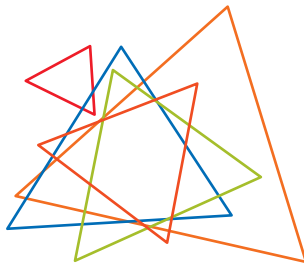


tomferry

yourcoach.com



Lead Generation **Systems Book**

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WORKING ATTORNEYS, ACCOUNTANTS, FINANCIAL PLANNERS AND OTHER BUSINESS PROFESSIONALS

Overview:

An excellent way to build your business is through the referrals of other business professionals. Your goal should be to establish relationships with attorneys, accountants, financial planners and other business professionals with active client lists who trust you and recognize the value of your services. The following plan will assist you in accomplishing that goal.

The System:

1. The initial step is to develop your data base. In the building of your data base, we recommend you take the following 4 step approach:
 - a. Add all of the existing professionals you know, along with any partners they may have.
 - b. Ask your existing team members, family, close friends and “AAA” clients who they know, use and trust.
 - c. Join a professional networking group such as LeTip, Business Network International, BizWiz, or Konnects. The goal in joining a networking organization is to ensure that you are the only real estate agent in the group receiving referrals.
 - d. Purchase a mailing list of professionals in your market place. (Visit Global Marketing Business Leads at: www.0-0.com or any reputable organization that compiles business information). You can also utilize the phone book or internet to identify key people in your market and add them to your prospect list. We recommend starting with 100 business professionals.

Next is the creation of your offering. In order to earn the trust of the business professionals that you are targeting, they need to recognize you as the real estate authority. You will need to develop an offering of services that would benefit them and/or their clients. Ask yourself:

“What can I do to make them look good in the eyes of their clients?” or “How can I bring them value as a realtor?” Here are a few samples:

- Property profiles
- Title search
- Market analysis
- Demographic studies/search
- 1031 exchange information
- FREE Booklets on how to prepare your home for sale
- HUD statements
- FREE Reports on how to invest in real estate
- Business checklist for real estate
- MLS access through your web site
- FREE moving package
- Referrals for out of area top realtors
- Home loans and refinance options
- Preferred vendors – handy man etc...

Once you have decided on the services you will offer, we recommend you package them in a way that showcases you and reminds them to call you. A few examples would be to include the services you provide on the backside of your business card, a note pad, post it notes, a calendar or a one page flyer that lists the services you provide these professionals. Your flyer can include some or all of the following ideas:

“If you or any of your clients need...”

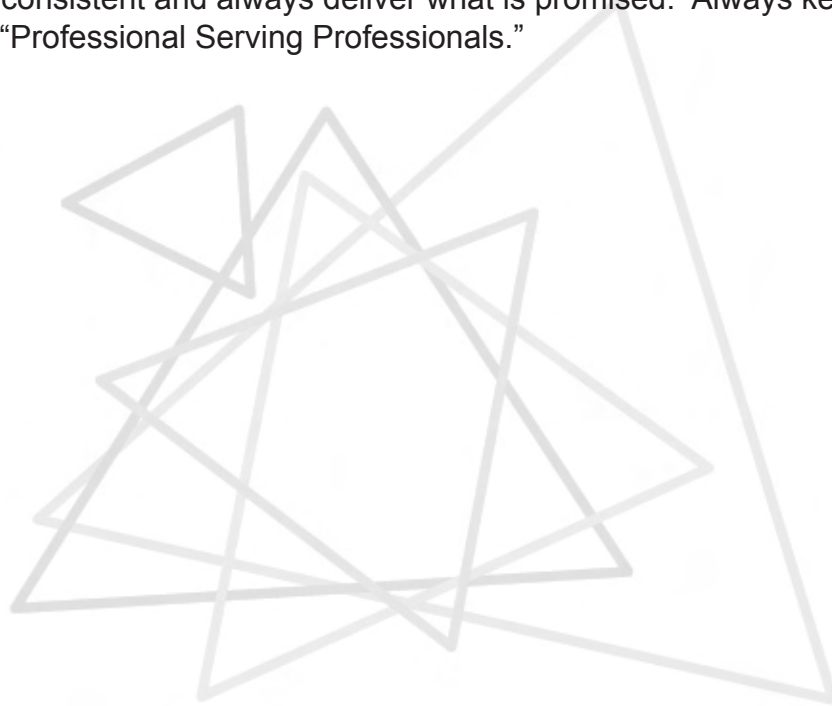
- *Assistance in buying or selling their home*
- *Assistance in buying or selling investment property*
- *Property profiles*
- *Title search*
- *FREE Market analysis*
- *Demographic studies/search*
- *1031 exchange information*
- *FREE Booklet on how to prepare your home for sale*
- *HUD statements*
- *FREE Report on how to invest in real estate*
- *MLS access through my website*
- *FREE moving package*
- *Referrals of out of area top realtors*
- *Home loans and refinance options*
- *A list of preferred vendors – handy man etc...*

*Please contact us or refer your clients by calling _____
(Your name)... A Professional Serving Professionals!*

2. The marketing plan. We recommend a 36-touch campaign:

- 12 mailers. Send them an introduction letter (Sample attached)
- 12 calls. (sample Script included)
- 12 personal notes following up on your conversations.

The three steps in generating referrals through Business Professionals are very fundamental however it is the preparation and execution of the plan that will produce the results that you are looking for. Remember that these are professionals that are looking for affiliates that will be dependable. It is a direct reflection on them if you do not perform so be consistent and always deliver what is promised. Always keep in mind that you are a “Professional Serving Professionals.”



Sample Flyer for Business Professionals

If you need...

- Assistance in buying or selling their home
- Assistance in buying or selling investment property
 - Property profiles
 - Title search
 - FREE Market analysis
- Demographic studies/search
- 1031 exchange information
- FREE Booklet on how to prepare your home for sale
 - HUD statements
- FREE Report on how to invest in real estate
 - MLS access through my website
 - FREE moving package
- Referrals of out of area top realtors

Call John Realtor
800-876-7654

ABC Realty

Call John Realtor
800-876-7654
A Professional Serving Professionals!



CURRENT CLIENT REFERRAL SYSTEM

Overview:

A profitable way to increase your business is to ask current clients, both sellers and buyers, for referrals. People will refer you to their friends and family when they are satisfied with the service that you are providing to them.

The first step is to establish your role as their real estate agent. At the initial appointment inform them that you will be handling the entire real estate transaction for them. Explain that your goal is for them to walk away 100% satisfied and know when they refer friends and family members to you that they will receive the same excellent service.

The next step is to ask for a referral each time you meet or speak with your client. Ask them "Who do you know that wants to sell or purchase real estate?" Let them know that you want to be their agent for all their real estate needs.

The System:

After the initial meeting with your client:

1. Call your sellers every 7-10 days to report on market conditions and to discuss the pricing of their home. End your conversation by asking for referrals.
2. Once the home is a pending sale, call your sellers every week during your prospecting time and ask for referrals.
3. Ask your sellers for referrals the moment they sign the listing contract with you. (Refer to script)
4. Ask for the referral from your sellers when their house sells or when your buyers purchase a home through you. Your clients are in a positive frame of mind and they will want to refer friends and family to you.

The key is to ask your clients for referrals every time you speak with them. Make it a routine for yourself and your team members.

Start thinking beyond "taking the next listing or making the next sale" and work with your coach to create a business which generates two, three or more referrals from every transaction. Mastering the Current Client Referral System will assist you in this process.

WORKING EXITING REALTORS

Overview:

Real estate has consistently been a high turnover sales industry. With shifting markets, retirement, career changes and agents relocating, you have an incredible opportunity to benefit from their relationships and data base. In this system we will share the strategies for successfully merging former realtors' Past Clients and Centers of Influence into your data base.

The System:

1. The first step is to identify the agents you wish to do business with. Ask yourself, who do I know that...
 - has left the business recently?
 - is nearing retirement?
 - is established but no longer has the desire to grow their business or work their client list?
 - is highly influential in the community and does not desire to sell real estate?
 - is leaving the business and establishing a new career for themselves?
 - is moving (or has moved) out of the area?
2. Once you have identified the agents that you want to work with, you must determine how you will approach them. We recommend you:
 - Request a lunch meeting.
 - Let them know you are looking for "out of the box" ways to aggressively grow your business.
 - Ask them what their plans are.
 - If they plan to stay in the business but need a "young lion", ask them: *"Should we form a partnership with your data base?"*
 - If they plan to completely leave the business, ask them *"How would you feel about endorsing me and with each closed transaction I will pay you a referral fee?"*
3. In order to have a successful integration of the exiting agent's database, you must have a formal introduction. Some recommended steps would be as follows:
 - The exiting agent sends a letter introducing and endorsing you as their "partner/preferred realtor" etc... (see sample letter)

- Host a function for their PC/COI and celebrate the formal “passing of the baton/ partnership.”
 - Arrange face to face meetings with the exiting agent and their most influential clients.
 - Personally contact them over the phone (use script).
4. Once the initial contact is made, the next step is the marketing plan.
- Use the 36 touch plan for the first year:
 - a. 12 mailers, begin with an introduction letter (Sample attached)
 - b. 12 calls (sample Script included)
 - c. 12 personal notes following up on your conversations.
 - Move them to your existing PC/COI campaigns (see SSI PC/COI Systems)

Exiting real estate agents offer an opportunity to enhance your PC/COI database which will ultimately increase your income. In order to be successful at this endeavor you must have the same intense follow through that you have with your current PC/COI. They will get to know you, trust you and do business with you!

Exiting Realtors Endorsement Letter

(Date)

(Name)

(Address)

(City, State Zip)

Dear _____

Your professional real estate agent, _____, has made the decision to retire. He/she has enjoyed working with you and assisting you with your real estate needs. His/her goal has always been to provide superior service and raise your expectations of a real estate agent.

To ensure that all your real estate needs are met and you continue to receive the highest level of service, _____ has chosen me as his/her preferred agent for all of his/her friends and family.

I will be calling you every few months to keep you current on your neighborhood and answer any questions you may have regarding real estate.

Sincerely,

(Name)

PS...Should you or anyone that you know have any questions about real estate, please don't hesitate to call me so I may be of service to you.

PAST CLIENT / CENTER OF INFLUENCE SYSTEM

Overview:

Effectively working Past Clients and Center of Influence (PC/COI) is typically one of the most neglected parts of a real estate agent's business. These are people you have either worked with in the past or who know you are in the business. Logically, when serviced properly, these are people who will gladly give you business on a consistent basis.

We will be outlining for you here an aggressive plan to go after PC/COI business at a high level. **Our intention is that 10-20% of your database will give you a closed sale per year.** If you have 200 people in your system with a 10% return, that is an additional 20 sales each year. Multiply that times your average commission and you will clearly see the benefits of mastering this system.

Note: If you have any fears on calling your database, make sure to honestly discuss this with your coach right away. Also, to create the highest impact it is highly recommended you personally call this list (as opposed to your staff).

Before you can maximize this system, **it is important that your database is organized.** There are many different systems available to use to manage your database (like Act and Outlook). The key is that you are able to print labels to do mailings.

The more contact information you have on your people, the more efficient this system will be for you. Make sure to gather everyone's home phone, work phone, cell phone and e-mail address. Many clients do raffles to collect this information. Send out a return address postcard stating that you are committed to providing them important real estate information and that you want to be their resource for everything real estate-related. Ask for all their updated contact information. Have them complete a form with all their information and place the returned entries into a drawing. Offer prizes to the winners such as tickets to shows, dinners or maybe even a weekend get-a-way for the 1st prize winner. Do not be afraid to spend some money on this as this system can earn you a substantial part of your income.

If you want to add more names to your database, please refer to the document "Past Client/Center of Influence Builder" found in your Success Journal.

The Mindset:

To successfully get huge amounts of referral business, it is imperative you **develop strong relationships with your past clients and center of influence. Any time these people think about real estate, you want them to think of you.** Everyone has professional people in their life they call upon when necessary. We all have a doctor, a dentist, a lawyer and an accountant. Very few people have a real estate agent. The reason is that no one has ever taken the time to cultivate that relationship. This is your responsibility and the result will be lots of loyalty, lots of business and lots of commissions!

By following the system below, you can **train your people to always think of you whenever they are involved in a conversation regarding real estate. The idea is that you are not just asking for their referrals (which benefits you) but you are providing great services and benefits to them directly.**

The System:

1. **Call the entire list 4 to 6 times a year.** Remember, your objective is to become their resource for everything real estate related. Consider the following flow for your PC/COI calls:
 - 1st part of call: **get personal / get in rapport** (How are you? How is your spouse? How are your kids? How is work?)
 - 2nd part of call: **discuss their real estate needs** (Have you ever thought of buying an income property? Do you need to re-finance? How can I help you with your real estate needs?)
 - 3rd part of call: **ask for referrals** (Who do you know that I can help buy or sell now?) – it is critical you ask for business!
 - We recommend that always ask for referrals but ONLY after you are in rapport and have discussed their needs. If you help them they will naturally want to help you in return.
 - Make sure to **refer to the PC/COI script**. It is a very good, “loose” script for you to use as a guide.
 - The length of time you spend on each call will vary based on who you are calling and how often you speak to them. It is normal that the

first time you call through the list your conversations will be fairly long. This is fine as it is critical you are building rapport and talking about real estate with them.

2. **Mail something to them every month.** Examples include: Postcards, offer free CMA, market updates, newsletters, just listed cards, just sold cards, charitable causes, lead them to your website. Also, offer them free material such as reports on how to increase the value of their home, how to get rich investing in real estate, fung shei, etc. **IF YOU NEED GOOD IDEAS FOR EFFECTIVE MAILINGS, ASK YOUR COACH FOR SAMPLES.**
3. **Pick out your best people and label them as AAA.** Typically 10-15% of your database will qualify. These are your best clients and your best friends. These are the people you know who know the most amount of people...they are "connected" and can provide you the most amount of referrals. These are people who when you call and say "I need your help" they respond with "what do you need?"

The idea here is to call your best people and ask for their help. **Ask each one for at least one deal in the next 12 months**, and hold them accountable.

Call and say: "_____, you are on my best clients. I want your help in building my business. I know you know a lot of people. I want you to commit to finding me 1 person in the next 12 months who will absolutely use me to buy or sell a home. Will you help me?"

Remember these are your best people who will want to help you. Have them commit to finding you someone. ***The key is that you call these people every single month and remind them that they committed to helping you.***

This is a bold thing to do but it works. This is definitely one of the most profitable ideas you can implement into your business!

