practice Before the Game Begins

7. Bundle Your Calls Together

8. Always Ask for Commitment

*“If I send you the literature, will you review it?”*

*“Do you like the idea of \_\_\_\_\_?”*

*“It seems that I have answered all of your questions, correct?”*

*“Is it worth 4 minutes of your time to investigate if you could still achieve your objectives?”*

*“If it was solely up to you, would you go ahead and book an appointment?”*



## 9. Persistence has a Big Pay-off

- Your talent, skill, attitude, service, marketing pieces, etc. will not make up for a lack of persistence and perseverance.

- The average sale is made after the prospect has said no 4 times

44% 1<sup>st</sup> time the prospect says “no”

22% 2<sup>nd</sup> time the prospect says “no”

14% 3<sup>rd</sup> time the prospect says “no”

12% 4<sup>th</sup> time the prospect says “no”

## 10. Know the Threshold Moment

## 11. Bonus - Tape Your Calls

- Listen for openings you missed.

# Tools Section

## EXPIREDS GOALS & RESULTS

ACTIVITY:	GOALS	RESULTS:
Prospecting Dials Made	_____	_____
Prospecting Contacts Made	_____	_____
Leads Obtained	_____	_____
Categories:		
AA	_____	_____
A	_____	_____
B	_____	_____
C	_____	_____
D	_____	_____
Phone Appointments Scheduled	_____	_____
Qualified Phone Presentations Made	_____	_____
Preview Appointments Scheduled	_____	_____
Preview Appointments Made	_____	_____
Listing Appointments Scheduled	_____	_____
Previous Appointments Made	_____	_____
Qualified Listing Presentations Made	_____	_____
Listings Taken	_____	_____
Listings I Turned Down	_____	_____
Listings I Didn't Get	_____	_____
Total "Real Working Hours" Invested	_____	_____
Prospecting Hours	_____	_____
Lead Follow-Up Hours	_____	_____
Presentation Hours	_____	_____
Contract Hours	_____	_____
Rate Your Day (1 – 10)	_____	
Comments:		

## Accurately Assessing Expired Prospect Conversion Probability

**URGENCY TO TAKE ACTION (AA, A, B, C, D)**

**COMMITMENT TO YOU (1, 2, 3)**

**AA – WILL TAKE ACTION WITHIN NEXT 7 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**A – WILL TAKE ACTION WITHIN 30 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**C- WILL PROBABLY TAKE ACTION WITHIN 90 – 120 DAYS**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**D – WILL POSSIBLY TAKE ACTION based on a specific time in the future**

- 1 – COMMITTED TO YOU
- 2 – PROBABLY WITH YOU
- 3 – POSSIBLY WITH YOU

**COMMITTED:** means you would bet big money on it.

**PROBABLY:** means better than 50% chance of it.

**POSSIBLY:** means 1 to 50% chance of it.

**FOLLOW-UP ACTIVITY SHOULD BE BASED ON ACCURATE ASSESSMENT OF CONVERSION PROBABILITY**

## Expired Inventory Tracking Record

\_\_\_\_\_  
Salesperson

\_\_\_\_\_  
Week/Month

### EXPIRED CLIENTS UNDER EMPLOYMENT CONTRACT

SELLERS (LISTINGS) \_\_\_\_\_  
\_\_\_\_\_

### QUALIFIED EXPIRED PROSPECTS CURRENTLY WORKING

AA1 SELLERS WITHIN 7 DAYS: *COMMITTED* \_\_\_\_\_  
\_\_\_\_\_

AA2 SELLERS WITHIN 7 DAYS: *PROBABLY* \_\_\_\_\_  
\_\_\_\_\_

AA3 SELLERS WITHIN 7 DAYS: *POSSIBLY* \_\_\_\_\_  
\_\_\_\_\_

A1 SELLERS WITHIN 30 DAYS: *COMMITTED* \_\_\_\_\_  
\_\_\_\_\_

A2 SELLERS WITHIN 30 DAYS: *PROBABLY* \_\_\_\_\_  
\_\_\_\_\_

A3 SELLERS WITHIN 30 DAYS: *POSSIBLY* \_\_\_\_\_  
\_\_\_\_\_

B (1-3) SELLERS WITHIN 30-90 DAYS \_\_\_\_\_

C (1-3) SELLERS WITHIN 90-180 DAYS \_\_\_\_\_

D (1-3) SELLERS SOMETIME? \_\_\_\_\_

### ***WHEN YOU ARE OUT OF INVENTORY YOU ARE OUT OF FUTURE BUSINESS***

\*\*Write in the names of expired clients and prospects on lines above

## Expired Pre-Qualifying Questions

Seller Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

1. "Where are you hoping to move?"
2. "How soon are you hoping to be there?" (Motivation)
3. "Tell me about your perfect time frame. When do you want this move to happen?"







