

CONVERTING PROSPECTS TO APPOINTMENTS

TRAINING GUIDE

JONES HOLLOW REALTY GROUP INC



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ABOUT THE COURSE

It's great that you're ready to start generating more leads. This class is going to definitely maximize your opportunities.

This course will guide you through an extensive overview of generating leads through your normal funnels, but with a new understanding. You'll learn how to maximize your database, work with For Sale By Owners, get started with digital marketing and so much more.

Once you complete this class, you'll be ready to dominate the market and be the best agent you can be.



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**The purpose of
business is to create a
database of people
who will rely on you.**

COURSE OUTLINE

1

INTRODUCTION TO COURSE

Identify the goals of this course and get ready to dive in and move your business forward.

2

DATABASE

Take a good look at your database and the potential it has to generate leads.

3

FOR SALE BY OWNER

Identify your approach to FSBO and how you can successfully work these leads.

4

DIGITAL MARKETING

Discover the potential of digital marketing and how you can tap into it.

5

EXPIRED LISTINGS

Learn how to successfully approach expired listings and earn exclusivity.

6

OPEN HOUSE

Find out how to throw a killer open house that will draw crowds.



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SESSION 1

INTRODUCTION TO COURSE

OBJECTIVES

- Get an overview of prospecting clients from your database, For Sale By Owners, online leads, expired listings, open houses and by targeting a geographical area.
- Identify and practice the right attitude, approach and language to convert leads.
- Learn how to turn any lead source into an appointment.

INTRODUCTION

Getting leads can be tough. In this class we'll look at potential lead sources with new eyes and we'll find hidden opportunities that you might have been overlooking. You'll be surprised by how many unworked leads are all around you.

Knowing what to say to each group of lead sources is the key to success. Gaining control of your tone and body language and mastering your scripts will help you transform a higher number of potential leads into actual appointments.

Before you know it, getting leads will be easy..

NOTES



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SESSION 2

DATABASE

OBJECTIVES

- Learn about your sphere of influence and the power of a well-worked database.
- Find how often you should reach out to your database.
- Discover how to provide value to the people in your database to build your brand.

WORKING YOUR DATABASE

Having a solid database starts with your sphere of influence (SOI), which includes your friends, relatives, all your former and current co-workers, college friends and so on. You get the picture. It's everyone you know, including people you transact with, like your doctor, attorney, hair stylist, financial advisor and, of course, your past clients.

When you identify and organize your SOI into a database, you'll get a better grasp on how many people you have the potential to affect. Just think, all of these people know you in some capacity. It's your job to associate yourself and real estate in their minds, so whenever the topic comes up in their life, they think of you.

By reaching out to the people in your database several times per year, you will be guaranteeing a stronger connection with each person in your SOI. If you do it right, you'll be providing real value to them, so you won't need to worry about being too "salesy" when you reach out.

Effectively working your database to build your brand can generate a 10% yield. In other words, every 10 people in your database equals one transaction per year. This can take a few years to get rolling, but I think we can all agree that those numbers are worth shooting for.

ACTION ITEMS

- Calculate what 10% of your overall database is.
- Discover the money you've been missing out on by not working your database.
- Practice, memorize and rehearse the script with roleplaying.

NOTES

HOW OFTEN SHOULD I CONTACT MY DATABASE?

In order to generate a 10% yield from your database, you have to be in communication with each and every person in your database between 24 and 30 times each and every year. This number represents all contact points like mailers, emails, texts, meetings and phone calls. Call every person in your entire database on the phone 4 to 6 times a year. Remember, your objective is to become their resource for everything real estate-related.

Here is a general outline for what to say when you call the people in your database:

1. Get personal/ build rapport.
 - a. How are you? How is your spouse? How are your kids? How is work?
2. Discuss their real estate needs. Have you ever thought of buying an income property? Do you need to refinance? How can I help you with your real estate needs?
3. Ask for referrals. It is critical you ask for the business. Who do you know that I can help buy or sell now?

Tip: Always ask for referrals but ONLY after you are in rapport and have discussed their needs. If you help them, they'll want to help you.

NOTES

MARKETING TO YOUR DATABASE

Marketing to your database doesn't have to be an expensive effort. You can use sweat equity or check equity. **Sweat equity** means that you're doing the work yourself. This includes things like making phone calls, going out and making those connections by throwing parties and having lunches. **Check equity** means that you can write a check to take care of the work. This includes things like direct mailers and hiring people to help you with social media and other outreach efforts.