4. **Send 12 e-mails a year to your database.** You can send out simple reminders for your people to think of you or updates and newsletters like in point 2. (Make sure to have a plan in place to gather the e-mail addresses you are missing). The beauty of this point is that e-mailing your database does not cost you anything.
5. **Schedule at least one lunch meeting per week** with one of your best past clients or centers of influence. It is critical that you get face-to-face with your people. A spin on this idea is to have them invite one of their most

influential friends to come along. This is a fabulous networking opportunity and a perfect way to add new people to your database.

6. **Consider throwing a holiday or client appreciation party.** This is a perfect way to gather your great friends and clients together to thank them for their support and referrals...this will keep the referrals coming! There are many ways to have a party. You can do a nice party in your home with food, drinks and music. You can do the same at a local country club. Many agents get creative and do theme parties like casino nights or costume parties. It is normal that you may spend a lot of money to throw a great party but in most cases the party will pay for itself many times over in terms of the referral business you will get as a direct result from the event.
7. Send out **handwritten notes** to your database. In this high technology world of e-mails and form letters, it is important to still maintain a personal touch. A simple way to do this is to send out a handful of handwritten notes each day.
8. **Do "drop bys"** to your database. A drop by is simply you going directly to your PC or COI's home or place of business unannounced. The idea is just to stop by and create a face-to-face contact. Say "Hi _____, I was in the area and thought about you. I figured I would stop by and shake your hand and see you." Spend a few minutes talking and then move on to the next person. You can "map out" where you are people are and see many of them on any given day.

When serviced properly, your past clients and center of influence will be one of your strongest sources of business. You will be able to consistently produce deals from these people in any type of market. Focus on providing great service to them and the business you receive will be one of the foundations of your business.

Jama Fontaine's Past Client / Center of Influence System

Jama Fontaine is one of the highest producing real estate agents in North America. Her team consistently sells around 100 homes per year and after 14 years in the business a majority of that business comes from her Past Clients and Centers of Influence. In the pages to follow, Jama shares with you in her own words exactly what she does to produce these deals year after year. We encourage you to study and implement her system and also to enjoy the many benefits of working your own database.

Jama lives and works in Albuquerque, New Mexico and was the #1 agent in the Southwest United States for Keller Williams Realty in 2004. We are proud that she also is a great coach for SSI.

PC/COI NAR Report

The latest NAR statistics report that seller's choose their agents 38% of the time because the agent was referred to them by a friend or relative...it also stated that 31% of the time it was an agent they had done business with in the past. The report also stated that 3/4ths of home seller's only contacted 1 agent in determining who would assist them in the sale of their home. This means that 69% of home sellers are already using a PC/COI lead generation system!

Working the PC/COI system is generally the easiest, most cost effective and fun way to do business. People love to do business with people they know...especially if that person is successful or even just appears to be successful.

The Future of PC/COI

Past Client (PC) is self explanatory; it means you've done business with the person in the past. If you did a great job it should be easy to get the person to do business with you again, especially if you stay in touch with them after the closing by implementing them into a well planned system.

Center Of Influence (COI) by my definition is simply *"someone who I have influence over, whom I have met at some time, some where and who I have put into my COI system and who I influence on a monthly basis through this system!"*

Please understand that I may not even recognize them on the street when I see them,

but due to my system they will recognize me and feel like they know me because of my “high touch” system!

A person should not have to be related to you or your best friend to be on your COI list.
Note: Use SSI’s PC/COI checklist to be sure you haven’t missed someone who should be on your list (see the SSI Success Journal)

The “High Touch” System

It is so important that you have a systematic “high touch” approach to stay in touch with your PC/COI on a regular basis using all forms of communication.

It is also important that you use a great contact management program that allows you to keep notes from conversations in the past as well as add personal information that you will use in the future for that extra personal touch...(we use Top Producer).

Examples of information to start collecting:

- Where did you meet?
- What are their children’s names?
- Where do they go to school?
- What hobbies do family members have?
- Birthdays?
- E-mail addresses?
- What other Real Estate do they own?
- Where does everyone in the family work?
- Pets?
- Involvement in charities?
- Country Club members?
- Are they investors?
- Is there a way you could be referring business to them?
- Church?

Note: There are many things to know about a person and while I do not suggest trying to find out everything at once; knowing these things about a person will help you understand how they can help you increase your business as well as allowing you to be a real service to them! This system is designed to help you add information as you stay in touch with them.

This system is set up to service two categories of PC/COI. The first (and my personal favorite) is:

Key Contacts

A key contact is someone who knows you, respects you and would love to help you grow your business. This person is also either “very connected” or is a “connector.” A *key contact* is developed and should be your most protected client! This person should be moved as rapidly as possible to your “friend” list.

When consistently worked, key contacts will provide you multiple referrals in a year as well as help you build your PC/COI list.

I personally use the same system for key contacts as I do for PC/COI; except that rather than calling quarterly, I am in touch by telephone and/or e-mail at least monthly; sometimes weekly.

Key Contacts are also given gifts throughout the year like tickets to plays, invitations to parties at my home and tickets to games. When I buy tickets to fundraisers, my key contacts will be the people at my table. If one of my clients opens a restaurant, I will send gift certificates to my key contacts for that restaurant. If I fall in love with a book, I will buy copies and send to my key contacts. When I support any event in the community, my key contacts will be invited to attend that event.

I started with 10 key contacts and continue to grow them quarterly. If you had 100 key contacts giving you 3 referrals a year, that would be 300 closings a year!

Regular PC-COI

The second category is called “regular PC/COI.”

Everyone in the system receives the following:

- 6 newsletters a year
- 6 “Branded” postcards
- 4 phone calls (by me personally)
- 3 personal notes (handwritten by me personally)
- 4 e-mails (if they like e-mail)
- A holiday card
- A New Years letter
- A calendar
- A note pad
- Invitation to 1 client appreciation party
- Some are invited to other events throughout the year

PC/COI Defined

There are two terms I think everyone should know that points to the importance of a PC/COI business for the future.

“Cocooning” refers to a large percentage of people who will no longer answer their telephones or their doors to strangers and only do business with personal referrals. “Cocooning” is only going to increase in the future and it is very important for you to capture this business.

Another term (from the book “The Tipping Point”) is “Connectors.” This is a type of person who has huge influence over other people and they have the ability to connect people to each other. It is the “connectors” who everyone calls for information or referrals. Great salespeople generally are “connectors.” If you want to become a great salesperson...become a great connector.

Sample of becoming a connector:

As a way of thanking people, I send a \$20 gift certificate to either one of my other client’s restaurants, a bookstore or Starbucks. In other words, being a connector means I am constantly supporting my COI by buying 5 or 10 gift certificates from my client’s store. While I usually have my assistant go pick up these certificates, I always call the client personally and say “Hey, _____, you know I really appreciate that you support my business and I would like to support yours as well. Do you mind if I send my assistant over to pick up X number of gift certificates to send out to my other clients?”

This kind of action always creates a network of mutual support. My system is that I always have these certificates on my desk so when a call comes in I can send a thank you note from me with a gift certificate enclosed. I mail it the same day whether I get the deal or not. I do this because I want people constantly thinking of me and helping me find deals.

The Funnel

Set a personal goal to *add 2-3 people a week* to your PC/COI database. This means you must meet that many new people a week and then implement them into your system.

Understand that people are everywhere.

Here are some ideas on where to meet people:

- Have key contacts introduce you to new people
- Attend fundraisers
- At pilates or yoga or the gym
- Walking your dog
- A Chamber or Rotary meeting(s)
- At your Country Club
- Your child's school
- If you know someone who knows someone you want to meet, ask for the introduction

Be fearless in meeting people and then help them remember you by making sure they hear from you 5-8 times in quick succession and then implement them into your system. *Note: The 8x8 program in Gary Keller's book "The Millionaire Real Estate Agent" is an excellent system for keeping the funnel full and adding people into your PC/COI system.*

Below are scripts I use when calling my database:

Sample Scripts

“(Name)—did you know that statistics say that you will personally run into 4 or 5 people this year who will need to buy or sell Real Estate? Would you be comfortable referring those people to me? Now I know that this will not be the 1st thing everyday on your mind, so do you mind if I call you every now and then to ask who you may know that may need my services?”

“(Name)—when you give my name to someone, I believe at the time it is their intention to call me, but they get busy or run into someone at an open house or lose my number so one way we can assure that they get a chance to hear about my services is if you will just call my voice mail (any time is fine) and when you get my recording, just leave me a message with their name and number so I can follow up with them...”

At the listing table or closing table or actually any table...a script I use is—

“(Name) I'm going to give you 2 business cards and ask you a personal favor. The favor is to keep both cards in your wallet/purse and to promise to never give but one of those cards. The first one go ahead and give to someone who may need to sell or buy a home, but the 2nd one always keep in your wallet so you always have my number available.”

“(Name); you know I’m in the business of selling homes, but what I bet you didn’t know is that the number one way for me to do that is by meeting people. You see, every single person eventually needs to sell or buy a home and the sooner I’m able to meet that person and get them into my custom designed Real Estate Information Program the more likely they are to call me when it is time for them to sell or buy. So one of the programs I have set up is that when I meet people like yourself is to ask you to personally introduce me to someone you know...”

Note: Use luncheons, bunco parties, BBQ’s or just phone calls to handle the introductions—I also make sure I get one new name and number at least from everyone I know, call them and put them into my COI program.

Note: A well managed PC/COI lead generation system insures an easy comfortable presentation and almost guaranteed to be yours as long as you don’t get in your own way!

Finally, the last thing you should always be aware of is that *no matter how well you know someone everyone needs to be treated the same*. If you want Real Estate wages it is critical that when you go to anyone’s home for an appointment, go as a professional Realtor.

I use the exact same process for every client every time. I cannot tell you how many times I have heard Realtors upset over the fact that they did not get a listing from a friend or relative and it is *always* because they assumed they had the business and did not prepare enough.

Thank you and Grow for it!

Jama Fontaine

SOCIAL FARM SYSTEM

Overview:

To social farm or not, that is the question? Social farming or networking allows you to work a captive audience; an audience with whom you have something in common. Whether it is a charitable group, club membership, church, local PTA, your Alma Mater or a social membership, you will have common interests with numerous people. This creates a sense of familiarity and trust. Make no mistake, it will take time to go from “They know you” to “They know and trust you” to “They know you and trust you as a realtor and will refer their friends and family to you.” Therefore your participation, ethics, integrity and image are paramount in producing results from this system of lead generation.

The System:

1. First, you must select a social farm. Choose a social farm that you have a desire to become familiar with. Having a passion for “the cause” will make the process much more fulfilling. If you are already a member of an organization, then follow step number two and begin the networking process. Some suggestions are as follows:
 - What associations, memberships, and affiliations are you currently involved with?
 - Where did you go to school?
 - Is there a homeowners association where you live?
 - Choose an activity, charity or an organization that is of interest to you.
 - Choose an organization, charity or activity that is good for your community.
2. The next step is the strategy for becoming known as “THE” Realtor in your social farm. In order to do this you must have a strong marketing plan and an excellent lead follow-up system.
3. Please refer to the Marketing and Lead Follow-up Systems in order to implement the proper maintenance of your social farm.
 - Study the names and faces! Recognize each person and call them by their name.
 - Include them on your mailing campaign.
 - Advertise in the organizations local publication or newsletter.

- Participate on committees and events.
- Offer to do educational seminars on real estate trends.
- Advertise that when a referral is a direct result from the organization, you will donate a percentage of your commission back to the charity, cause or group.
- Sponsor events for the organization
- Become the real estate source
- Talk about real estate when the opportunity presents itself
- Know your market, the prices, and the trends which will assist you in becoming the real estate expert. When you are unable to answer a question, reply with “That’s a great question and in order to have the most accurate information, let me find out and give you a call.”

Social Farming is one example of Lead Generation through referrals and one of the most rewarding. You are donating your time and efforts to an organization that you have a genuine interest in and you are also increasing your Center of Influence. Remember, that it will take time to build rapport and trust, however once the connection has been made your results will be rewarding.

Sample Dialogue:

“(Name), tell me how you became involved with (organization)?”

“Do you work and live in the area?”

When someone asks you *“What do you do for work?”*

“I work for _____, in the (location) office... and what an exciting time it is to be in the real estate business. Have you been following the market at all?”

Sample of a Social Networking Postcard



The postcard features the USC logo in large, stylized red letters on a yellow background. Below the logo is a silhouette of a Trojan helmet. At the bottom left, the slogan "There's no place like home..." is written in white on a red banner. On the right side, there is a table titled "2004 USC FOOTBALL SCHEDULE".

DAY DATE	OPPONENT	LOCATION	TV	OUTCOME TIME
Sat 08/28/2004	Virginia Tech (BCA Football Classic)	Landover, MD	ESPN	W, 24-13
Sat 09/11/2004	Colorado State (Joint Forces Day)	L.A. Coliseum	ABC	W, 49-0
Sat 09/18/2004	BYU	Provo, UT	ESPN	W, 42-10
Sat 09/25/2004	Stanford	Palo Alto, CA	TBS	W, 31-28
Sat 10/09/2004	California (Charles White Day)	L.A. Coliseum		TBA
Sat 10/16/2004	Arizona State	L.A. Coliseum		TBA
Sat 10/23/2004	Washington (Hall of Fame Presentation)	L.A. Coliseum		TBA
Sat 10/30/2004	Washington St	Pullman, WA	ABC	4:00 PM PT
Sat 11/06/2004	Oregon St	Corvallis, OR		TBA
Sat 11/13/2004	Arizona (Homecoming)	L.A. Coliseum	FSN	7:15 PM PT
Sat 11/27/2004	Notre Dame (Anthony Davis Day)	L.A. Coliseum	ABC	5:00 PM PT
Sat 12/04/2004	UCLA	Pasadena, CA	ABC	1:30 PM PT

Provided by Gantry

Star Real Estate at Seaciff • 7071 Warner Ave. #F-654
Huntington Beach, CA 92647

BRINGING YOU HOME



Gantry Wilson
Broker
714-264-4626
Gantry@earthlink.net
www.GantryWilson.com

The "home" portion of football season has begun. As a fellow Trojan, if I help you buy or sell a home, I will donate 10% of my commission back to USC in your name.

You will receive all of the benefits and it won't cost you anything extra to help your school.

All I ask is that if you are considering a move, you interview me as well for the job. Let me prove to you that you will get the extraordinary service all Trojans demand. Go to my website to find out how much your home is worth or to get the latest listings emailed to you daily.

FIGHT ON!!!

*This offer does not comply with requirements for commission split with USC in its affiliation. However, I am happy to donate 10% of my commission back to USC in your name. I have worked for USC since 1998.

DEVELOPING YOUR STAFF'S COI FOR REFERRALS

Overview:

One of the fastest ways to increase your return on investment after hiring a new employee is to implement this system which will generate referrals. Creating a larger database from your staff, marketing to them and following up on a consistent basis will benefit you and your team. Including them in the process of lead generation creates great comradeship and a sense of contribution.