12. How many properties have you sold in the past?

13. When was your last sales experience?

14. What was your experience with that sale?

15. How did you select the agent you worked with?

16. What did you like best that they did?

17. What did you like least?

18. And, how much do you want to list your home for? (Number/Motivation)

19. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?

20. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

21. How much do you owe on the property?

22. Have you ever thought about selling it yourself?

23. Are you interviewing any other agents?

24. Please describe your home for me.

\_\_\_\_\_ Bedrooms      \_\_\_\_\_ Square feet

\_\_\_\_\_ Bathrooms      \_\_\_\_\_ Type of home

Yard, landscape \_\_\_\_\_

Condition of property \_\_\_\_\_

25. Are you planning on listing your home with me when I come out on \_\_\_\_\_?

26. Did you receive the package of information we sent you?

27. Did you fill out the information that was in the packet? We sent a number of disclosure forms.

28. What is your expectation of the agent you choose?

29. What are the specific services that you want from me?

30. What would it take for you to be confident that our service will meet your requirements?

31. How will you measure success in our relationship?

32. So, if I provide you \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_,  
what will you do?

33. Do you have any final questions that you need answered before I come  
out?

## Why Should I Hire You?

1) What skills and services make us unique?

2) What statistics create differentiation for me in the market place?

3) What are my competitive points of difference?

4) How are you positioning yourself? Create a list of the ten things that make you different from your competition.

(1)

(2)

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5) What are the benefits that your clients receive from your list of 10?

(1)

(2)

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# Scripts Section

## Expired Listing Survey Script

“Hi, I am looking for \_\_\_\_\_. Hi, \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call is we are doing a quick survey of the homes that failed to sell in the marketplace. We are doing this to respond more effectively to the marketplace challenges for our sellers. I need less than 5 minutes of your time. Would that be ok?”

“If your home had sold, where were you heading to next?”

“How soon did you want to be there?”

“\_\_\_\_\_, what do you think stopped your home from selling?”

“What’s your general impression of the marketplace today?”

“What are your primary resources you use for your marketplace knowledge?”

“How did you happen to pick the agent you listed with?”

“What did the agent do that you liked best?”

“What do you feel they should have done?”

“If there was still an opportunity to achieve what you wanted when you listed the home some months ago would you want to review that opportunity?”

“\_\_\_\_\_, thank you for your time today. I appreciate you helping me on this survey. I wish you the best!”

## Expired Script

“Hi, I am looking for\_\_\_\_\_.”

“This is \_\_\_\_\_with \_\_\_\_\_.”

“Is your home still available?”

“I wasn’t sure. It came up in the multiple listing service as expired (or withdrawn).  
Were you aware of that?”

“What are you plans after you sell this home?”

“What’s the ideal timing for this to happen?”

“\_\_\_\_\_, what do you think stopped your home from selling?”

“How did you happen to select your previous agent?”

“What did you feel your previous agent did well?”

“What do you feel they did poorly?”

“When you select another agent what are your expectations of them?”

“What you expect in service is what I provide to my clients and a few bonuses that really raise the odds of getting the home sold. I believe it would be in our mutual interest to meet. Would \_\_\_\_\_or \_\_\_\_\_be better for you?”

## Expired Script

"Hello, is this Mr./Mrs. \_\_\_\_\_?"

"Your home came up on my expired list."

"Is your home currently listed For Sale?"

(IF NO THEN)

"Can I ask why you have not re-listed your home yet?"

"Do you know why your home has not sold yet?"

"Do you have intentions of putting it back on the market soon?"

"Well Mr./Mrs. \_\_\_\_\_ the reason for my call, is that I sell many homes in your area and I pride myself in achieving successful sales for my seller \_\_\_\_ % of the time."

"What I would like to do is set an appointment to walk through your home and give you some insights as to why your home did not sell the first time. My appointment will take no more than 20 minutes and I can be there tomorrow, or would later in the week be better?"

"Would \_\_\_\_\_ o'clock work or would \_\_\_\_\_ o'clock be better?"

"Great! I will see you \_\_\_\_\_."

## Expired and Withdrawn

“Hi, I am looking for \_\_\_\_\_. This is \_\_\_\_\_ from \_\_\_\_\_. The reason for my call is to see if your home is still available. I was not sure, it came off the market as withdrawn (or expired) and I was not sure what your plans are with it. I specialize in aiding home owners like yourself reach their objectives.”

1. “Where were you hoping to move to?”
2. “How soon do you want to be \_\_\_\_\_?”
3. “\_\_\_\_\_, why do you think your home failed to sell?”
4. “How did you select the agent you were working with?”
5. “Since your home didn’t sell, what do you feel the agent should have done?”
6. “What do you expect from the next agent you choose?”
7. “I would like an opportunity to show you how we can achieve your goal of \_\_\_\_\_. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”

### Bridging Statement

“I’m curious, you obviously had a goal you were trying to accomplish by selling your home. Do you mind me asking what it was?”