Marketing ideas to reach your database include:

- Events, parties and lunches with the people in your database
- Content produced for social media
- Gifts you'll send
- Direct mail

Based on your budget and available time, decide when you need to use sweat equity (you do the work) or check equity (pay for someone else to do the work) to execute on your plans.

HOW OFTEN SHOULD I CONTACT MY DATABASE?

INDIRECT/IMPERSONAL COMMUNICATION	DIRECT/PERSONAL COMMUNICATION
12-24 EMAILS	4 PHONE CONVERSATIONS WITH EVERYONE IN YOUR DATABASE
12 DIRECT MAILERS	1-2 GREAT CLIENT EVENTS PER YEAR

SESSION 2

TALKING TO PEOPLE IN YOUR DATABASE SCRIPT

- Hi... this is (NAME) with (COMPANY). I hope you and your family are well. Do you have a quick minute for me? Thank you!
 - I was wondering if I could help you with any real estate questions you might have... Great!
 - Are you curious about the value of your home? Do you want to know what is going on in your neighborhood?
 - Do you want to know general market conditions?
 - Is it time to sell your home? Should you be refinancing now?
 - As you know...I want to be your resource for everything real estate related. Please call me if you ever have questions...okay? Terrific!
 - (NAME)... my business is based on referrals from great clients, friends, people like you. So, before I let you go...Who do you know that needs to buy or sell a home now or in the near future? Excellent!
 - Can you think of anyone from your office, neighborhood, family or church? Super!
 - I appreciate your help and if anyone should come to mind please don't hesitate to call me! Thank You!
-

MARKET UPDATE SCRIPT

- Hi (NAME) the market's really moving and home values are going up, up, up. Want to know your home's new value? (Sure, sounds great.)
 - Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or should I email/mail to you?
- [If they ask "How's the market?"]
- Inventory levels are low. When a great home comes on the market, buyers and investors are writing offers and driving prices.
- [Then ask one of the three questions below.]
- Have you had any thoughts of selling?
 - Do you know anyone who's had thoughts of selling?
 - Do you know anyone who tried to sell in the past and it didn't work out?



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SESSION 3

FOR SALE BY OWNER

OBJECTIVES

- Learn how to approach For Sale by Owners (FSBOs)
- Understand the statistics that will help you approach FSBOs
- Find out the best approach to convert FSBOs into your clients

FOR SALE BY OWNER STATISTICS

For Sale By Owners (FSBOs) are a great lead source. You need to understand the statistics involved with FSBOs because they are different from your average client statistics.

- 10-11% of FSBOs actually sell themselves.
- When they do sell, they sell for 16% less than if they were working with a professional agent.
- 13-14% are simply not successful at selling.
- Roughly 76% will end up listing with a real estate agent.
- 86% of FSBOs are motivated to sell.

ACTION ITEMS

- Practice the scripts until they are familiar.
- Role play the scripts until you feel comfortable with each of them.
- Create a plan to reach out to and follow up with FSBOs.

You have a good chance of working with FSBOs but your approach has to be different. It takes on average 47 days of having their house on the market before FSBOs choose to interview and list with an agent. This means you need to develop a strong follow up system and plan. Most agents try for one or two weeks. To successfully work FSBOs, you'll need to check in with them every week for 6-7 weeks.

OBJECTIVES FOR APPROACHING FSBOs

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

1. **Set a listing appointment.** If you call enough FSBOs, some of them will be ready to list. It is important to set this as your intention on every call you make to a FSBO.
2. **Set a preview appointment.** A preview appointment gives you the chance to go out and take a look at the home and meet with the seller for a few minutes.
3. **Decide if you want to work with them.** If the seller is rude and you feel that you don't 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, move on.

FSBO APPOINTMENT SETTING SCRIPT

Hi, I'm looking for the owner of the home for sale. This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the market place for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!