The System:

1. Explain to your new (or existing) team member what your goal is **“To improve the real estate experience for all of your friends, family and their referrals! And to contribute to the overall success of the team!”**
2. Educate them on the process necessary to achieve the goal.
 - Input their personal phone book, friends, family, etc into a separate data base for mailing and e-mailing purposes. If you hire a younger member of your team, you can include their parent’s contacts. The relationship they have formed with these individuals can be a wonderful source of business.
 - Send them your “I’m now on the _____ team” letter. (Attached)
 - Follow up with a personal phone call. (Script Attached)
 - Move the contacts to the master PC/COI data base and continue with your existing calling and marketing strategy.
3. Lastly, share with them **“What’s in it for them?”** When you hired your new team member did you offer them incentives for “finding” business? The golden rule is **“Acknowledge and reward the habits you want continued.”** With that said we strongly encourage the incorporation of an incentive program for your team members to attract new business.

Sample Letter for Staff COI Referrals

(Date)

(Name)

(Address)

(City, State Zip)

Dear _____,

I am writing to inform you of a recent career change. I am now the full time (position) for (Real estate team/agents name), one of the top (team/real estate agents) in our area!

My primary role in assisting (team/agent) is to provide the highest level of service to our clients and their referrals. One of the ways we do this is through monthly communications. Our goal is to keep you educated on the prices in the market and be a resource for any and all of your real estate needs.

With your permission I would like to send you the same informative real estate information (agents name/team) sends out monthly to the community. Attached is a sample for your review, I hope you find it of value.

In the next few days I will follow up with a call to check in. Until then, I wish you and yours the very best!

Sincerely,

(Name)

(Title)

P.S. We are committed to creating a wonderful real estate experience for all of our clients. If you know of anyone interested in buying, selling or investing in real estate, please have them call us at (888-866-3377) or visit us on line at www.mywebsite.com

New Home Sales and Builders

Overview:

Effectively working with builders and selling new homes is a system not used by many real estate agents. Selling new homes opens up another source of revenue that you may not presently utilize. Positioning yourself as a successful agent in new home sales and working with builders takes knowledge and skills. This system will help you develop relationships with builders so you can represent their product, market, sell and service them. The listing presentation will be prepared the same as a resale property with additions to the benefits of the marketing plan. Developing this system will give you multiple deals from each client and will create customers for life.

Mindset:

It is critical that you believe you are the best agent for the job! You can separate yourself from other agents by doing your homework. Understand and research all you can about the new homes and the builder. Study the demographics, the property, current market conditions, and prices in the general area. Mentally prepare by using affirmations such as "I am the right agent for the job!" and "I am confident and attract all that is necessary for success!"

The System:

1. The first step is to identify builders in your area to work with. There are three categories of builders: custom homes, small firms completing less than 20 homes per year, and tract homes of 20 plus homes per year. Most reputable builders belong to the National Association of Home Builders. Their web site is www.nahb.com. Using this site will help you identify the builders in your area. Attending the monthly meetings will help you identify which builders you would like to work with and is a great networking tool. This site will list many builders in your area that you can add to your database.
2. Choose which category of builders you would like to work with and decide on three to five builders to develop a relationship with. Call each builder with the goal of setting an appointment. It is recommended you use the SSi script at the end of this system. Prior to the appointment, deliver your pre-listing package which should include your resumé, testimonials, and a market update of the area the builder works. Most builders are extremely busy so make sure you call and confirm your time and place for the appointment.

3. Research the home building process by visiting new homes being built in your area. Develop basic construction know-how by reading up on the subject, taking a class, or shadowing a builder for a few days. You will need to be able to look at plans and have an understanding of them.
4. Research past home sales and current projects being built. Examine the market place, competition, inventory, and pending sales. View the marketing strategies being used with other developments. Study the area demographics and the areas economy.
5. The marketing plan you present should be enhanced from the current plan you use. Builders will expect a time table of your marketing activities and how often they will be repeated. The process of selling new homes typically takes longer than your standard listing as the marketing process may begin in the pre-construction phase.
6. Market your services to the builders. One way is to find land for them. Stay on top of the market by contacting landowners and letting them know you may have a buyer for their land. Once you find a piece of land with possibilities, contact the city for current zoning and average time to develop the property. Next, contact your builders and show them the land that is available. When negotiating the deal make sure to let the builder know that you want the listings on whatever they build on the site.
7. Follow up often after your initial appointment. Stay in touch at least weekly. Use the SSI lead follow up system.
8. This system is about building credibility and relationships with the builders. To become a valuable member of their team you will need to conduct ongoing market research and be in touch with the changing needs of the buyers. You should aspire to be a needs analyst and a solution provider for the builder. The following web sites will help you gain knowledge of the building business.

www.census.gov/main/www/cent2000.html

Providing demographics throughout the U.S.

www.census.gov/const/quarterlystartscompletions.pdf

Provides housing start statistics.

www.builderbooks.com

Provides resources for the building process.

www.fe.doe.gov/

Provides energy sources and costs.

www.hud.gov/offices/fheo/lending/aspen.cfm

Provides Fair Housing information.

Successfully working with builders will bring many transactions to your business. Be knowledgeable, assertive, and organized. This is an ever changing market so stay on top of the changes and bring value to the table.



THE EXPIRED LISTING SYSTEM

Overview:

Expired listings are a terrific source of business for all real estate agents. A brand new agent can aggressively go after an expired and come out with a great listing just like a seasoned veteran can. Many agents fear contacting them because they feel expirers are angry and they will get rejected. Understand the only reason expirers may be angry is that their home did not sell. If you listed your home for 6 months with the intent on selling it and you still owned it a half a year later, you might be angry, also!

The key is to quickly build rapport with these people. Make sure to practice the “expired script” extensively, use the lines given and work on your rapport-building skills to maximize your success with expirers.

Another critical factor is being honest and authentic with expirers. Many say “they were offered the world” up front and the agent did not deliver. Your job is to be 100% truthful with them on exactly what it will take to sell their home. You know that **price is the most important issue** so focus on a realistic price for their home. People will respond to honesty every time.

The System:

- 1) Each morning you (the agent) or a staff member should pull the expirers off the computer as early as possible. Each area has different ways to get the phone numbers and some areas offer services to do this for you.

If you plan to find the numbers yourself, here are some recommended ways to do so:

- look on the MLS listing printout
- check the tax roll
- look in a phone book or reverse directory book (in most areas you can get a these on a cd-rom which is recommended)
- call 411
- call the previous listing agent and offer them a 15% referral fee for giving you the number (note: this is a great way to get numbers that no one else will have!)

Remember, the harder it is to get the number the better...less competition for you and the seller has not been bombarded by agents.

- 2) **Call the sellers for appointments!** (*SEE EXPIRED SCRIPT*)
- 3) **Drop off an expired kit.**

This can be done by you (the agent) or by a staff member. It is recommended that you do this yourself between 4-6pm when people are typically coming home from work. The idea is not only to drop off your information but obviously to create a face-to-face contact. Consider how few other agents will be knocking on these same doors. If the seller is not home, at least they receive your information. You must decide the best way to do this depending on the size of your market and the number of expireds which come up daily.

The expired kit should include the following:

- A cover letter
- Your general plan to sell their home
- Also consider adding any professional looking company brochures
- "Brag" sheets showing the homes you (or your company) have sold

Examples for brag sheets:

If you have sold lots of expired listings, consider a page that looks like this:

WE HAVE SUCCEEDED WHERE OTHERS HAVE FAILED

Homes we sold that did not sell with other agents!

416 Fleming Street...sold by us in 17 days

4448 Fox Ridge Dr...sold by us in 9 days

1214 Laird Street...sold by us in 24 days

(You can list out as many as you want; use big print and the more pages the better!)

If you have not sold a lot of expireds, but have sold lots of homes, consider this:

HOMES RECENTLY SOLD BY (INSERT YOUR NAME)

(You can tailor this by adding your town or city name in front of HOMES)

List of homes sold in ___ days (the shorter the days on market the better)

If you have not sold a lot of homes yet:

HOMES RECENTLY SOLD BY (COMPANY NAME)

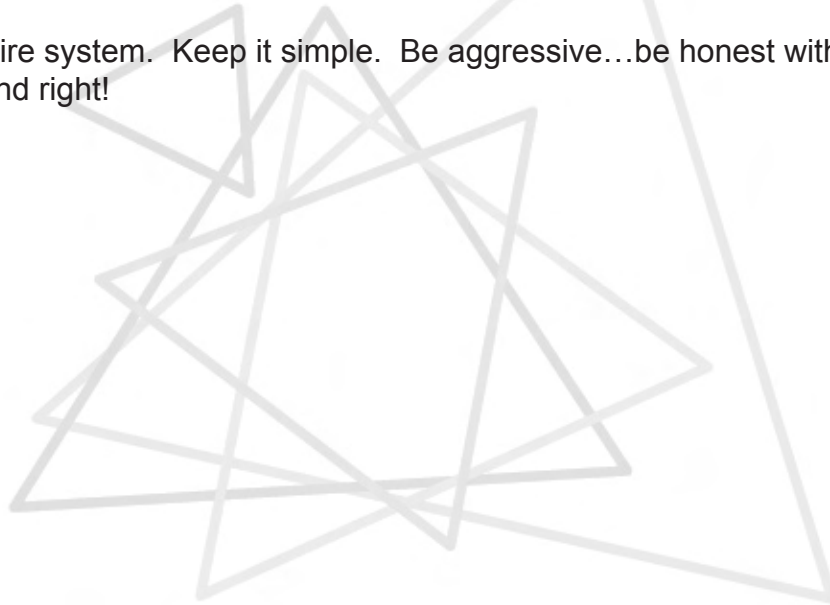
List of homes sold by your company

The kit is a helpful tool but your calls and face-to-face contacts are the key to listing expirds.

4) **Follow Up!**

Expirds are great in that you can call them once and get a listing. Since this will not happen every time, it is critical you have an aggressive lead follow-up system in place. Please refer to the SSI lead follow-up system and make sure to use it.

That is the entire system. Keep it simple. Be aggressive...be honest with them...and list them left and right!



Sample of an Expired Postcard



WE HAVE SUCCEEDED WHERE OTHERS HAVE FAILED

Homes we sold that did not sell with other agents in the last 60 days:

416 Fleming Street...sold by us in 17 days

4448 Fox Ridge Dr...sold by us in 9 days

1214 Laird Street...sold by us in 24 days

Frustrated with the Home Selling Process?

**Call Me To See How I Can Get Your Home SOLD
Quicker and For More Money!**

John Realtor

ABC Realty

800-876-5432

FORECLOSURE AND NOTICE OF DEFAULT SYSTEM

Overview:

Working with Foreclosures and Notices of Defaults (NOD) can be very lucrative, however keep in mind that before taking on any new system you should carefully analyze your market, business strengths and weaknesses. You will need a strong business plan, goals, objectives and standards. This is a system that needs to be well planned out in order to be properly executed.

Meet with your CPA for tax strategies so you are financially prepared. Keep in mind that 50% of these transactions could be "all cash." You will need a great contractor and an excellent team of professionals in order to properly refurbish each property. Find investors you can flip the properties to. Plan on each transaction taking a minimum of 60 to 90 days or more to recover your investment and additional equity.

The System:

1. Register for the services of a company that will fax or e-mail NOD's on a daily basis. There are many to choose from, two being: www.foreclosures.com or www.redloc.com.
2. Include Foreclosures/NODs in your daily contact management system. Schedule time each day to review the locations and price ranges of each new NOD through the MLS and determine which one you want to go after.
3. Create a marketing plan. Example: Mail out to new and existing NODs of the past three weeks each Thursday. Select large size postcards that are a bright color. An example of a postcard text could be as follows: "I buy homes as is...fast **"Cash Out"** plans...help you now! Call us at 888-999-9999 ext. 9."
4. Knock on the door of each new NOD. This could be done by you or a member of your team. The goal in doing this is:
 - To personally hand deliver the postcard "I Buy Homes"
 - To make an introduction and build some rapport
 - If possible, find out the homeowner's future plans and motivation
 - Capture their phone number!
5. Numbers to generate when door knocking:
 - 8-12 houses knocked on per day

- 5-7 contacts per day
 - 3-7 phone numbers collected per day, script to use “Here is our phone number, what’s yours?”
 - 2-3 decision makers per day
6. Take a photo of each house and keep it in a binder alphabetically by street. This is critical to help reference the property.
 7. Lead follow-up is the key to success with these leads. Remember that you can list these properties as well as purchasing them. Stay open to the best way to serve the client and your lead follow-up will pay off.

Additional Marketing Strategies:

Run a small advertisement in your local paper. Example: “We buy houses for fast cash”!

Outdoor billboards can generate additional advertisements. Consult with a local vendor for pricing.

As with any new system, confer with your coach before implementing. You need to have a strong plan of action and the knowledge of Foreclosures and NODs in order to be successful in your endeavor

Foreclosure and Notice of Default Sample Postcard

KEEP THIS CARD!

Free Evaluations! **IT COULD SAVE YOU \$ THOUSANDS \$** **No Obligation**

Call us now!
(707) 429-8200
ext 202

Ty & Margarita & Team  **Realty.Com**

This is not intended as a solicitation if your property is listed with another broker. Please disregard and excuse our proactive marketing.

A notice of default was recently recorded to start foreclosure proceedings on your home. You can STOP THE FORECLOSURE. Save your home and your credit. It's not too late. But YOU must make the first move. Here are some of your options:

1. Bring your loan current - pay back the payments + penalties to the lender.
2. List your home for sale - for quick sales before the foreclosures occurs.
3. Sell your house directly to a qualified buyer - such as myself in as few as 3 days. We buy properties for cash without any fees or commission, no broker fees, no B.S., no repairs, no hassles
4. Refinance your loan - through an experienced lender.
5. Learn to stay in your home - Call me today!
6. Do absolutely nothing - and lose your home in foreclosure.



CALL ME TODAY - There is no obligation

I CAN OFFER AND DISCUSS MORE OPTIONS, I CAN HELP YOU!

Call Ty Leon-Guerrero today (707) 429 8200 ext 202

Ty Leon-Guerrero & Team1Realty.com

There is no reason to lose your home to foreclosure



WE CAN HELP!

This is not intended as a solicitation if your property is listed with another broker. Please disregard and excuse our proactive marketing.

Foreclosure and Notice of Default Sample Postcard

No Broker Fees, No Banks, NO B.S!

We Buy Houses

CASH!

Any Area - Any Condition
Quick Closing!