## Expired Script

“Hi, my name is \_\_\_\_\_ with \_\_\_\_\_. I am sure you have received dozens of calls from real estate agents today informing you that your home is no longer on the market for sale. Most of these agents who have been calling you to relist, are what we refer to as “Listing Agents.” The agents have only one purpose in mind, which is to list your home. Most likely many of these agents want to blame you for pricing your home too high as the reason your home did not sell.”

“Chances are you may have been listed with one of these agents and that is why your home did not sell.”

“I would like to take the time to explain the difference between a “Listing Agent” and a “Marketing Agent” and share with you what I am doing differently from a marketing standpoint to position your home to sell in today’s market. Price is only one component of a marketing program and I think we need to review what strategies will work best regarding the sale of your home.”

“In the past 30 days I have sold \_\_\_\_\_ homes and helped move \_\_\_\_\_ families. These families all benefited from the unique marketing programs and services our company has to offer. I am asking for a few minutes of your time to see if there is a basis to do business from. Is that fair? Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”

## Expired Script

“Hi, I’m looking for\_\_\_\_\_.”

“Hi, \_\_\_\_\_ the nightmare continues....this is \_\_\_\_\_ with \_\_\_\_\_ and I’m pretty sure that I’m you 40,000<sup>th</sup> call today. Is that pretty close?”

“I’m sure it’s obvious by now that your home came up on the multiple listing service as an expired listing.....right?”

“I recognize you’re probably frustrated with not getting your home sold and also all these calls. If there was still an opportunity to achieve the objectives you wanted when you put your home on the market some months ago would you want to explore that opportunity? All I need is a few minutes of your time to see if that opportunity exists for you. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”



## Bridging Statements

“Mr. Seller (\_\_\_\_\_) you have seen the news and read the papers right?”

“You realize our market has slowed a little in the last twelve months, correct?”

“It now takes a more skilled agent to get the job done. Homes still sell today. The difference is there are a lot of unsold homes.”

“Let me ask you this--did you know most of the agents licensed in the metro area have never experienced anything other than a strong seller’s market? Where the sellers had total control and it was really easy. Did you know that?”

“According to the National Association of Realtors, more than 50% of all agents have been licensed for less than three years so they haven’t experienced the shift in the market. If you could still accomplish the goal you set out to a few months ago when you listed your home would you?”

“Let me be honest you with \_\_\_\_\_. Over the last few years you could have hired any agent and they stood a reasonable chance to get the job done. A funny thing happened to the market. It changed for sellers. Now it takes a highly skilled agent.”

“Did you know most agents in \_\_\_\_\_ have never seen anything but a strong seller’s market?”

“Here is the problem. They have not learned to sell homes in a competitive market.

Wouldn’t you agree?”

“So my question is do you want an agent that knows how to compete and sell your home in a more competitive market or do you want someone who is trying to learn that right now?”

“Would \_\_\_\_\_ or \_\_\_\_\_ be better for you to meet?”

# Appointment Setting

## Objections - Seller

### Prior Bad Experience with Realtor

#### Objection #1:

*"The last thing I want is for a previous bad experience to prevent you from receiving the service you deserve now and in the future. Share with me what happened. (Let prospect expand). My desire is to make your relationship with me risk-free. The first step was making me aware of the previous experience. Step 2 is letting me share this concern with my team. And third, is my total commitment to making sure that as long as you are doing business with me, that will never happen. Here's how we do that (state your strategy). **Based on that, do you feel we have a basis for moving forward in a business relationship?"***

#### Objection #2:

*"I appreciate your concern about the last time you used our firm - it was not the experience you desired. **Was I involved in that transaction?** Tell me what happened. (Let prospect expand.) In the years of selling real estate, we have not provided that kind of service. Service varies with the person, not always the company. Let me ask you, **would you rather do business with someone focused on your needs, goals and values, or simply rely on the reputation of a company. Based on my commitment to you to provide a much higher level of service, do you feel we have a basis for moving forward in a business relationship?**"*

# Appointment Setting

## Objections

Tell me about your commission rate and service programs

Objection #1:

*“Commission rate and service are important and I’d like to show you our full product menu today. However, I would like to ask you just a few more questions before I share with you the (state USP) and all the other reasons why I think it might make sense for us to explore a business relationship. **Would that be ok?”***

Objection #2:

*“Commission rate and service are important. I’d like to show you our (USP) program and I would like to ask you a few more questions so I can provide you the highest level of service. **The best way to do this is to meet, would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”***

# Appointment Setting

## Objections

I'm very busy this week. Call me next week and perhaps we can meet then.

### Objection #1:

*"I appreciate your busy schedule. My schedule tends to fill up as well. To insure that we don't run into the same challenge next week, let's schedule our meeting now. **Would** \_\_\_\_\_ **or** \_\_\_\_\_ **be better for you?"***

### Objection #2:

*"I can appreciate a busy week. We truly have those every week working with buyers and sellers. To insure that we can meet soon, let's schedule our meeting for next week now. **Would** \_\_\_\_\_ **or** \_\_\_\_\_ **be better for you?"***

### Objection #3:

*"I can appreciate your busy schedule. What day and time would be best to call you? **Would** \_\_\_\_\_ **or** \_\_\_\_\_ **be better for you?"***

# Appointment Setting

## Objections

I'm not interested!