1. I know the ad in the paper/online said it had (#) bedrooms and (#) baths,
 - o Are the rooms a good size?
 - o How is the kitchen?
 - o Have the bathrooms been remodeled?
 - o Would you tell me about the yard?
 - o Tell me about your neighborhood: do you feel it's nice for raising a family?
 - o Is there anything else that is important to know?
2. Sounds like you have a great home, why are you selling? (Great)
3. If you sell this home, where are you moving? (Terrific)
4. How did you decide on that area? (Fantastic)
5. Who did you want to sell your home to: a friend, neighbor or a relative? (interesting)
6. How much is the new house you are buying? (Good for you)
7. So, do you have to sell this home first to close on the new one? (Great)
8. What is your time frame? Okay ...
9. How did you determine your sales price? (Got it)
10. You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
11. Why are you selling yourself ... rather than using a professional agent (interesting)
12. If there was an advantage to ... use me ... to market your home, would you consider it? (terrific)
13. Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time (___) or would (___) be better for you?
14. I'd like to have some information delivered before we meet ... where should I send it, to your home or office?
15. I look forward to meeting with you on (___), thanks and have a great day.

SCRIPT: 4 TYPES OF BUYERS

- Just out of curiosity, how many calls did you receive last week?
- How many of those were from Realtors?
- That leaves ___ potential buyers.
- Out of ___ how many came to see your home?
- Out of the ones that came to see your home, how many gave you an offer?
- Do you know why they didn't give you an offer? It's because there are 4 types of buyers ...
- The first type are serious and in a hurry they may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone whose home sold last night and today they need to find their replacement home. Because they are in a hurry do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBOs?
- Realtors have 97% of all the homes on the market listed with them and only 3% are FSBOs so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?
- The second type are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ... or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?
- Naturally these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
- The third type you may have encountered ... they are investors or bargain hunters ... preying on FSBOs that are in a hurry to sell at a discount. What's the only thing they are looking for?
- And of course the 4th type can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky lous. In fact, Realtors don't work with them because they are not qualified to buy.
- So you can see Mr. & Mrs. FSBO if Realtors have 97% of all the properties that are on the market, it only proves that the serious buyers are going to work with a Realtor and what kind does that leave for you?
- The investors, bargain hunters and the looky-lous. Right?

FSBO OBJECTION HANDLING SCRIPT

Objection: *"We want to try selling it ourselves."*

- I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)
- So I'm curious, are you familiar with the difference between passive and active marketing? (No)
- Real quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ... Were you thinking about doing any of these things?
- Yeah, I was afraid of that! These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)
- Which then makes you think, well, what's so hard about that ... I could do that ... right? (Right)
- The problem is ... this doesn't get a home sold anymore ... Do you understand now what I mean by passive ... sitting around with your fingers crossed ... waiting for the buyer?
- Active Marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, even 100 a day. The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.
- Do you know why I ask if they would like to sell their home? Because the more signs I have, the more buyer's calls I get to show your home ... Does that make sense?
- Now ... Which way passive or active do you believe will get your home sold? And you understand that I am doing active marketing on you as we speak, right? So, how many people do you think you could call a day to try and get your home sold ... and by the way have you ever done telephone soliciting before?

FSBO OBJECTION HANDLING SCRIPT

Objection: *"We want to try selling it ourselves."*

[Alternative]

- You can try it. Lots of people do.
- It is like going to Las Vegas. Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there.
- Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[Alternative]

- Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself.
- I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress.
- I have record sales. [share stats]
- I earn my commission. I bring you top dollar. I close the deal.

THE PREVIEW APPOINTMENT

WHAT TO SAY TO GET THE PREVIEW APPOINTMENT SCRIPT

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?

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.

KEY 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 PREVIEW APPOINTMENT

THE SYSTEM 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 elicit 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 5 p.m. for 15 minutes to see if the numbers work.

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 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.



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SESSION 4

DIGITAL MARKETING

OBJECTIVES

- Learn about the value of digital marketing.
- Find out all the different digital marketing approaches.
- Understand how to create a funnel to generate online leads.

YOUR GOALS FOR DIGITAL MARKETING

Digital marketing is an important part of being a real estate agent in today's world. When you look at your online presence with fresh eyes, you'll be amazed at all the potential there is to generate leads.

Start by familiarizing yourself with many different social media platforms online. Your goal is to create content that makes people pause and say, "Wow!" Use this attention to engage with your audience. Polls, comments, stories and interactive live videos are all great ways to generate engagement online.

Building an online audience takes time and dedicated effort. It's important that your content is both high-quality and consistent.

Lighting plays a huge role in making something look professional. Consider getting a ring light for any videos you are posting of yourself. Post only beautiful shots of properties you may be listing but don't get preoccupied with creating perfect content. Allow yourself to post often. If you are offering value and posting consistently, you will see your audience grow and respond to your efforts.