- Financial Concerns?
- Behind on Payment?
- 100% Financed?
- Estate or probate Sale?
- Fire Damage?
- House Vacant?
- Needs Repairs?
- Divorce?
- Bad Tenants?
- Relocating?

CALL NOW! 24hrs Anytime
707-429-8881
or
1-866-699-FAST
Toll Free (3278)



Lic. RE Broker # 01177436. If your property is listed elsewhere. This is not intended to solicit a listing

We Buy Houses

Presorted Std
US Postage Paid
Permit # 389
Fairfield, Ca

Keep this Card!

1-866-699-FAST
1-707-429-8881

**As is regardless of liens,
judgement, or what you owe**

- Financial Concerns?
- Behind on Payment?
- 100% Financed?
- Estate or probate Sale?
- Fire Damage?
- House Vacant?
- Needs Repairs?
- Divorce?
- Bad Tenants?
- Relocating?

If your property is listed elsewhere. This is not intended to solicit a listing

FOR SALE BY OWNER (FSBO) SYSTEM

Overview:

Working For Sale by Owners (FSBOs) is an excellent source of business for all real estate agents. A veteran agent with a good track record and skills can list them just as a newer agent who lacks the experience but expresses the right enthusiasm and follow-up can. To successfully list FSBOs, it is critical you not only have a set system in place but that you possess the right mindset to work with these sellers. We will outline here the mindset, scripts and system needed to list anywhere from 1 to 4 or more FSBOs each month. Let's begin with the mindset.

Mindset:

In most cases, the typical FSBO is just looking to save a 5-7% commission. This is a lot of money and there is nothing wrong with them thinking they can save that money. In reality, we know that most FSBOs will not actually save anything. We also know that if they do not sell on their own, they will be looking for a good agent to handle the sale for them.

Many agents fear calling FSBOs because they think these sellers do not care for real estate salespeople. Understand that we, the agents, are the reason they have a negative view of real estate agents as a whole. The typical agent calling the FSBO makes them wrong for trying on their own. So, when you call a FSBO you are #1 a telemarketer. How does the public generally feel about telemarketers? #2, you are a real estate agent. How does the public generally feel about real estate agents? You have 2 strikes against you immediately. If you then make them wrong for FSBOing, that is the third strike!

A better approach is to respect their right to sell on their own. Say to them upfront: "It looks like you are just selling this home on your own, is that correct?" Get them to agree with you. Then, tell them you respect their decision to try. We know they probably will list the home in the near future so be agreeable and respectful. As the agent, your mindset should not be to make them wrong, but to come from a position of "how can I help you?" People always respond better to sincerity than forcefulness. When you genuinely come from a place of authenticity not only will the FSBOs respect you but you will feel completely comfortable contacting them.

Scripts:

There are a few different scripts available in our script book. Study each and decide

which is most comfortable for you. The FSBO scripts are excellent for setting listing appointments. They are also perfect for helping you “get in the door” of the motivated sellers not ready to list just yet.

The System:

Finding the FSBOs:

You can either find the FSBOs yourself, have a staff member do it or hire a service to do it for you. If you choose to do it yourself, there are several places to find them:

- All local newspapers
- Signs in your market
- BuyOwner.com
- FSBO.com
- Other websites

Each market is different in terms of the number of FSBOs to work. You may want to decide with your coach how wide of an area you will travel to list them.

Contacting the FSBOs:

On the first call, you have 3 objectives in mind:

1. **SET A LEGITIMATE LISTING APPOINTMENT.** When you ask when they will list the home, you want them to say they are ready now. This will probably not happen often but if you call enough FSBOs, it will happen. It is important to set this as your intention on every call you make to a FSBO.
2. **SET A PREVIEW APPOINTMENT.** A preview is simply when you go out to take a look at the home and meet with the seller for a few minutes. (There are certain parameters a FSBO must meet before you want to preview their home which will be discussed shortly).
3. **DECIDE IF YOU EVER WANT TO CALL THEM BACK.** If the seller is rude and you feel you would never want to work with them, throw them away. You are in control. Also, if you determine they absolutely have an agent they would list with, dump them.

The Preview Appointment

Let's look at why previewing is a good use of your time. Consider that most agents will never call a FSBO. The few that do will call maybe once or twice. An aggressive agent will call them, go preview them, and then do massive follow-up. If you were a FSBO who did not have an agent, which agent would you consider? How about the one who called you, made the extra effort of visiting your home and then followed-up aggressively?

Look at this example of the power of previewing: What if you were to preview 2 FSBOs each day, 5 days a week? *That would be 10 a week or 40 per month. What if your conversion rate was a very small 10%? That would be an extra 4 listings per month! This could add approximately 40-50 deals on to your production. Multiply your average commission times 40 and decide if spending less than an hour a day previewing FSBOs is a good use of your time!*

The bottom line is that unless your afternoons are completely booked with listing appointments, meeting with a motivated seller is a productive thing to do.

Preview Parameters

You do not want to preview every single FSBO. They must meet the following two parameters.

1. **They are going to list within 30 days.** By building rapport and following the script, most FSBOs will tell you when they will list the home. **Critical point...whatever time frame they tell you, cut it in half.** Have you ever had a lead tell you they would list in 30 days and you called them back in 3 weeks only to find they already listed the home?? Ouch. 30 days to a FSBO is a long time.
2. They do not have an agent. Many FSBOs will tell you they have an agent already (their sister, brother, mother, spouse, best friend, etc...). Question them thoroughly before you accept what they tell you. Is their agent local? Full-time? As qualified as you? Until you master this system, a good rule of thumb is when in doubt, go preview the home! You have nothing to lose and you will improve your skills.

What to say to get the preview appointment

Remember your main objective is to get the listing appointment. During the conversation, if you realize they are definitely not ready to list, you can shift into preview setting mode. The easiest way to get in the door is to ask:

*“Are you cooperating with agents on the sale?”
If they say “what do you mean?” respond with “If I bring you a buyer and you net the money you want, will you pay me a commission?”*

You will get into a majority of the FSBOs in your market using these simple lines.

What to say on the preview appointment

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes. Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

A few critical questions to ask:

*“Realistically, how long will you try to sell this on your own before you will list?”
Use drama when asking this one. “Mrs. Seller...you mentioned on the phone you’d try for 30 days. Clearly you want to move to San Fran right away...you’ve got a couple kids...a husband...a full time job...I mean selling on your own is a full time job in itself! Based on all that...realistically, how long will you try to sell this on your own?”*

The clincher:

“I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. ***If I can sell your home for the price you want, in the time frame that you need, and do all the work for you (or say eliminate all the hassle), would you consider listing this home with me this week?”***

This question is critical to ask before you leave. It will typically illicit one of 3 responses. If they say YES, set the appointment to come back for a listing presentation. More often, they will say “I don’t think you can get me the price I want if you add on your commission.” This is a great answer to get! Simply say: ***“I am not sure I can either. Let me go do my research now that I’ve seen the home. Let’s get back together tomorrow at 5pm for 15 minutes to see if the numbers work.”*** This line will get you lots of listings. The final response you will hear is, NO. If they are simply not ready yet, then massive lead follow-up is the key.

Critical thought: **Most FSBOs will list with you at the same price or EVEN LESS than they were asking on their own.** They often say they need a certain number in their pocket, but in most cases this is just not true. Your job on the presentation is to give them an honest look at the reality of their value. With a strong presentation, they will list with you at the correct price.

What to do after the preview

Massive lead follow up is now essential. If they are going to list within one week, you should call them every single work day and ask for the listing. If they are more than a week away, call at least 2-3 times per week. You do not want anyone falling through the cracks so call them often...you cannot over call them. The follow-up calls are easy because now they know you...you have completely separated yourself from your competition.

You can also consider sending postcards (in addition to calling) your FSBO leads. Be aggressive and send them at least 2-3 mailers per week. Do not let them forget about you! Work with your coach to create the best follow-up system for you.

That is the whole system. The closer you follow it, the more listings you will take

FSBO...Fastest Source of Business Opportunity!

MARKETING AROUND YOUR LISTINGS AND SALES

Overview:

Marketing around your listings and sales is a great way to generate more business. One of the best forms of advertisement is your “Sold” sign in the front yard of your listing! Contacting the homeowners around your listing and sales is a natural extension of your marketing and services.

Both mailing and calling to these areas is a numbers game. It is normal that you will have to contact a considerable number of people to find the next lead.

We strongly recommend developing a “Buyer Controlled Sale” sign with a catchy offer, your phone number and web address!

The System:

There are three main tactics for marketing around your listings and sales.

1. Mail postcards to 200+ homes around the property after you list it, when it sells and after it closes. The idea here is they will receive three mailings from you and see your sign in the neighborhood. Make sure you mail enough cards to pay “bulk rate” postage.
2. Call the homeowners of the 200+ homes around the property (use attached script). You can also door knock these homes. Door knocking is great due to the fact that you are meeting people face-to-face and you can also leave a marketing flyer at the door for people who are not home; plus you do not need to worry about who is on the “Do Not Call” list.
3. Do a combination of 1 and 2...it is highly recommended that any postcards sent out are followed-up with a phone call or door contact. This system is great if there is a specific neighborhood you want to begin to dominate.

INVESTOR CMA FORM

Property Address: _____

Owner Name: _____

Owner Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Office Phone: _____

How many properties do you own? _____

How long have you owned them? _____

What has been the biggest benefit from owning them? _____

Do you manage your properties yourself? _____

Would you be interested in a market evaluation on any or all of your properties? _____

Would you be interested in expanding your portfolio? _____

Are you familiar with 1031 tax deferred exchanges? _____

Do you realize that you could exchange your property with another, possibly newer property and leverage your money to increase cash flow? _____

When could you come in to meet with us to discuss this? Is morning or afternoon better for you? _____

THE NON-OWNER OCCUPIED SYSTEM

Overview:

This system is for working with any properties for rent now or for properties that have been for rent in the past. The strategy behind working Tenant Occupied properties is to discover if the prospect is ready to cash in on their investment or exchange for something new.

The System:

1. **Build you database** of absentee owners. Call rentals in the newspaper, find "For Rent" signs, pull rentals from MLS, pull leased properties from the MLS and look up archives in old newspapers.
2. **To collect phone numbers.** Look on tax records, use phone books or CD-Rom with phone numbers, reverse directories, call 411 or 555-1212. The key is to be creative. (i.e. ask current tenants)
3. **Call the owners.** When calling, have a few general stats to use to show your knowledge. Example: "Properties have appreciated ___% in the city the last year" (Refer to Script)
4. **Mail to the database on a monthly basis.** Consider market updates, investing trends, 1031 exchange information, and other valuable insights for investors. (*See attached*)

Depending on the size of your list, we recommend a telephone contact every 30 to 60 days.

Non-Owner Occupied Sample Mailers



Market Update

From Ty & Margarita
Fairfield-Suisun, California - Oct 04

Team Realty.Com

How to Sell High: Avoid These 3 Mistakes When Pricing Your Home

Fairfield – When you decide to sell your home, setting your asking price is one of the most important decisions you will ever make. Depending on how a buyer is made aware of your home, price is often the first thing, he or she sees, and many homes are discarded by prospective buyers as not being in the appropriate price range before they're even given a chance of showing.

Your asking price is often your home's "first impression", and if you want to realize the most money you can for your home, it's imperative that you make a good first impression.

This is not as easy as it sounds, and pricing strategy should not be taken lightly. Pricing too high can be as costly to a home seller as pricing too low. Taking a look at what homes in your neighborhood have sold for is only a small part of the process, and onit's own is not nearly enough to help you make the best decision.



A recent study, which compiles 10 years of industry search, has resulted in a new special report entitled "Homesellers: How to Get the Price You Want (and Need)". This report will help you understand pricing strategy from three different angles. When taken together, this information will help you price your home to not only sell, but sell for the price you want.

To hear a brief recorded message about how to order your copy of this FREE report, call 1-800-758-2472 and enter ID# 1000. You can call anytime, 24 hours a day, 7 days a week.

Call NOW to learn how to price your home to your maximum financial advantage.

11 COSTLY HOME INSPECTION PITFALLS

Before you list your home for sale, it is critical to read this Free Report reviewing 11 of the most common home inspection pitfalls. Failure to understand these inspection traps could cause costly delays in the close of your home or worse, turn prospective buyers away all together.

Free recorded message
1-800-758-2472, ID# 1003

Curious of values?
Selling? Refinancing?
Free Market Evaluations
24-Hour Live Person
707-429-8833

FREE HOMESELLER'S MARKETING KIT

This remarkable kit has helped dozens of area homesellers save thousands of dollars and countless headaches. Now you too can maximize your home's salability with this Homeseller's Marketing Kit. The kit contains: a Free Special Report revealing 27 Valuable Tips to Sell Your Home Fast and for Top Dollar and a Free Video that shows you how to "Price and Prepare Your Home for Sale". To order any time, 24 hours a day, simply call 1-888-248-5579.

Have a happy and safe
Halloween!

Team Realty.Com
690 E. Tabor Ave. Ste E
Fairfield, Ca 94533

1-707-429-8833

Presorted Std
U.S. Postage
PAID
Permit # 389
Fairfield, Ca



Questions? Call us!

Sales Information on other side - turn to page #2

Non-Owner Occupied Sample Mailers

Fairfield-Suisun Real Estate Update

Recent Home Sales

Fairfield	
Active	
Address	Price
917-1/2 Washington St	250,000
1819 Vermont St	299,999
1668 Ontario St	329,999
2099 San Gabriel St	340,000
324 San Andreas St	345,000
2196 Tilden Pl	350,000
407 E Alaska Ave	359,900
230 E Tennessee	360,000
1136 Frost Pl	369,950
1378 James St	378,000
2337 Baldwin Ct	389,900
Sale Pending	
1042 Van Buren St	284,900
2022 Orange Tree Way	305,950
1931 San Anselmo St	314,950
537 San Dimas St	320,000
937 Brandon Way	335,000
983 Matthew Ct	350,000
1731 Elm	365,000
2069 Wylie Ct	371,950
1368 Sanderling Dr	387,500
2346 Burgundy Way	449,000
Sold	
521 E Tabor Ave	265,000
2049 San Salvador St	310,000
2061 Falcon Dr	320,000
927 Matthew Ct	334,000
1930 Finch Way	341,000
1642 San Diego St	345,000
2258 Cambridge Dr	348,000
2022 Oriole Ct	355,000
1001 Breton Dr	370,000
42 Barlow Ct	399,000

Suisun city	
Active	
Address	Price
906 Pintail Dr	344,950
267 Tamarisk Cir	349,500
806 Blossom Rd	359,500
405 Vinewood Ct	365,000
1506 Casa Loma Way	375,500
902 Beechwood Cir	385,000
512 Lassen Ave	394,500
1031 Mayfield Way	409,950
815 Canary Dr	485,000
401 Craven Dr	499,000
Sale Pending	
1145 School St	295,000
68 Lemonwood Way	320,000
327 Ridgecrest Cir	365,000
614 Tule Goose Dr	370,000
245 Bridgewater Cir	380,552
46 Dawn Rose Ct	390,000
224 California St	425,000
391 Engell Ct	445,000
1356 Lawler Ranch Pkwy	490,000
1252 Potrero Cir	514,950
Sold	
615 Suisun St	251,000
221 Maple St	285,000
1116 Whippoorwill Way	302,500
943 Beechwood Cir	316,000
900 Yosemite Way	385,000
332 Marston Ct	400,000
706 Driftwood Dr	420,000
438 Meehan Ct	525,000
1220 Potrero Cir	550,000
1006 Dolphin Ct	715,000



Ty & Margarita

Ty Leon-Guerrero - Team1Realty.com
READY TO SELL? QUESTIONS? 707-429-8833
 For FREE Personalized Evaluations - Call
24HRS (Talk to NO AGENTS) 1-888-248-5579

Non-Owner Occupied Sample Mailers



Do You Own Investment Property? Are You Faced With the Challenge of Deciding What to Do With Your Properties For Estate Planning Purposes? "I Can Help!"