Objection #1:

*“Here’s the truth...there is no reason on earth why you should be interested in learning more about me and my services unless I can show you how they could help sell your home or buy the right home for you. At this point, I don't know enough about your goals, desired outcome, and values to know if I can help you and you don't know enough about me to know that I can't. Let's spend 30 minutes together to determine that and go from there. **Would** \_\_\_\_\_ **or** \_\_\_\_\_ **be better for you to meet?**”*

# Appointment Setting

## Objections

Can you send me something in the mail first?

Objection #1:

*"I understand. You get a lot of calls from realtors. Most would probably send you something. The reason why I won't is because I know that what I have to offer, most realtors don't. At this point, you don't know whether or not I am one of the many or whether I'm someone worth meeting. If you were sure that I could add value, you'd have no problem getting together, **right?** Let's spend 5 minutes on the phone and see if what I have to offer might peak your interest enough for us to meet in person. **Would that be OK?"***

# Appointment Setting

## Objections

I don't have time to meet with you

### Objection #1:

*"I fully appreciate that you have a busy schedule. So do I! That solidifies one of the reasons we should meet and get together. In addition to the (USP), I have many other programs and ideas which will insure the sale of your home and the purchase of the right property for your family. Spend 15 minutes with me and I know you will agree that it will be time well spent. **When would be a good time to meet? Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"***

### Objection #2: I don't have time to meet with you – **referred buyer or seller.**

*"I fully appreciate that you have a busy schedule. So do I! That solidifies one of the reasons we should meet and get together. In addition to the (USP), I have many other programs and ideas that will insure the sale of your home and the purchase of the right property for your family. \_\_\_\_\_ wouldn't have asked me to call you if he/she didn't feel your time would be well spent. Spend 15 minutes with me and I know you will agree that it will be time well spent. **When would be a good time to meet? Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"***



# Appointment Setting

## Objections

Whenever you ask for the appointment, you will cause the prospect to have to make a decision as to whether the time invested will be worth it. They might offer the following objections to which you need to respond. Never forget, you are going for the appointment. (Stay focused on returning to asking for the appointment after you respond to the objection.)

I'm already happy with the REALTOR® I am using

Objection #1:

*"I can appreciate your loyalty. Most of my clients were happy with their realtor when I first approached them. After meeting with me, and seeing the benefit in the (state USP), they realized the value in a relationship with me. After spending just 15 minutes with me, allowing me to ask you a few questions, and sharing the (state USP) with you, if you don't feel the same way, then you've truly lost nothing. If you like (state USP), then you have everything to gain. **Right? When would be a good time to get together? Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?"***

Objection #2:

*"I appreciate your loyalty. Someday I'd like to earn the same. What I would like to do is continue to get to know you and invest in our future by sharing this program (USP) with you anyway. **When could we get together so I can show you how the program works?"***

# Appointment Setting

## Objections

### I Have a Friend in the Business

#### Objection #1:

*"I can appreciate that ... most people know someone in the business. So, do you really need to sell your home or are you looking to help your friend out? **If we could show you a better track record of sales, a marketing plan, and how you would net more money in your pocket at closing, would we have a basis for doing business together?"***

#### Objection #2:

*"The truth is if you don't have a friend in the business, you would be one of the few. Are you aware that 93% of the sales in our market happens through 7% of the agents? **Is your friend in the 7%?"***

#### Objection #3:

*"Are you willing to risk your friendship if the job doesn't get done...or are you looking for an objective professional to help you achieve your dreams?"*

# Appointment Setting

## Objections

I Have Never Heard of Your Company

Objection #1:

*“I can appreciate the fact that you have not yet heard of our company. While we are not one of the larger ones or may not be a household name, we are not new to the real estate business or the importance of creating satisfied customers. Over the last \_\_\_\_ years, we have successfully aided \_\_\_\_ of families in finding the home that is right for them. We have successfully moved over \_\_\_\_ families in the last \_\_\_\_ years. Our goal is to have you as a satisfied client as the \_\_\_\_ of families were. My reputation is very important to me and you can bet I would not have trusted it to (state company) if I had not thoroughly checked them out and felt they could support me and my clients. Here are a few testimonials from people like yourself who have used our services. **Based on the quality of the service we provide ... do we have a basis for doing business together?”***

Objection #2:

*“You no doubt have seen the huge changes in the last 24 months. The reason why I chose (state company) is because of (state 2-3 of their strengths). I have been in this market for (state years) and during that time successfully moved over \_\_\_\_ families personally. I selected (state company) because they are the best equipped firm in the area to serve my clients the way they deserve to be served. **Based on our commitment to serve you, do you feel we have a basis for doing business together?”***