Digital marketing is a great way to build your brand and increase the size of your database. Reaching your online audience will solidify their understanding of you and real estate in their minds. When they are thinking of buying or selling, or if they know someone who is, they will think of you.

ACTION ITEMS

- Launch a property search website to direct all your ads to
- Set up an automatic valuation landing page
- Publish weekly content online
- Create or refresh online profiles
- Create an email list
- Share engaging content consistently across your social networks

BUILDING A LEAD FUNNEL

Building a lead funnel is all about using your digital marketing to create engagement. By creating interesting posts online you can lead people to seeing your posts more, helping them remember you, building your brand and also capturing lead sources in the form of emails.

When you're thinking about lead generation online, just think about how websites like Zillow accomplish this. By giving your email to a website like this, you are likely signing up for market update emails as well as getting the answers you need. Marketing can always be about providing value while at the same time building your brand.

With each post you make online, think about how it can potentially create a lead funnel to contribute to your database. Think about how your exciting, engaging posts can work for you to capture lead source information like emails and followers.

SCHEDULING CONTENT

Create a calendar and break down marketing efforts into daily, weekly, monthly, quarterly and annual blocks. Your calendar items can change as you work through the months. Track all planned changes in your calendar. Commit to follow this calendar for at least six months.

DIGITAL MARKETING CALENDAR EXAMPLE

Daily

- Social Posts/stories

Weekly

- Vlog/ShowFB/Instagram Ads
- Neighborhood FB Group Posts

Monthly

- Email Newsletter

Non-Stop

- Google and YouTube Ads
- Zillow, Realtor, and Trulia Ads in your chosen area

CONTENT IDEAS

When your marketing is relevant, it calls your audience to action. Use the following list of ideas to power your online farming campaigns—whether they take the form of postcards, reports, digital downloads, emails, door-knocking dialogues, online ads or any other strategy discussed in this training.

- **Yikes Campaign:** a video or post indicating that listings are in short supply, so qualified buyers are making competing offers, which is driving sale prices up.
- **Client Testimonial:** a blurb speaking highly of your services with a photo.
- **Home Valuation:** a piece directing homeowners to a web page to receive an automatic price estimate.
- **Market Update:** a report with charts/graphs describing market trends. This works best if you are using geographically targeted ads so the content can be specific.
- **Sports/Arts Calendar:** a schedule of games or performances for a local athletics team or performance theatre. This is a great way to engage your audience.
- **Social Proof:** a map with dropped pins to display your sales in the farm area. It could also be a picture collage of your active, pending, and closed listings.
- **Featured Listing:** a post highlighting an area listing.
- **CMA Offer:** an offer to perform a free, no-obligation comparative market analysis, which will require a visit to the property prior to producing a reliable report.
- **Reasons Why:** a piece outlining reasons why a prospective seller should take action (e.g. "Reasons to list during the holidays," etc.)
- **Quirky Holidays:** a piece imparting well-wishes on an unusual holiday or special day (e.g. "Workaholic's Day," "Science Fiction Day," or "Opposite Day")
- **Service Differentiator:** a piece emphasizing some aspect of the experience you provide to seller clients (e.g. professional photography, video marketing, staging, etc.)
- **Success Insight:** a powerful data point or statistic that makes you or the market look good (e.g. a strong list-price to sale-price ratio, low days on market, etc.).
- **Case Studies:** a big-time sale or a unique tactic you employed to produce results.
- **Local Business Spotlight:** a post featuring a local business owner or a shop located (or soon to be located) in your area.
- **Best-of List:** a piece ranking the top contenders of a certain category (e.g. "Best Christmas lights," "Best lawns," "Best coffee shops," etc.)
- **Event Invitation:** a request for neighbors to attend an open house or to visit your booth/table at an upcoming event
- **Pro Tips:** best practices, ideas or warnings for prospective sellers that ultimately position you as the local expert (e.g. "4 tips for getting your home ready to sell")
- **Seller Guide:** a document or pamphlet outlining the process of selling a property
- **Coupons:** discounts for local businesses or preferred vendors
- **Why You:** a piece laying out the most compelling reason(s) to hire you

ONLINE LEAD FOLLOW UP SCRIPT

Hi/Hey name ... this is (name) with (company).