I specialize in showing investors such as yourself how the best kept secret in real estate, "the IRC 1031 tax deferred exchange" can be used as an essential tool in helping you to protect your hard earned equity, while reallocating your real estate assets to best meet your estate planning objectives. This can be achieved while paying no capital gains taxes!

If you would be interested in doing any of the following:

1. Using the 1031 to simplify your estate planning while paying no tax
2. Exchange into your retirement home
3. Consolidate or diversify your Real Estate
4. Increase your net assets

All this with no possibly no additional cash out of pocket!

Then we need to talk. I will gladly send you more information on the IRC1031 exchange and how it can help meet your specific estate planning goals.

*Sam SellsA lot ~ABC Realty
(555) 555-5555*

"I specialize in the cutting edge of investment strategies in Real Estate"



Do You Own Rental Property? Would you Like To Find Out How You Can Sell That Property, Pay No Capital Gains Taxes, and Move Into the Retirement Home of Your Dreams? "I can help"



I specialize in showing investors such as yourself how to sell their rentals, use the funds to purchase the home of their dreams, defer all capital gains tax, while moving 100% of their equity into the next property by using the IRC 1031 Tax Deferred Exchange. The IRC 1031 is one of the last great tax deferral vehicles left in America today and using the 1031 you can tailor your Real Estate portfolio to meet your financial goals.

If you would be interested in doing any of the following:

- 1031 exchange into Your Retirement Home
- Increase your monthly net cash flow income
- Increase your depreciation tax credits
- Increase your net assets and buy better property


All this with possibly no additional cash out of pocket!

Then we need to talk. I will gladly send you more information on the IRC1031 exchange and how it can help meet your specific retirement planning goals.


*Sam SellsA lot ~ABC Realty
(555) 555-5555*

"I specialize in the cutting edge of investment strategies in Real Estate"

Non-Owner Occupied Sample Mailers



Do You Own Rental Properties? Tired of Property Management? Holding Back From Selling Because You Don't Want to Pay The Hefty Capital Gains Taxes? "I Can Help!"



I specialize in showing investors such as yourself how to sell several rental properties and move into passive investment type properties with no day to day management hassles, better returns, increased tax benefits, while deferring all capital gains taxes and moving 100% of their equity into the next property by using the best kept secret in real estate, "the IRC 1031 tax deferred exchange."

If you are interested in:

- *Reducing or eliminating property management duties*
- *Increasing your monthly net cash flow income*
- *Increasing your depreciation tax credits*
- *Consolidating your real estate holdings, Increasing your net assets, and buying better property with possibly no money out of pocket!*

When we need to talk: I will gladly send you more information on the best kept secret in Real Estate "The IRC 1031 exchange" and how it can help your specific situation.

*Sam SellsA lot -ABC Realty
(555) 555-5555*

"I specialize in the cutting edge of investment strategies in Real Estate"

Notes:



THE REO/SHORT PAY SYSTEM

Overview:

Generating revenue through financial institutions can be a very lucrative method of lead generation. When approaching these organizations, you must have a well thought out plan of action and bullet proof follow-up system. While the following system will assist you in reaching that goal, you must continually educate yourself on the process of short sales, foreclosures, and notices of defaults.

The System:

1. **Educate yourself.** Banks and lending organizations require that the agents they work with not only understand real estate but the lending side of the industry. Doing research and being well informed about the real estate industry will work favorably for you.
2. **Establish a track record.** Many financial institutions will not consider an agent if they do not have at least a 4% to 5% market share in their area. They are looking for seasoned agents who have market knowledge, strong negotiations skills and the ability to carry a transaction through from its beginning to end.
3. **Have a resumé and letters of recommendation.** Take as much care and preparation in putting together your cover letter, resumé and letters of recommendation as you do for your listing presentation. Attention to detail will prove to be a valuable asset when approaching these organizations.
4. **Contact the REO managers.** at the lending institutions. Being well connected with the people who have the ability to direct business is a key element in working the system. Once a relationship has been established then you will need to maintain the affiliation on a weekly and /or monthly basis. Please refer to the Lead Follow-up System to ensure proper follow-up.
5. **Stay diversified in your marketplace.** Do not make the mistake of “putting all your eggs in one basket”. Keep working your farm, calling your COI/PC, expireds, FSBO or any other forms of lead generation that generate business for you.

THE FARMING SYSTEM

NOTE: There are many ways to effectively work a farm. The system below is perfect for agents who are willing to go out into the farm and knock on doors.

Overview:

Effectively working a geographic farm can be a very profitable part of your business and can also provide a fairly predictable amount of annual sales to your business.

There are 2 main keys to successfully working a farm:

1. **Consistency of Contact.** You must have the homeowner's hear from you, see you and/or receive something from you on a very regular basis.
2. **Bring Value.** As a real estate professional you have lots of knowledge and expertise to bring to your clients. You want to become known as the expert in the neighborhoods you farm by consistently bringing value and service to your farm areas.

We will outline here many, many great ideas designed to make you the obvious choice when people in your farm areas want to sell or buy real estate. Work with your coach to personalize a farming plan which not only fits your personality but will lead to the accomplishment of your goals.

Mindset:

Before we outline the ideas recommended, it is important you have the proper mindset to successfully work a geographic farm. The key thought here is **do not pretend you are farming....really do it.** Many agents send out sporadic mailers to an area and think they are farming. The truth is they are not doing much of anything. To really work a farm, **you must provide personal service.** You must really get to know the people in the area. You must know who is thinking of moving and who you can help. You must be personable and get people to know who you are and what you do. You must outwork your competition. Any agent can leave flyers on doors but most will not take the time necessary to really make an impact.

The System:

- 1) **Choose the areas to work.** Pick anywhere from 500-2500 homes to work. It is important you make this decision with guidance from your coach. Work areas

that you know and that you like. You want to make sure to pick areas of high turnover, meaning there are lots of homes being listed and sold. Also it is best to work areas where there is no single agent who dominates the sales. You can still do business and eventually take over an area but it may take more time and work. If you are a newer agent, it is recommended you work no more than 1000 homes to start. (It is difficult to properly service more homes than that). Newer agents also tend to do better in the lower end markets.

- 2) **Create a budget** of what you are willing to spend monthly.
- 3) **Form a weekly plan.** Know exactly what you will do each day of every week to work your farm areas. Schedule the necessary activities (i.e. knock on 50 doors, deliver 400 flyers, write a monthly newsletter, etc). **The key is to commit to a plan for at least a full year** and do not waver from your plan.
- 4) **Walk the farm every single week.** Go out and knock on the doors in your farm. Decide how many times you want to see each owner face-to-face (six times a year is good) and calculate how many contacts you need to make each week and get out there! Find out who is moving and where they want to go. Take the time to help them find the next home. If you work a HOT market with low inventory ask people the following question: "If I can find you the next home, will you move?" If they say yes, then do whatever it takes to find them the next home. You are virtually guaranteeing yourself two sales and one very satisfied client. Realize that most agents will not take the time to really help people. If you do, you will quickly become known as a hard working agent that people want to work with. It is highly recommended you walk the farm before you mail in to it. You should leave flyers with people you meet and at the doors of those who are not at home. This will save you lots of money in mailing costs.
- 5) **Take great notes on everyone you speak to.** Be personal with the people you meet. Get them to really know who you are and what you are about. **Send personal notes to people you speak with**, thanking them for talking to and offering your services. Also, ask them for referrals. If you need to build up your Center of Influence, add people in your farm who you build rapport with.
- 6) **Leave something for everyone in your farm at least 1-2 times a month.** Remember, consistency is critical so each month make sure they receive information from you. Examples include just listed cards, just sold cards, market updates, free CMA offers. If you have a specific buyer looking to buy in the neighborhood, let everyone know. Always give them something of

value. Some agents hire services to deliver their material however it is best if you personally are out walking the neighborhood.

- 7) If you are farming the area you live in, **consider hosting a party** or two each year in your own home for the entire neighborhood. Do it right...serve food and drinks...have music playing. Many agents are doing this and the results are excellent. It is a fabulous way to get you instant recognition in the area.
- 8) **Every time you take a listing hold at least 1 big open house.** Invite everyone in the community to drop by to meet you and see the home.
- 9) **Sponsor community events.** It is critical that you are connected to the community. One great example is to host a neighborhood garage sale. Another great idea is to host a Home Improvement Seminar. Invite different vendors to come and share ideas about remodeling. All you need to do is register the guests and serve refreshments. One agent did this recently and generated three listings from that one function. You can also consider hosting an athletic team in the community. Another agent got a listing after hosting a neighborhood spring cleaning event in which they supplied large dumpsters for the neighbors to throw out items the trash men will not pick up. Another agent hosted a 4th of July bike decorating contest. He gave away gift certificates to the winning children in four different age brackets. He had a title and escrow person sit at a table and answer any questions the home owners had. Each homeowner was then sent a CMA on their property the following week. Either try one of these ideas or come up with something creative on your own. The key is to get your name and face in front of the people as the local real estate expert.
- 10) **Sponsor the community website.** Many agents are doing this with great success. If your areas do not already have one, consider developing it.
- 11) Make sure **to always look and act professional.** Always use professional marketing pieces, newsletters and market updates. Remember you get what you pay for.

Successfully working a farm requires having a plan and following it religiously. You must out-work and out-service the competition to succeed. Like all areas of lead generation, make sure your system is predictable, profitable and matches your personality. **Work with your coach to design the ideal plan for you.**

THE ADVERTISING SYSTEM

Overview:

Advertising is a critical step in branding your name as a producer in real estate and perception is *everything!* On average, most real estate companies have a paid corporate ad and they advertise the company's inventory. At times you will have to pay as an agent on your own and sometimes the company will pick up the expenses, depending on the structure of the company you work for.

Whatever the company policy, make it your mission to get at least one listing in the company advertisement on a weekly basis and try and advertise it until it *closes escrow*. Some companies will pull your ad if they feel it has sold, but we all know it's not over until it actually closes and you don't want to lose momentum. Keeping the ad running will not only show you are doing business along with the other agents, but it gives you the opportunity to write some creative advertisement about your listing and gives you another opportunity to set you apart from other agents. It also keeps your name in the public eye on a consistent basis.

When you advertise your listing or sales, you want to get the greatest exposure for your investment so always be on the lookout for opportunities that will offer you that. Be aware of covers of magazines, front cover, inside cover, back cover and any type of other advertising opportunities that can distinguish you from the competition and keep you from getting lost in the shuffle.

The System:

Local Newspaper

Some avenues of advertising are the real estate ads in the classified section of your local newspaper. Not only can you run what is called a "banner" or "scatter ad" and advertise homes that you have listed, sold or are holding open on Saturday or Sunday, but you can also advertise the fact you are looking for buyers or sellers. This can be done by offering free prequalification to buyers, a free market analysis, a free printout of homes that are for sale, etc. For sellers, you can advertise the fact you have an all cash buyer, ready to close in 30 days and ask in the headline if they are thinking of selling.

Depending on what type of marketplace you find yourself in will determine what kind of advertising you will run. The bottom line is you want to keep your name in the paper consistently and keep the seller happy by showing them that you are doing everything in your power to advertise their property. A well-placed advertisement can turn into gold quicker than you think. Just be sure and seek out every opportunity.

Local Real Estate Magazine

Another great avenue for advertising is your local real estate magazine. Sometimes it may not be cost effective to have an entire half-page of your own, but you might find another agent or two that may be interested in splitting the cost of a page or half-page. If at all possible, try and do it by yourself because you are building your brand, not theirs. The only reluctances in running a co-paid advertisement, is the perception of the public. Sometimes you can be perceived as a partner or a team, so depending on what the end result that you want to achieve is, will determine what sort of ad you run.

Print Advertising

There are many opportunities in print from out of area magazines to local rags; the question is where can you get the biggest return on your investment? Always try to match the property with the medium that you are advertising in. For instance, you probably shouldn't advertise a \$350,000 property in the Robb Report, unless you had a unique angle that would encourage the reader to call you. You would probably be better suited to find a magazine that had the demographic of that kind of property. Also, when you do run an advertisement, you want to use original copy with flashy headlines because the object is to try and make your phone ring, not just to run a photo of the property.

Radio and Television Ads

If you can afford it, some of the most residual advertising you can do is in the radio or television medium. Generally, your audiences will be greater than the circulation of the print medium and the saying "a picture is worth a thousand words" exists for a reason. Some agents have done 30 second radio spots and had tremendous impact in their marketplace. Others have done 30 minute television shows and advertised three or four of their houses on it. Once again, the key to doing these types of ads is consistency. If you do it once or twice, it won't have the same impact as if you were doing it on a regular basis. If you do try this kind of advertising try and do something fun, different and exciting. The whole key is to create a buzz!

THE DIRECT MAIL SYSTEM

Overview:

Direct mail is an excellent avenue to build your brand name and develop rapport within the area receiving your literature, whether it's a farm of residential homes or a farm of specifically targeted consumers. What is meant by that is that there are mailing lists that can be purchased of consumers that earn \$100,000 or more etc. You can target this group specifically, just like advertisers do!

The main point to remember about direct mail is that it needs to have *quality*, be *unique* and most of all is consistent. There is no specific type of direct mailing that is the most profitable or least profitable and no right or wrong idea, only a right and wrong way of execution. This is the most common mistake that agents make in the real estate business. Execution must be done in a way that sets you aside from the rest of the marketplace and creates your brand or style of selling real estate. That's how a consumer is going to remember you. One thought to think about is this. There is *no one else* on the planet like *you!* If you execute the direct mailing tailored to your specific business persona, you will make an impact!