# Appointment Setting

## Objections

I Have Never Heard of Your Company

Objection #3:

*“I can appreciate your concern, and I am sure you realize the company doesn’t sell the home...the individual agent’s activities create the sale. We do the strategic activities to insure your sales in our (state USP). **I would like to take a few minutes to show you our (state USP), would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”***

## Expired Script

*"Hi, I am looking for \_\_\_\_\_ (re-state the name). This is \_\_\_\_\_ with \_\_\_\_\_."*

*"Is your home still available?"*

OR

*"When do you plan to meet with Agents about the job of selling your home?"*

OR

*"I noticed your home was no longer on the MLS. I was calling to see if you still wanted to sell?"*

1. *"When you sell this home where are you going to move to?"*
2. *"Did you have a time frame to get there?"*
3. *"What do you think caused your home not to sell?"*

4. *“How did you select your previous Agent?”*
  
5. *“What are your expectations of the next Agent you choose?”*
  
6. *“Has anyone shared with you the real reason your home failed to sell?”*
  
7. *“There are only a few reasons homes fail to sell: exposure, changes in market competition, and price. One you control, one the Agent controls, and one no one controls. Which do you think it is?”*
  
8. *“Let me ask you ... do you want to know which one for sure?”*
  
9. *“All we need to do is meet for fifteen to twenty minutes and take a look at your home. Would \_\_\_\_\_ or \_\_\_\_\_ be better for you?”*

### **Isolating the Objection**

- 1) Is that the only reason that holds you back from moving forward with me?
- 2) Other than that, is there any other reason you can think of that would cause you not to list with me?
- 3) Suppose that we could find a satisfactory solution to this important concern of yours – would you give the go ahead to me?
- 4) If this problem did not exist – would you be ready to proceed right now?
- 5) I am glad you brought that up – is that your most important concern?

### **Competition**

- 1) Just between you and me, what other firms are you looking at?
- 2) Do we have any competition at this time? Who?
- 3) You have probably talked with one or two competitors. That's to be expected. What kind of impression did you get from them? What did they do that you like? What did you feel they did not offer that you want from me?

### **Expectations**

- 1) If there were an ideal solution for you, what would it be?
- 2) What do you expect us to do to solve your problem in a way that will completely satisfy you?
- 3) What do you expect in terms of service?
- 4) What do we need to do for you to make you a customer for life?

### **Reasons Behind the Objection**

- 1) I am surprised to hear you say that. What do you mean by “too high?”
- 2) Obviously you must have a reason for saying that. Would you mind if I asked what it is?
- 3) You obviously feel very strongly about that. What triggers such a strong reaction?
- 4) Would you mind explaining to me why you feel that way?
- 5) I understand that you need more time to think. I'd like to help you. What exactly do you need to think about?



# Marketing Section

# Instant Listings™ From Expireds

## Master Marketing Plan



*Real Estate Champions' mission is to teach and inspire people to use their God given talents to achieve excellence in life.*

# Instant Listings™ From Expireds Master Marketing Plan

## Introduction

By no means is this marketing plan a boilerplate, be-all-do-all, one-size-fits-all marketing plan. It is a collection of marketing strategies for you to choose from and modify to fit your individual business and personality. Every piece of this collection was built on tried and true tactics that we at Real Estate Champions, Inc. use on a daily basis.

In addition to the practical applicability of these tactics to any audience, you also benefit from 18 years of expireds specific marketing and experience.

Bottom line: These tactics and pieces, and much like them, have been used to contact expiring listings and turn them into clients.

Feel free to use and personalize all or some of the material. Make it your own by customizing it with your stationary, contact information, etc.

We acknowledge that, as time progresses, we may need to make adjustments to these marketing strategies; new systems may be developed, new technologies may become available, and so on. That's why we will be maintaining a members-only website for you to visit to get the most updated material for this program. You can visit it at no cost for the life of your product and beyond at:

<http://www.RealEstateChampions.com/InstantListings>

## **Marketing Plan**

The target audience for this marketing plan is local homeowners who are about to (or already) have expired listing agreements. It is thought that the Real Estate Agent should contact the homeowner immediately upon (or even prior to) discovering an expired listing.

The discovery of expirations can be automated by being notified by the Expireds Data Service (RedX<sup>®</sup>) or by searching the local MLS data manually.

This marketing plan (and the marketing elements that it includes) is complimentary to any that the Expireds Data Service (RedX<sup>®</sup>) may offer, but it is designed to be stand-alone.

The Agent who wishes to handle all aspects of the marketing program in-house can then do so.

Most of the marketing strategies consist of multi-stage marketing – due to its high success rate and built-in lead qualification mechanisms.