- You were recently on our site www._____ and we wanted to thank you for registering.
- We received your request regarding getting a really good deal on a property in the area ... Is that the area you're looking to buy in?
- What types of property do you like best ... condos or a house? (Wonderful)
- What price range are you looking to buy in? (Terrific)
- I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
- Is your house currently on the market? (Really)
- [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
- How have you been searching for homes?
- Obviously ... since you are looking online you aren't working with an agent... right?
- What it will take to ... buy a home...
- Let's meet for 15-20 minutes ... so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.
- What would work better for you? ... day/time or day/time.
- Great! My office is at _____
- My office number is _____
- I'll send you an confirmation email to...
- Is your email address (repeat email address)?
- And is this the best number to reach you?
- Every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)
- [If they are paying cash] Terrific ... When we meet please bring proof of funds ...
- [If they have a lender] Terrific ... our clients always ask us for a second opinion ... would you like one?
- [If they have no Lender] With such a big decision ... who you work with matters ... we have a great relationship with ____ ... he/she helps all of our clients ... why don't I have them give you a call?
- Great ... thank you again and we look forward to assisting you!
- Name ... will you do me a favor and let me know if something comes up and you can't make it at _____ .

A HOME VALUATION LANDING PAGE

Consider using targeted social media ads and/or bulk mail marketing to drive prospective sellers in your farm area to the landing page. For help setting up a home valuation landing page, you may consider looking into these service providers:

- Home Value Leads
- Easy Agent Pro
- Listings to leads
- Kunversion
- Cloud CMA
- BoomTown ROI
- GeographicFarm.com
- Placester
- Real Geeks
- Prime Seller Leads

YOUR ONLINE PROFILES SHOULD CONTAIN THE FOLLOWING:

- Your full name and contact info (e.g. phone, email, etc.)
- Professional-looking, up-to-date headshot(s).
- Links to your website(s) and social networks.
- Succinct biography
- Real estate designations plus brief descriptions
- Your relevant employment history
- Cities, areas or markets you specialize in
- Unique professional skills/expertise

SET UP OR UPDATE THE FOLLOWING ONLINE PROFILES:

- Zillow
- Trulia
- Realtor.com
- Google
- Bing
- Yelp
- Facebook and Instagram
- LinkedIn



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SESSION 5

EXPIRED LISTINGS

OBJECTIVES

- Understand the unique position of expireds.
- Learn stats that will help you approach expireds strategically.
- Master your approach and language for expireds.

BENEFITS OF EXPIREDS

Like all lead sources, working expireds takes a certain approach and awareness. Generating leads from expireds requires an understanding of their experience and position. Let's talk about some reasons why you should be working expireds in your area.

Four reasons why you should work expireds:

1. They have to sell. They've shown interest in the past since they've listed before.
2. They've proven that they see value in using an agent.
3. A large percentage are going to relist in the next 30-90 days.
4. They are willing to pay commission.

ACTION ITEMS

- Practice Scripts.
- Role play Scripts.
- Develop a follow up plan to work with expireds that incorporates empathy and a rigorous time frame.

EXPIRED STATISTICS

Understanding statistics around working with expireds can help you approach them in the most efficient way. Understand the potential you have with expireds within the right time frame and you'll be set up for success. Here are some helpful statistics:

- 28% of expired listings are going to relist with the same agent they were working with.
- 35% are going to take their home off the market for at least 30 days. Almost all of them come back on the market within 90 days.
- 37% will end up relisting with a new agent within those first 30 days.

Your window to work with expireds is in 90 days after the home has gone off the market. Some will relist after 30 days, almost all relist after 90. You want to be the agent they choose, so you have to use a carefully thought out follow up plan.

HACKS FOR WORKING EXPIREDS SUCCESSFULLY

1. **Understand the psychology.** Empathy is a number one driver of all influence. Imagine if you put your home on the market and it didn't sell. Think of all the emotions you might be feeling. If you can understand the psychology of an expired client, you can create the most effective follow up plan that is both aggressive in its time frame while still being sensitive to their position and needs. Remember that you're there to serve.
2. **Create certainty.** They've already gone 6 months in this uncertain phase. It's important to be the authority, strong and confident.
3. **Follow up.** Only 8-10% come from a first call close. Only a small amount of your appointments will come from your first conversation. 90-92% will come from follow up. It may take 5 or 6 calls before you get that appointment.