The System:

Think about the last piece of direct mail you've seen from a Realtor. Did you find yourself saying that it was horrible and lacked information and their picture looked like it was from college? Or did you find yourself saying that it was one of the best pieces of mail you've seen and tacked it on your refrigerator with a magnet? More often than not, most pieces that are mailed out look horrible and contain sketchy information at best. No wonder it ends up in the trash can because that's about how much time and effort was spent on it and most likely, the person sending it already *perceived it ending up in the trash can!*

When you begin creating your direct mail project ask yourself these questions:

1. What is my spending budget on this project?
2. How can I get the most impact for my dollar and still maintain the quality of what I am sending out?
3. What am I trying to say to the receiver of my mailing?
4. What reaction do I want from the receiver of my mailing?

There are many ways to get something done with quality even if you are a new agent on a limited budget. All it takes is a few moments to think about your end result. Remember, if you think its going to end up in the trash can any way . . . it probably will!

Make It Unique

Someone once said “keep it simple stupid!” In doing so, you are able to get things done in a much more attentive manner than if you try and over complicate your project. Being unique is just a matter of sitting down and thinking about what you would like to achieve in the marketplace that you are in. One thing that works is stealing ideas from other people and revamping them or improving them to suit your personality and business strategy. There is nothing wrong with this at all. In fact, if you ask the most successful people, they have done exactly that! Even a highly successful sports athlete like Michael Jordan will tell you he’s done that to make his game better!

When you do sit down and start to think about what you want to do to be unique and nothing comes, try reading magazines or watching commercial to see what the other advertisers are doing. You can “steal” those concepts and apply them to real estate. Just because they are pitching food or hotel rates or whatever, doesn’t mean that the concept couldn’t work in real estate. After all, they have spent thousands to target a specific consumer with their sales pitch. If their consumer is your consumer, the advertisers have saved you a bundle in money and research!

Consistency

This is probably the biggest downfall of a lot of real estate agents. They have worked hard to come up with something that has quality and is unique, but they have given up after a few attempts because the response wasn’t what they expected. You never know who has received something from you and or what their time frame for buying or selling is. It could be six months from when they received your mailing, but they liked it so much they kept it and are going to be calling you when they are ready! The main key is to be repetitive and continue to hit the same target with your mailings. If you tell yourself to be patient and continue to do this with the faith that it will pay off eventually . . . it will. If you ever feel like you aren’t getting the results quickly enough, tell yourself this, “If you stop today, all the money you have spent up until now will be wasted!”

The key is not to make this your sole “egg in the basket” for business. Make this one of several other things you do to generate new or repeat business and you will find yourself doing more business than you thought! Just don’t give up. Success is always right around the corner and soon the group that has been seeing your name over and over again will be calling you and telling you that they’ve had your mailing for the last six months and just waiting until they were ready to give you a call! Then they tell you how they have appreciated getting your mailing and how quality they think it is! Nothing feels better or more worthwhile than to get that call on a day you’re feeling down.

Never give up! This process of direct mailing takes longer to generate business, but once it starts coming . . . it can carry you for many years. Even when the business starts coming, don't stop.

Marketing Examples

Some examples of direct mail pieces are greeting cards, neighborhood statistics, and historic facts of the city or town, important real estate facts about title changes or other law changes, a local newsletter, fix-it tips, new listings in their price range and current events. These are just a few excellent ideas that can produce fantastic results. The important thing is to find something that is unique to your situation. When you are marketing your direct mail pieces, you want to do it to the same audience on a monthly basis, without missing a month. You would be amazed how things come up to try and throw you off track and you say to yourself, it's only one month here and one month there, but that could be the difference in how quickly you produce results from your mailings.

If you think that the people you are mailing to aren't aware of when you miss a mailing, think again. Just be creative and repetitive and don't miss a month!

Just Listed and Just Sold Cards

This method is not a new concept in the marketing of real estate and direct mail, but it probably is one of the most under-utilized and most effective of all direct mailing. What these cards do is let the particular neighborhood know what you have listed or sold in that particular area. Not only do you get your name out there as doing business, but you also impact the receiver by letting them know prices in their neighborhood. Not only should you send them to 250 surrounding properties from the home you listed or sold, but you should also mail them to your farm or target demographic.

You simply never know who is thinking of buying or selling when they receive this information. If this is done consistently and effectively, you should be adding 2-5 deals a year to your production alone with this method of direct mail.

Need More Ideas?

Speak with your coach about what type of persona you would like to project and brainstorm what ideas would be the most effective for you and your business with direct mail!

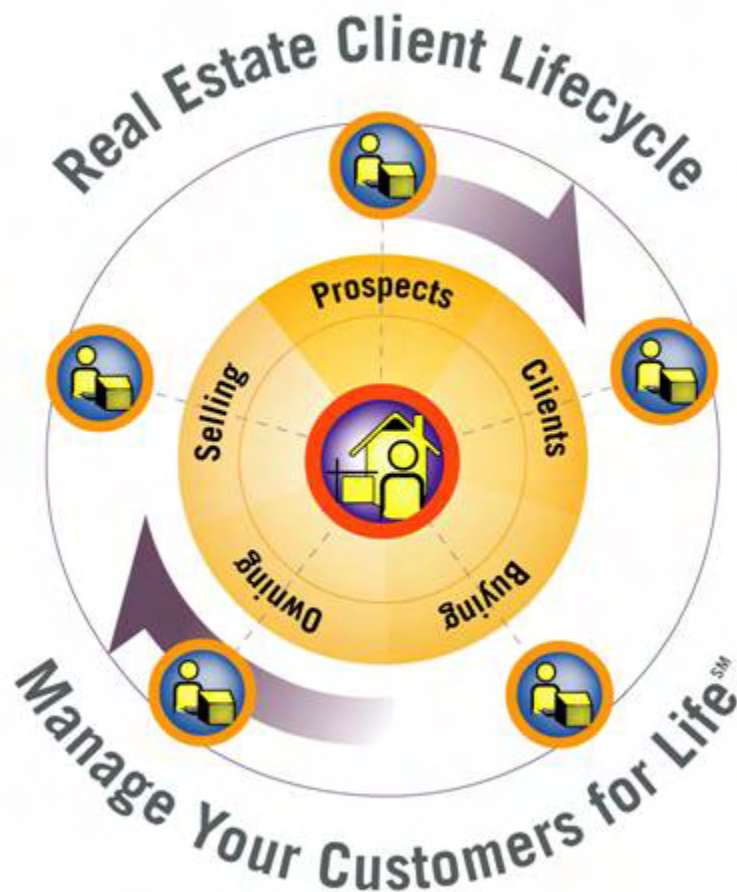
THE E-MARKETING SYSTEM

What is E-Marketing?

E-Marketing = EVERYTHING MARKETING

“A complete solution to build relationships with clients and prospects that combines the effective use of Web, eMail, Direct (snail) Mail, phone and a good old fashioned handshake.”

Stay on TOP with the SSi E-Marketing System



Why E-Marketing?

Because It Works!



Traditional REALTORS*

- 34% very satisfied
- 15.22 homes visited
- 6.6 weeks with a REALTOR®
- Average sale: \$350,000

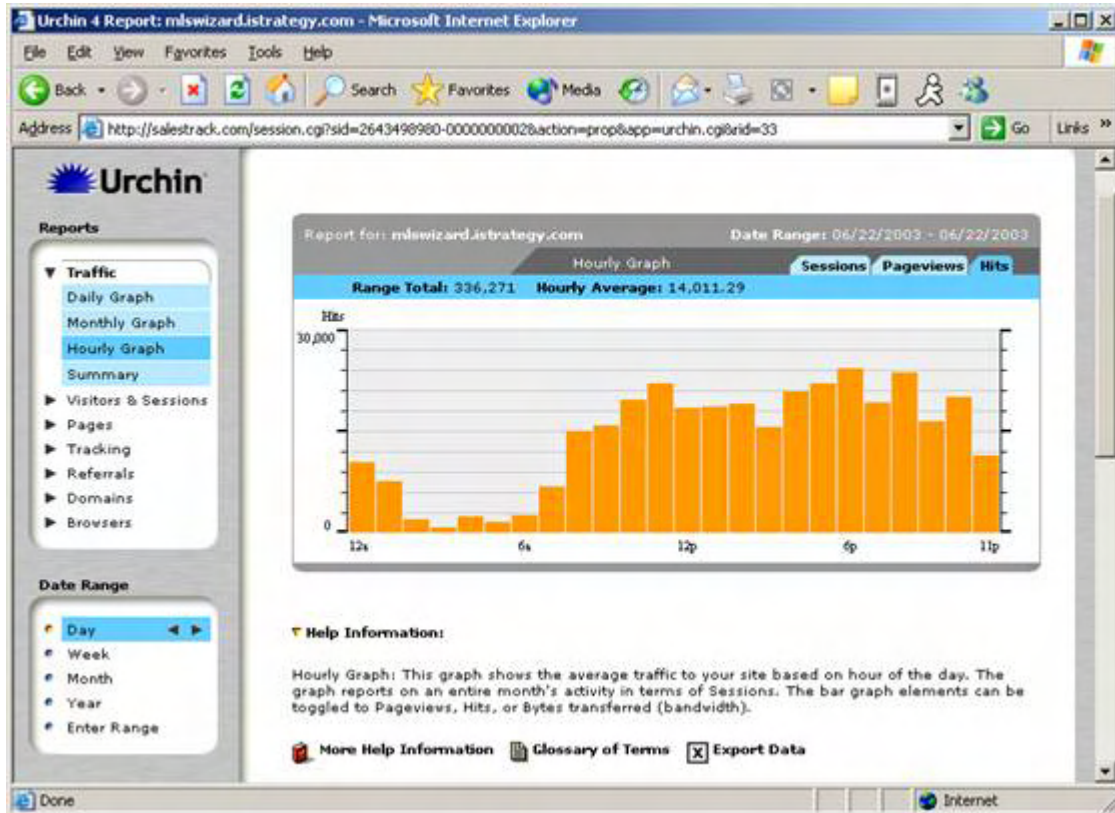


E-Marketing REALTORS*

- 87% very satisfied
- 7.08 homes visited
- 1.9 weeks with a REALTOR®
- Average sale: \$462,500

*C.A.R. *Internet vs. Traditional Buyers survey January 2003*

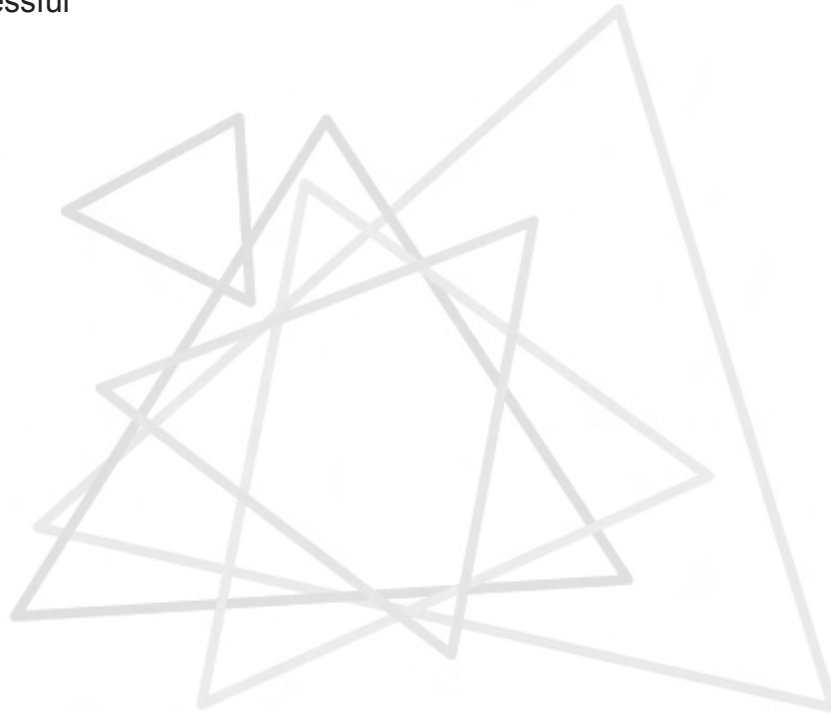
When do clients shop for homes?



24 Hours a day!

NEXT STEPS

- Tap into your E-Marketing potential
- Take the 15 Point E-Marketing Evaluation
- Create Plan of ACTION
- Focus on CENTER OF INFLUENCE
- Remember Call To Action on EVERYTHING
- E-Marketing requires Commitment, Consistency and Patience to be successful



E-MARKETING FOR SUCCESS COMMITMENT, CONSISTENCY & PATIENCE

E-Marketing is the ultimate in “**EVERYTHING MARKETING.**” Everything marketing takes your current marketing to the next level by incorporating the Internet, email and automation into the overall marketing picture. A successful E-Marketing plan requires you to have **Commitment, Consistency & Patience.** *This is NOT a 1 shot deal.*

Today, the use of Internet and email is **growing significantly** for agents. An E-Marketing plan will establish a foundation for which we can measure our results and ultimately tune the plan for **optimum performance.**

No two plans have to be identical. Every Professional REALTOR has their style of conducting their business and our plan takes this into consideration.

In order to begin our **planning** process, we must first assess where we are today and define our goals for the **next 12 months.**

The following 10 questions help us design your E-Marketing plan:

1. **How current is your E-Marketing plan?**
 - a. Don't have one
 - b. My plan is not written and changes often
 - c. I have a plan but is not measured
 - d. My plan is current & measured often
2. **Which describes your Web site?**
 - a. I don't have one
 - b. Free web page
 - c. Template based web site
 - d. Custom designed site
3. **How do you PROSPECT for buyers from your site?**
 - a. Email link or contact form
 - b. Display my listings only
 - c. Link to generic search engine
 - d. Custom branded MLS search engine with auto alert of new listings
4. **How do you prospect for Listings/Sellers from your site?**
 - a. Email link to contact me
 - b. Seller information form to submit
 - c. CMA request form for prospect to fill out

- d. Instant CMA report that is auto generated for an instant lead
5. **Do you collect e-mail addresses from your customers?**
- a. Never
 - b. Rarely
 - c. Most of the time
 - d. All the time
6. **Which describes your e-Farming plan?**
- a. Don't have an e-Farming plan
 - b. Send out occasional email to my client list
 - c. Use a standard newsletter with no tracking capability
 - d. Use a custom e-Newsletter with full activity tracking
7. **How often do you "touch" your customers or prospects?**
- a. When they call me
 - b. Occasional or seasonal
 - c. Monthly
 - d. More than once per month
8. **How do prospects and clients find your site?**
- a. Do not have a site
 - b. Search engines and links with key words
 - c. Web address on all print & promotion materials
 - d. Personally call customers
9. **How are you collecting email addresses?**
- a. Not doing this yet
 - b. Only when I get an email from someone else
 - c. Only when a client asks me to send them something by email
 - d. Walk farm and/or call clients for them
10. **Are your E-Marketing efforts producing the results you are expecting?**
- a. Not at all
 - b. Barely
 - c. Somewhat
 - d. Definitely

15 Point E-Marketing Evaluation

For: _____ Date: _____

Do you have an assistant? Yes / No If Yes name(s) _____

Do you have a Web site? No / Yes Web address: _____

Yes - No

- 1. Method of prospecting? Ads COI, Exp/FSBO, DM
- 2. Website with the CTA and lead generation
- 3. MLS/IDX search engine from which company? _____
- 4. Auto MLS listing watch system from which company?