You will employ several modes of communication including, but not limited to: **direct mail postcards, sales letters & free reports, voice mail lead qualification, voice mail lead capture, telephone, and in-person communication.**

## **Marketing Strategy # 1 – Testimonial Letter Campaign**

Testimonials are the most powerful marketing element used today. A well-written testimonial from a client can speak volumes about who you are, your credibility, your performance, and most importantly why someone should hire you.

If you haven't gotten into the practice of acquiring testimonials from past clients you must start today. They can make or break your business.

This program has included with it four elements for the Testimonial Letter Campaign.

The first is titled "Fundamentals of the Ultimate Testimonial Letter". **READ THIS FIRST.** It's a cheat sheet on how to craft your own VERY effective testimonial letter. One that you should integrate immediately in your business.

Second, you'll notice that on the CD-ROM you've also been given three MS Word® documents that you can edit yourself.

The reason you have three is this. You should always target your prospect specifically. Meaning, the letter should feel (to the reader) that it was written for them by someone they can relate to.

One of the letters is written with a low-maintenance, lower price range homeowner in mind. Using the verbiage and dialog they may use if they were talking one-on-one with another person in their same situation. It is a generic testimonial letter not specifically targeted to expireds.

Another letter is written with a high-maintenance, high-price point customer in mind and would be better suited sent to an owner of a home on a golf course or gated community. It is also a generic testimonial letter not specifically targeted to expireds.

The last letter is a testimonial letter targeted towards a homeowner who has either expired or will soon be expiring.

Feel free to adjust and modify the letters to include your logos and/or letterhead, your specific name (be careful not to leave "Joe Agent" in there), specifics for past clients who've given you testimonials, and specifics targeting the recipient.

Between the three Testimonial Letter Templates and the cheat sheet, you have the makings of a great Testimonial Letter Campaign.

Once you've gathered your testimonials from clients, you can (and should) actually build separate campaigns for separate target audiences. One for different communities, areas, and audiences that specifically targets them.

For example, a model for a campaign might start like this: you may have two to four testimonial letters that you send in a sequence over time. Letter #1 is sent two weeks prior to expiring, letter #2 is sent one week before, letter #3 sent two days before, and letter #4 is sent three days after.

You may need to test a couple of different campaigns until you achieve your desired results. Either way, you should strive to develop a sequence that works best for you and your target audience and then stick to it. Just as expireds can/should be a pillar of lead generation for your company, this tactic can/should be a pillar of your expireds marketing strategy.

This strategy can truly be stand-alone if built properly, and can be a source of leads for you indefinitely. You don't have to use it solely with expireds either, sending these types of letters is a great strategy for any prospective client.

## **Marketing Strategy # 2 – Local Market Trends™ Campaign**

This campaign is a two-step campaign and has been proven time-and-time again as an effective marketing strategy.

The first step involves you contacting the prospects either monthly or quarterly by postcard. The postcard contains our Trademarked Local Market Trends™ Logo and a table of up-to-date MLS data that you must gather for your local area. There's a bit of time involved in gathering the data the first time, but it's well worth it and maintaining the data is quite a bit easier.

This strategy of positioning yourself as the market data expert is a cornerstone in Real Estate Champions' philosophy for Real Estate Sales Success.

If you know the market better than anyone else you will have an advantage in the information and will be able to sell yourself better than any of your competition as a result.

The postcard has on it market data for each and every price-range of properties. You may even have separate postcards for residential, commercial, land, etc.; depending on the niche(s) you specialize in and the audience you are targeting.

The postcard really is a **cleverly disguised stealth-marketing piece** that flies in under the prospects' radar. The reason being is that it looks so official and provides the reader valuable content.

With the Local MLS Member # 123456 (fill in your membership # there) and the statement that this is a public service coupled with the official looking logo. The key to this will be your ability to remain consistent. You must commit to do this for several months for it to work. Before long people will see it as truly a public service you are performing.

The postcard has been designed to allow for personal modification displaying you and your agency/company as the "Top Performer" in the spotlight.

If someone receives this and reads it (believe me they will) and they have a need or interest in selling their home, who do you think they would call besides the top performing agent in the spotlight?

There are two slightly different strategies you can use to implement this postcard:

## Strategy A

In this case the postcard simply directs the prospect to call you directly and could be understood/perceived as an official referral of postcard sender.

## Strategy B

Alternatively, the postcard directs the prospect to call a 24-hour recorded message line to request a fully comprehensive Local Market Trends™ Report.

For this strategy you need to set up a Voice Mail with the following (or personalized) script.

*Thank you for calling our 24-hour Local Market Trends™ Report line. This is a public service provided to {YourLocalMarketHere} residents. This FREE report reveals detailed market conditions empowering you to make the right real estate choices. Whether you're contemplating selling or might be in the market to buy in the near future the information contained in this report may save you thousands of dollars simply by making you a more informed consumer. Unfortunately, due to demand, we must limit this offer to only one report per household per month, thank you for your understanding. Please leave your full name, address with zip code, and phone number<sup>1</sup> and we'll send the most recent report to you within 1-2 business days. Please make sure to spell your first and last name. Thank you!*

To increase the effectiveness of this strategy use a call capture system. We recommend the system available through [www.CallCaptureSuccess.com](http://www.CallCaptureSuccess.com)



In an effort to stimulate higher lead quantity, you can choose to omit the request for a phone number<sup>1</sup>. This has proven to have a greater response to your VM and generate more leads.