- 5. Auto CMA solution for sellers, from which company?

- 6. Ability to Showcase and Feature any active
- 7. Custom Email Newsletter w/ an Opt-in system
- 8. Contact management system: (Outlook, Top Pro, etc.)

- 9. Detailed measurement reporting and accountability tracking
- 10. Call to Action on Direct Mail and advertising – Verify

- 11. Do you collect eMail addresses from everybody? CM?

12. Number of Center of Influence contacts ___ 12 mo. Goal: ___

13. Number of email addresses: _____ 12 mo. Goal: _____

14. Can invest _____ minutes a day?

15. # of transactions last 12 mos. _____ goal for next 12 mo. _____
% of buyer sides _____ vs. listing sides _____ Avg\$ _____

Happy with current E-Marketing effort? Yes No

% Marketing effort in following categories:

_____ Direct Mail% _____ Advertising% _____ Online%

_____ Other*% (please list) Other: _____

E-MARKETING TOOLS ASSESSMENT

How long have you had your site? _____ Hosted by: _____

How much did you pay for your site? \$ _____ Ongoing: \$ _____ mo / yr

What is your renewal date? _____

E-MARKETING CHECKLIST

How do you use your contact manager system? (check all that apply)

- Store customers only – no ongoing follow up
- One-on-one communication
- Direct mail distribution
- Mail merge to create personalized form letters
- eMail Marketing campaigns
- Other: _____

WHAT OPPORTUNITIES WOULD YOU LIKE TO FOCUS ON WITH THIS PLAN?
(SELECT ALL THAT APPLY)

- Better follow-up with sphere of influence
- Planning and goal setting – sticking to them
- Better understanding of technology and how it can help my business
 - Advanced E-Marketing techniques
 - Other: _____

THE FLOOR TIME SYSTEM

Overview:

The system for floor time is very simple. Your preparation and ability to convert leads is the key to generating the results that you are looking for.

The System:

1. **Be Prepared.** Prior to doing floor time, do your research. If you or your company is running an advertisement, spend some time reviewing it. Have at 2 to 3 properties that are similar and in the same price range as the advertised homes. This will be a useful resource if a potential buyer calls in and the advertised home does not fit their needs. Make sure the current listings in your office are available to you and all the information is updated. You will need to refer to this when receiving sign calls.
2. **Follow your company's floor time protocol.** If your company has certain rules and expectations regarding floor time make sure to review the rules and adhere to them. This will ensure you are asked to do floor time in the future.
3. **Identify the caller.** When you are receiving calls inquire whether you are speaking to an agent or a potential client. This will help you save time.
4. **Build rapport and pre-qualify.** Building rapport by asking questions will not only help you make a connection, it will ultimately expose the motivation of the potential lead. Refer to the Sign Call Script in order to ask the qualifying questions.
5. **Do your lead follow-up.** If the caller asks for information and you are unable to answer the question, do not reply with: *"I don't know"*. Request their contact information and the best phone number to reach them at. Reply with: *"That's a great question and in order to give you the most accurate information I need to do some research and call you back in a few minutes. What is the best number to reach you at?"* The follow-up is the key. Remember you only have one opportunity to make a first impression and this is your time to shine.

THE INTERNET REFERRAL SITE SYSTEM

Overview:

Expanding your business by incorporating an internet referral site can greatly increase your leads. You will generate “warm” leads that will need a well executed system and contact management program in order to develop into eventual business. The following system is design to entice them to call you, set an appointment with you and ultimately become your client.

The System:

1. The first step is to **select an internet referral site**. There are many companies to choose from. A few to consider are: HouseValues, HouseSeekers, Homegain and RealtyNow. These are large reputable companies with proven results. Contact the sales representatives of the companies and interview them regarding their process of lead generation. Ask other agents who use these companies what results they are receiving.
2. After you have selected a site you will need to **create a marketing strategy** that will entice the seller or buyer to call you. Construct a package that you can mail to the lead. Your package should include:
 - An introduction letter
 - Mission Statement and objectives
 - Tips for preparing your home for sale or tips for purchasing a home
 - Your marketing program
 - Information on pricing your home
 - Evaluation form for the lead to fill out and e-mail back to you
 - Testimonials
 - Resumé
 - Marketing samples
 - Market analysis (Include 4 properties, 1 is the lowest comp, 2 are in the middle and the last is the highest comp, the goal is to have them call you to discuss the comps)
3. **Contact your leads**. Once the leads come in you need make contact as soon as possible. Address their questions and inform them that their information will be mailed to them within three days. Please refer to the Seller or Buyer Prequalification Script to build rapport and probe for

motivation. If they have requested a market analysis, compose a limited report. List the bedrooms, baths, square footage and price. Your main objective is to get them to call you back and discuss the report.

After you have mailed the market analysis and your information package, follow-up with a phone call stating that the information is on its way and you are looking forward to meeting with them. Your intention for this call is to set an appointment.

4. If there has been no commitment to set an appointment, then the next step is to place them in your **lead follow-up** system. If they stated that they wanted to do something within six months or less, place them on a "Short Term Drip System" and start mailing to them once a month, for six months. They should receive two calls within the six months period. If they wanted to do something within a year, your "Long Term Drip System" should include a mailing each month for a year and four calls within that timeframe. For more contact management information please refer to the Lead Follow-up System.

After the completion of the Short Term or the Long Term Drip System and no commitment has been made by the lead, delete them. It is not in your best interest to work with unmotivated and unqualified leads.

THE OPEN HOUSE SYSTEM

Overview:

One way to generate exposure to both buyers and sellers is through open houses. Open houses, when worked properly, can be an excellent source of new leads. The objective of an open house is to generate both buyer and seller leads as well as increase recognition in a neighborhood. The key is to stage your open houses so the public walking through “experiences” the home.

The System:

Educate Yourself

It’s important to have as much information about the property and the neighborhood when planning your open house. Know what has presently sold and what the homes sold for. Also know what is currently available and at what price range.

Directional Signs

The day of your open house use as many directional signs as you can. This will give you *exposure* as well as guidance to your open house.

Open House Invitations

Five to ten days prior to holding your open house, mail 20-30 invitations to the surrounding residences inviting them to your open house. Inform them that there will be refreshments, door prizes, contests or giveaways. Follow up with a personal visit to the 10-15 surrounding homes of the open house. Personal service and attention to detail helps set you apart from the other agents!

Advertising

Spreading the word about your open house is important. The more people who know about it, the better chance you’ll have of finding buyers and sellers who are looking for a working agent to help them with their real estate needs. Taking advantage of the company paid ad is great; however always look for new avenues to advertise. For example, use a post board at the local coffee shop or grocery store to let people know you are having an open house. Paid classified ads can generate more foot traffic. The seller will see that they are receiving maximum exposure and you will collect maximum returns on your efforts.

The Experience

Staging the home makes the potential buyer have the feeling that the house is now a home. Fresh flowers, candles burning, cookies baking are a just a few ideas that ignite the sense of smell. Soft music or a fountain running entices the buyer's sense of hearing. Dim lighting, the windows open to the view or backyard help attract the eyes to the beauty of the home. Your goal is to play off of the five senses and help the potential buyers imagine that they are living in the home.

Working the Crowd

If all goes as planned you should have an incredible turnout and possibly write an offer on the listing you are holding open. Be sure and ask people if they are looking to buy in that price range, if the open house is not right for them, let them know you have other homes they can see that would fit their needs. Be happy and upbeat, this is your time to shine and attitude is everything. Neighbors that visit may be thinking about selling in the near future, so view this as your interview with them.

Have people register by entering a drawing. This is a non-confrontational approach of gathering information that will allow you to follow-up. Inform everyone that after the open house is over, you will draw the winner and personally deliver the prize!

Follow-up

The next day follow-up on your leads, send a personalized card thanking them for their time. If you held a contest or drawing, send a note stating who won and thank them for entering. Ask them if they are interested in receiving any future information on properties that may be of interest and enclose your card.

"Remember, consistency, attention to detail and personal service wins every time."

THE RELOCATION SYSTEM

Overview:

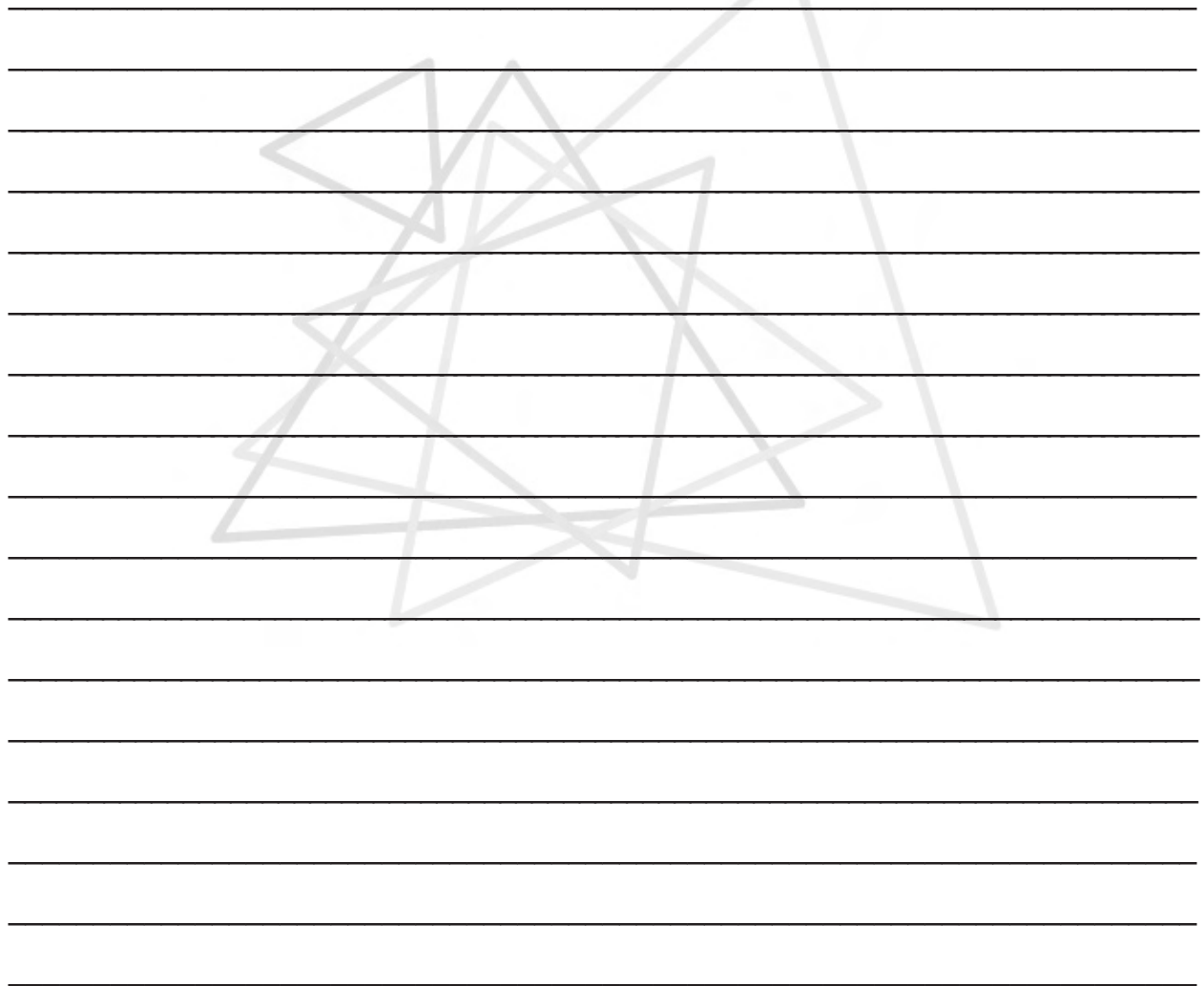
Generating business through relocation can be a very educational process that can also significantly increase your business. Relocation requires a vast array of information about your marketplace. You must be up to date on the demographics in all areas: schools, transit, shopping, entertainment, views, business access, taxes, surrounding neighborhoods, and the commercial industry just to name a few. While learning these areas you will become acquainted with your marketplace and have the ability to sell real estate in many different areas.

System:

1. The first step is to **identify your company's relocation department**. If you are in a boutique office and do not have a relocation department then you will need to search out relocation companies. There many reputable organizations to choose from such as Relocation Coordinates and FAS Relocation International.
2. The next step is to **find out who is in charge of selecting the agents for relocation**. Many real estate companies require that you go through a training process and become certified though your local branch. Corporate originations may require a training process as well, however to ensure you meet all their standards, please refer to their requirements. Your goal should be to set an appointment with them as soon as possible. If they are out of state, set an interview over the phone.
3. **Send your pre-listing package** to your contact prior to the interview. If you have not taken any listings, you can create a buyer's package that includes testimonials and letters of recommendation.
4. Once contact has been made and you have had your interview, send a thank you note to your interviewer thanking them for their time. You should plan on contacting them on a monthly basis to follow-up with an assistance they may need. Follow-up and persistence will show your interest in working with them. Your follow-up system for your relocation should be as intricate as your lead generation system. Please refer to the Lead Follow-up System to ensure thorough implementation.

5. After you receive your first referral and any thereafter, send a small gift or flowers. Acknowledge the fact that they have chosen you to represent their clients.

Relocation is an excellent source of lead generation; however do not use it as your main source of business. In order to have a consistent supply of leads coming in you must not give up your market share. Relocation clients, in general, will be working with you in short time spurts. You will need to, at times, dedicate entire weekends in order to find the home that fits your client's needs. There will be ample time to work on other lead generation sources when not working with relocation.

A large section of the page is filled with horizontal lines for writing. A large, faint watermark of the TomFerry logo (overlapping triangles) is centered over this area.