However, you will not have a phone number to follow-up with the prospect. Not to worry, if you do omit the phone number you may be able to do a reverse lookup to get their phone number for follow-up.

<sup>1</sup>Special Note: By the very fact that the homeowner called and ordered a report from you, made them a customer of yours and negates the DO NOT CALL law for 90 days. Once they contact you it is perfectly legal for you to call them. Check your Local and Federal guidelines to verify this.

In order to complete this strategy you'll simply customize the Local Market Trends™ Quarterly Report and Cover Letter and fulfill the orders from prospects as they come in.

Once in contact by letter and phone you should start utilizing the sales scripts and strategies to get face-to-face with the prospect and get their home listed.

### **Marketing Strategy # 3 – Guaranteed Home Sold™ Program Postcard Campaign**

This strategy involves a guaranteed sale of the prospects' property. The strategy is not a fully developed one by design. You must first decide what terms that you would agree to purchase the property from the prospect. The logistics (legal agreements, etc.) of doing so must also be in place prior to you offering to do so.

Consult a real estate attorney in your area to conform to local, state, and federal laws. The attorney can assist you in the legalities that you must conform to, as well as, help you draft the legal documents and contracts that you will need.

This strategy on the surface may seem shady or illegal to an agent unfamiliar with it. It is, on the contrary a very powerful and effective strategy used by agents across the US and other markets. Done properly this strategy can give you an upper hand on your competition that you will never lose.

Most agents would not go to the trouble of developing a strategy this complex. The ones that do stand above the crowd and can use this strategy as a cornerstone to transform their businesses.

**You can literally be the only game in town** offering this solution to your prospective clients.

A couple of ideas for purchase to run by your attorney are:

- 1) An agreement to purchase on a Lease/Purchase (or Lease/Option) with credit for lease payments deducted off the principal balance. You'd need to have the documents drawn such that you would not have to be the primary resident and could in-turn lease or lease/purchase the property to someone else. In real estate investment circles this is known as a sandwich Lease/Purchase (Lease/Option). Properly done so, this is still a win-win for the home-seller and can be very lucrative for the agent as well.
- 2) You could agree to purchase the home on terms that would make it easy for you to re-sell it or rent it to someone and still be a positive cash flow for you. Just like the Lease/Purchase you have to be certain to make allowance for you to re-sell or rent so that you are not the primary resident.
- 3) You could offer to purchase the home for all cash at 70% – 90% of Fair Market (or Appraised) Value and get a bank loan to purchase it. Then either sell or rent it to someone else.

Once you've decided on the tactic to use, you can build the process to implement this strategy. Supplied with this Instant Listings™ program, is a two-step postcard campaign with three different postcards for you to use.

Just as before, you should build a sequence to send the postcards to prospects. For example, send a different postcard every week for three

weeks. Once the sequence is completed it can start all over again or be modified depending on your results and the time frame of the prospect. You may want to even integrate a testimonial letter (see strategy #1) or two of happy Guaranteed Home Sold™ clients.

The postcard in this strategy directs the prospect to call a 24-hour recorded message line to request more information on your Guaranteed Home Sold™ Program.

Just like before, you need to set up a Voice Mail with the following (or personalized) script.

*Thank you for calling our 24-hour Guaranteed Home Sold™ Program Hotline. Unfortunately, due to the demand for participation in our program we are now forced to take applications. If you would like more information sent to you on how you can participate, please leave your full name, address with zip code, and phone number and we'll send information detailing the program along with a no-obligation application to you within 1-2 business days. Please make sure to spell your first and last name. Thank you!*

To increase the effectiveness of this strategy use a call capture system. We recommend the system available through [www.CallCaptureSuccess.com](http://www.CallCaptureSuccess.com)

In order to increase the quantity of leads, you can use the tactic we mentioned earlier in this marketing plan and choose to omit the phone number request.

This program however, once developed, will be in high demand and requesting a phone number can serve to qualify only the most *serious* prospects.

Once they leave their information you should follow-up with them by sending them a ""Sample" Guaranteed Home Sold™ Certificate (see your CD-ROM) along with a simple application you create.

Once prospects “Qualify” by meeting your parameters, you would meet with them face-to-face to go over your Listing Presentation, which would include signing the documents your attorney has drafted for you to purchase their home.

The theme of the Listing Presentation should coincide with the fact that they have essentially already SOLD their home. One way or another at the end of your listing agreement period, their home is SOLD and you are now a hero!

You should all have a feeling of celebration and you may want to even bring a bottle of champagne to seal the deal.

### **Marketing Strategy # 4 & #5 – “Fatal Mistakes™” & “Too Ugly to Sell™” Postcard Campaigns**

Just like Strategy #2, these campaigns are also two-step campaigns and have been proven time-and-time again as effective marketing strategies in just about every industry. You may have even used or seen used a similar strategy on the Internet or in your local newspaper.

You provide value in the form of a content-rich FREE Report that only your prospect would care to read. You either advertise by postcard (see your CD-ROM for four different versions) or by placing an ad in the local paper or Thrifty Nickel.

The prospect then contacts you to get a copy of the “10 Fatal Mistakes Home Sellers Make™” or “The Top 10 Things That Make Your Home Too Ugly To Sell™” Reports.

Once you acquire their contact information, you send them what they've asked for and follow-up with them until they either give you their business or tell you to go away.

The postcard strategy has already been detailed earlier in this marketing plan, so please review what we've covered in prior sections.

Just pick a postcard you like, or use all four of them, and send-send-send. Print out the reports (you choose the quality, color vs. B/W, etc.) and send it with your cover letter (also on CD-ROM) and business card.

\*Special Note: There are two different reports and two different postcards for each report totaling four postcards for two special reports. Use either one or test both and stick with the one that works best for you.

## **Marketing Strategy # 6 – Follow-up Thank You Cards**

One of the most heavily promoted strategies that Real Estate Champions supports is the Thank You Card. It can be one of the most effective, simple-to-use, and underutilized, strategies in real estate today.

If you have not yet made this part of your business philosophy you must strongly consider doing so. It really should be a marketing pillar for every agent in real estate.

We've supplied two versions for you to swipe, copy, modify and use in your business.

The first one is meant for a follow-up to a preview meeting where you've had the chance to meet a prospective client and tour their home, but have not yet listed their property.

The other one is meant to be sent to homeowners who you've presented to already.

There are subtle hints given on the Thank You Card Samples that you should be careful not to miss.

First of all, the whole thank you card strategy is based on a *personal touch*. Make sure you handwrite, or at least hand sign, each one. Use a blue pen to make sure there's no mistaking that you actually signed this card.

Make sure that either you or an assistant hand label the cards and use a real stamp. These subtle nuances **will virtually assure that your cards are not thrown out with the junk mail**. They will also have a higher likelihood of being open and read.

Whether the card is a custom one made for you or one you buy in bulk from a stationary store doesn't really matter.

We have seen this strategy literally change the way our clients do business. Please use it!!!

### **Marketing Strategy # 7 – Door Hanger / Drop Off**

Included in this program are over a dozen postcards for you to customize and personalize. We recommend that you utilize them in not only in your postcard campaigns to Expireds, but also as door hangers.

In the audio training Dirk recommends that you integrate stopping by the prospects' home. If the prospects are not home when you stop by, you should leave behind something to have them call you.

Here's a great strategy for using the postcards included in this program in this manner.

Step 1: Pre-print your favorite postcard(s) and punch a hole in the top-left corner

Step2: Lace a rubber band through the hole such that the band is now attached permanently

Step 3: Connect the postcard to the prospects door with the rubber band

### **Conclusion**

Basic marketing philosophy dictates that a prospect needs to be exposed to a marketing message twelve times before you are assured business 80% of the time. The 80% success rate is, of course, if the prospect has a need for and the ability to buy your particular product or service.

Taking this into account (for this program): Sending a postcard (1 exposure) that yields a call for the free report (1 exposure) that leads the prospect into reading the letter (1 exposure) and report (1 exposure) equates to four exposures. If, after four marketing messages, the

homeowner doesn't respond, we recommend that you follow-up by: phone, a personal note, letter, or more postcards (as a reminder).

As with anything, you'll likely develop a customized system that works well for you in your particular market for your particular niche in real estate.

Please also check for updates and added marketing pieces from time-to-time at our members-only website. You can visit any time for the life of your product and beyond at no cost to you:

<http://www.RealEstateChampions.com/InstantListings>

### **Postcard Printer Contacts**

<b>Eastern</b>	<b>Western</b>
<b>Identity Press</b> (800) 457-0677 Dianna or (Donna & Samantha) <a href="mailto:dianna@identitypress.net">dianna@identitypress.net</a> <a href="http://www.identitypress.net/">http://www.identitypress.net/</a>	<b>Moonlight Mailing</b> (541) 382-8402 Chris Mezzeta <a href="mailto:office@moonlightmailing.com">office@moonlightmailing.com</a> <a href="http://moonlightmailing.com/">http://moonlightmailing.com/</a>

<b>Great Website Sources</b>
<a href="http://www.expresscopy.com">http://www.expresscopy.com</a>
<a href="http://www.amazingmail.com">http://www.amazingmail.com</a>
<a href="http://www.desktopsupplies.com/">http://www.desktopsupplies.com/</a> <a href="http://www.VistaPrint.com">http://www.VistaPrint.com</a>