THE SIGN CALL SYSTEM

Overview:

Sign calls are another terrific source of new business for real estate agents. It does not matter if you are brand new or a seasoned veteran, if you have a sign in the ground in front of a property you are DOING BUSINESS and future sellers and active buyers will take notice. While this is a great source for potential new business, handling an inquiry poorly can mean the difference between NEW business and NO business. If you have ever had an incoming call and been caught off guard, you know that it can cost you plenty.

There are two types of sign calls we will be reviewing. First, calls from neighbors who can translate into future sellers for you and second, active buyers who are driving around the neighborhood looking for new listings to buy.

Listing Sign Calls:

Think about the neighborhood that you live in. Are you curious when a 'for sale' sign gets posted in your neighbor's yard? You probably are thinking about values, how much are they asking and what that means to you as a homeowner. Specifically, if your neighbor's home is worth "X," what is mine worth? (You may also be wondering why YOU did not get the listing!) It's a good chance that some of those neighbors may have been thinking about selling also and the person on the sign is the first one they may call for more information.

In a tight market where property sells quickly, there are buyers that drive around the neighborhood they want to live in and sometimes can be driving by as the sign company is placing your for-sale sign on a property. When they call the number on the sign, they are wondering about price and what the particulars are about the house. Most buyers if they like it will want to see it right away. You want to be sure that the number on the sign goes directly to you and making yourself instantly available, is critical. People want information right away and if they can't get you, they will most likely contact the company directly and your potential lead will go to the agent taking floor time back at the office. The key is to know what to say when you do get a call from someone in the neighborhood. It is important to memorize what to say so you are in control of the conversation and not be in reaction to it.

Buyer Sign Calls:

In some markets, agents are allowed to put a sold sign on the listing broker's sign. In essence, this lets people know that you were the selling agent and will call you to find out what the sales price is. Again, apply the same thought process as the listing sign call to turn a telephone inquiry into gold.

Following is a script with particular questions designed to get you the most information possible and more importantly, identify who is an active buyer and who is someone that lives in the neighborhood.



THE 800-CALL CAPTURE SYSTEM

What is 800-Call capture?

It is an automated system of tracking your advertising and it is a lead generation tool. Tracking advertising allows you to cut costs by only spending money on what is bringing in leads. The 800-call capture system allows the agent/advertiser, to never miss an incoming call again; the system will capture every phone number that hits the ad without the caller even leaving a message. This system provides a daily lead generation source that can be converted into closed transactions with proper follow up.

Where do I begin?

The very first step to starting up an 800-call capture system is to **create a budget** for what you are willing to spend on a monthly basis. It can be anywhere between a few hundred dollars with out media advertising to \$5,000 or more a month depending on the level of advertising you choose to do.(more will follow on this topic later) Starting small is better there is plenty of time to grow into it. The difference between the normal advertising and the 800-call capture is the number of leads you receive; 800-call capture will bring many more leads because people are more likely to call in to a recorded message instead of a live sales person. Starting off small will allow you to handle the leads in a professional way and then you can increase the advertising mediums as you start closing transactions.

The second step is to **Contact and Hire an 800-call capture company** which may also be called an IVR system (Interactive Voice Response System). There are many companies to choose from out there. Ideally choose a company that offers a low monthly fee (approx. \$30) and a low per minute fee is ideal. The most important part of selecting a company is their reliability, meaning that their system does not go down. You will be paying for advertisements in the paper or magazines and if the 800-company system is down your ad is useless. How do you find a reliable company? Ask the companies you are considering how many times their system has been down in the past 3 months, 6 months and year. Ask how they will compensate you if their system is down and you cannot receive your leads; ask how long the system is down for on average. Do they guarantee to be back up within a few hours, days or no guarantee? Be cautious of the no guarantee companies.

What the 800-company should offer you:

- An 800-phone number.

- The ability to capture all incoming phone numbers. It is a bonus if they can also capture the name and address of the caller, some can.
- An option for the caller to leave a message for you.
- The caller can push a button and transfer to a live person
- The potential buyer can enter their fax # and instantly receive a fax to their fax machine with all the statistics on the house they called in on.
- The leads can forward to a pager, a cell phone and the internet.
- The 800-number companies should offer you hundreds of extension numbers to use.
- System can identify various types of advertising by using different extension codes.
- System can date and time your incoming calls.
- Provide reports to you on which extensions, ad codes and publications worked the best. Ask for copies of the type of report you can pull to see if it is easy to understand and use.
- Copies of scripts for you to use.
- Sample Advertisements.
- Some companies will do the recordings for you some have celebrity voices that are pre-recorded, some you record the home description or messages yourself. The self recordings seem to work best because you can change or add them immediately if needed you are not waiting for the company to do the recording.

I Have my 800 #...Now What?

The first thing you need to do now that the system is set up is decide what type of leads you want to receive. Do you want buyer leads, seller leads, refinance leads, mortgage leads, first time buyers, condo buyers, 55 and over communities, horse properties, oceanfront buyers? If you have a niche like some just mentioned here you can develop your system for that specialization as well.

To create Buyer Leads

- You can run an inexpensive in column classified ad with only 3-4 lines simply stating "For a List of all Oceanfront homes available for sale in Oceanside call 1-800-000-0000 code 1999" or "For a free list of all Foreclosure and Distress Properties call 1800-000-0000 code 1998"
- You can run an ad in a color magazine or newspaper. Choose the publication that has the best exposure in your area. Better yet try an ad in each one and see which one brings in the most calls. (be sure the ads you run are

the same so you are comparing apples to apples)

- Run a classified ad or an editorial ad for things like *“How to buy a home with the least amount of money down”* The 10 deadly mistakes buyers make”, *“Top 12 problems found on a home inspection”*.
- Run an ad to invite buyers to a Buyer Seminar.
- Use a brochure box on your sign in front of your listing with information for that house on the front of the brochure and put 12 more properties on the back. This way your flyers had a 12 times better chance for you to get a call.
- Run a short classified ad that say *“How to raise your Fico Score enough to buy a house”* *How to buy a home with no money down.*

To Create Seller Leads

- Use the 800-number to set up a hotline in you farm area. Create a recording on an extension of recent sales, newly listed properties and properties that have gone into escrow. You can have different extensions for each neighborhood you farm and call it the neighborhood real estate hotline. This should be updated once a week so the information is always changing. People beginning to think about selling may start checking prices before calling an agent.
- By advertising for buyers you will get sellers as well from people that have a home to sell prior to buying.
- You could run a classified ad in the paper stating *“Find a Real Estate Agent anywhere in the US with one phone call”* Have them leave their name, number and the location they are moving to then you can find them a referral agent and you may be able to list their house if they have one to sell
- Run a classified ad for free report on *“The top ten inspection corrections requested by buyers”*
- Run a short classified ad that says *“Should I remodel or sell?”*
- Offer an extension to a FSBO allow them to advertise with your 800-number and their own extension. This is safer for them they don’t have to post their own phone number on the front lawn for the world to see. You can email

or call them with the daily leads. Have an agreement with them that anyone not interested in their property is a client you can pursue.

Uses for Community Service

- Post game schedule for a softball team you sponsor. For example, have a quick announcement at the beginning of the recording like “This updated game schedule is provided by _____ at _____.”
- Record school lunches on the extension. Again, use a quick announcement at the beginning of the recording.
- Restaurants to post their specials they can post the number in their restaurant for their clients to use. You could even have a coupon by fax offered, if your 800-service has a fax back option.
- You can write editorials for the local newspaper and use your 800-call capture number for more information.

The System for the system

- As the leads come in call the potential client back within 15 minutes of them hitting your ad code (use script attached) If you do not have the ability to call back within 15 minutes then schedule a time in your schedule every day to return all calls that have come in for the previous 24 hour period.
- Offer to have them come into the office for a buyer consultation. If the potential buyer has a home to sell first set an appointment to go out and view their home, prepare a market analysis and list it for them.
- Sell them a house or sell their house!

Frequently asked questions

Q: Can I use the system without an 800#?

A: No, the 800# is the reason you get the phone number captured, since you pay for every incoming call to your 800# you are entitled to all the phone numbers that call in. In many cases you will receive phone numbers that are blocked or unlisted numbers that cannot be captured other than through an 800# system.

Q: Where do you get your best response?

A: Results of studies show that the best response is from the local color real estate publication (in our area it is called Homes and Land Magazine). I run a full page on the right side of the book. The right side is important unless you are running two pages together and if you are running two together I would suggest the middle of the book, first two pages or last two pages.

Q: I don't have any foreclosure properties to send them how can I advertise that?

A: When you call back the potential buyer ask them if they only want foreclosure properties or would they like a list of all hot properties. 99% of the time the prospect will say I want a list of all the hot properties. There are also foreclosure lists you can subscribe to and you could forward that information after getting the potential buyer under contract to work with you and pay your commission which many times is not included with foreclosure homes. If they get a really great deal they won't mind paying your fee.

Q: I don't have any listings to advertise?

A: Borrow listings from other agents in your office or company, offer to advertise FSBO's for free, talk to a developer and ask if you can advertise their new unsold homes. A builder close out ad brings a good return on calls especially for lenders.

Q: What do I put in the Advertisement?

A: It is best to do some trials for the area. So far the best has been found to be advertising the properties without the price and without the location. The buyers need a reason to call if you give them all the information they have no reason to pick up the phone.

Script for 800-call capture Response

Hello... This is _____ with _____ (name of company and or team) _____, you responded to our 800-hotline regarding a property located in _____ **(Area)** _____ Tell me, who am I speaking to?

(Response)

Did you get all the information you needed on that property?

Did the photo or recording interest you enough to set an appointment to see that property?

If yes:

Great...is afternoons or evenings better for you?

Ok would _____ at _____ or _____ at _____ be better for you?

Before we meet I would like ask you a few questions is that alright?

(Then continue with questions below)

If No:

Ok (Then continue with questions below)

Where do you currently live? (Response)

Are you renting or do you own the property you're living in? (response) terrific!

(If owned)

Have you listed your property for sale yet?

Will you need to sell your property ...to buy the next one?

(If Renting)

Are you in a lease or on a month-to-month agreement?

Are you currently under contract/working with a buyer's specialist to find your new home? (response) Great!

By the way have you spoken with a lender to get pre-qualified yet?

If yes:

Great who will you be working with for your loan?

If no:

No Problem I can have one of my lenders give you a call once we have finished here and get that process rolling for you.

How long have you been looking for a home? (response)

Can you describe the home to me that you would buy ...(bdrms...baths..square footage..etc..)

What price range are you looking in?

How much of a down payment are you working with?

Tell me ...why did you decide to ...buy a new home?

Let me ask you on a scale of 1 to 10, 10 meaning you are definitely interested in moving if we could find you a home that meets your needs and fits the budget, and 1 meaning you are not interested at all...how would you rate yourself? (If under 5 don't go forward ask when they feel that may change to a 10 if they don't know thank them for their time and ask for a referral)

If you have already set an appointment to show a home to the client start here:

We have an appointment to see the home on _____ street on _____ at _____:_____ which we will do however ...(then use the proper script on the next page)

Additional 800-Call Capture Appointment Setting Scripts Renting or has no Home to Sell

In order to get you one step closer to (whatever their reason is for moving) all we need to do is set a time for you to come into our office for about 15-20 minutes we will complete our buyers consultation with you. At that time we will also answer any questions you may have about the home buying process. Which would be better for you _____ at _____ or _____ at _____

Tell me, what is the best phone number to reach you at if a change is necessary _____ and what is an alternate number for you _____.

One more thing before I let you go...(go to lender script below)

Has a Home to Sell

To get you one step closer to your new home...all we need to do now is simply set an appointment to get together and go over the selling process, cover what you can expect to net from your existing home, and get clear on what you are looking for in your new home. Once we do that we will be prepared to confidently move forward. What time would be better for you _____ at _____ or _____ at _____?

Tell me, what is the best phone number to reach you at if a change is necessary _____ and what is an alternate number for you _____.

One more thing before I let you go (use lender script below)

To get you one step closer to your new home all we need to do is simply set an appointment for you to speak with _____ our Listing Specialist ...so he/she can go over the selling process, cover what you can expect to net form your existing home, then you and I will meet and get clear on what you are looking for in your new home and we will be prepared to confidently move forward with your purchase. What time would be better for you _____ at _____ or _____ at _____?

Tell me, what is the best phone number to reach you at if a change is necessary _____ and what is an alternate number for you _____.

One more thing before I let you go (use the lender script below)

Lender Script









Once we hang up I am going to call _____ with _____ who is one of our preferred lenders and I am going to ask him/her to give you a call get you pre-qualified over the phone and explain some loan program options for you. Completing this process up front will increase your buying and negotiating power once we find the home you want to write an offer on. Are the numbers you just gave me the best numbers for them to reach you at?


Great I look forward to seeing you on _____ at _____

If you do need to change your time please call us back at _____ preferably with a 24-hour notice. Thank you again we'll see you at ____: ____ on ____.
Good Bye!

Sample Marketing for 800-Call Capture

**We are Open 24 Hours a Day at
800-653-1862
For Recorded or Faxed Information CALL NOW**

 <p>Golf Anyone? Fantastic Neighborhood! Walking/bike trails, lot, & your own in-ground pool to enjoy all summer! 1-800-653-1862 Code #1485</p>	 <p>Senior spectacular! Just Reduced! Peaceful senior community. 2BR/2BA with beautiful mountain views. \$50,000 - \$65,870 1-800-653-1862 Code #1445</p>	 <p>Just Lovely Great back yard. Enjoy a totally private spa, panoramic & mountain views. Walk to Hwy High. 1-800-653-1862 Code #1605</p>
 <p>Cool Off in Style Enjoy summer BBQs around your sparkling pool. Huge yard with fruit trees. No HOA or Mello Roos. 1-800-653-1862 Code #1665</p>	 <p>Vacation for Life! Ocean front Vacation Property or Trade a week for anywhere in the world! 1 week minimum. 1-800-653-1862 Code #1595</p>	 <p>Unforgettable Views Upgrades throughout. New hardwood flooring, crown molding and family room with a fireplace. Large yard with garden. 1-800-653-1862 Code #1115</p>
 <p>Panoramic Golf Views This one is ready to hand over the keys! Too many upgraded to mention. 1-800-653-1862 Code #1445</p>	 <p>Quiet Location Located on a Cul-de-Sac with plenty of room for the family and the dogs. RV parking. Great open beamed family room. 1-800-653-1862 Code #1615</p>	 <p>Too Cute To Pass By!! New hardscape and landscape in front and back yard. NO Mello Roos and low HOA fees. 1-800-653-1862 Code #1135</p>



Eileen Schwartz Team
www.schwartzteam.com

 Prudential
California Realty

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Notes:





5000 Birch Street
Suite 1400
Newport Beach, CA 92660

888 866 3377 **ph**
949 251 9973 **fax**
yourcoach.com