BUILDING RAPPORT

It's extremely important to build rapport with expireds so that you can stand above the rest of the agents who may be calling the expireds you want to work with.

When speaking with expireds, you can build rapport by:

1. **Matching speed.** Match the speed and rate of their language. If they are speaking slowly, speak slowly. If they are speaking quickly, speak quickly. This creates connection and a deeper understanding between you and your client.
2. **Matching tone and energy.** If the person you are talking to is excited, be excited. If they are calm, mimic their calm energy. See where their emotional state is at and do what you can to match it. Matching energy creates a sense of empathy and understanding between two people. Your efforts to see and respond to your potential client will help them feel safe and connected to you.

You'll have great rapport with them in no time!

SESSION 5

EXPIREDS DIALOGUE: CREATING CONNECTION SCRIPT:

- Hi ... I am looking for _____. This is ____ with _____. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it? [If it is clear they are getting lots of calls, use these effective lines]
 - Are you just taking your home off the market?
 - Are you getting a lot of calls?
 - These agents are like rats coming out of the woodwork...aren't they?
 - Can you imagine if you had to work with these people everyday like I do?
 1. If you ... sold this home ... where would you be going to next?
 2. What is your time frame to be moved? (Ouch)
 3. Why do you think your home did not sell? (Really)
 4. How did you pick the last agent? (That obviously didn't qualify them to sell your home)
 5. Has anyone told you exactly why your home did not sell? (Great)
 6. The only reason a home does not sell in today's market is because of exposure ... did you know that?
 7. If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? (Perfect!)
 8. Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home.
 9. What would be better for you _____ or _____?
-

EXPIREDS DIALOGUE: IF YOU GOT AN OFFER YESTERDAY

Hi, I'm _____(Name) with _____(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to? Is that something you'd still like to do?

1. I've discovered there's only 3 reasons a great home like yours doesn't sell ...
 - The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.
 - The home didn't show well or capture the buyer's emotions... or
 - The pricing strategy ... I'm curious ... There are 2 ways to price ...
 - High for negotiations or
 - Fair Market Price to create a potential bidding war
2. Which did your agent recommend?
3. Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?
4. What would be better for you _____ or _____?

EXPIREDS DIALOGUE: WHERE WERE THESE AGENTS?

Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?

1. If you had ... sold this home ... where were you moving to?
2. If I brought you an all cash buyer, close in 30 days, where would you like to move to?
3. What was your original time frame to sell and be moved? (Ouch!/Really?)
4. Why do you think your home did not sell? Really?
5. How did you pick the last agent you listed with?
6. Knowing what you now know ... what will you expect from the next agent you choose?
7. What type of feedback did you get from the people who saw your home? Tell me more about that. I have time, would __ or __ be better?

5 COMMON OBJECTIONS SCRIPT

Objection: *"We're taking the home off the market."*

I hear what you're saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let's just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn't, it was just 15 minutes ... sound good?

Objection: *"We've already chosen another agent/friend in the business."*

I can appreciate that ... have you signed an agreement with them?

(If no) Let me ask you a question ... after ____ months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

Objection: *"We're going to try it on our own for a while."*

I can appreciate that ... and let me ask you a question ... If I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

Objection: *"You agents are all the same."*

I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

Objection: *"Where were you when my home was on the market?"*

That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?



JONES
HOLLOW
REALTY GROUP

SESSION 6

OPEN HOUSES

OBJECTIVES

- Understand why Mega Open Houses have a major impact.
- Learn best practices for throwing successful open houses.
- Find out how to create a post-open house follow up plan.

OPEN HOUSES

Open houses are a great way to sell a home. In fact, they may be the fastest way to a sale. Think about it: an open house is a property into which a future client literally walks through the front door. When a person visits an open house, it's likely that, on some level, they're contemplating a move. It's up to you to create a meaningful connection and, ultimately, acquire their business. But that's not all they can be good for.

Open houses can be used to reach other potential sellers in the neighborhood. When one house goes up on the market, oftentimes the neighbors will get the same bug and start expressing interest in selling. So, if you've ever described an open house attendee as a "nosy neighbor" or a "looky-loo," you may have passed over the next seller in that community. The objective of a Mega Open House is to position you as the agent of choice in communities where you want business. Having an open house and inviting the neighbors is a great way to reach new potential clients and expand your database.

3 WAYS TO HAVE AN EFFECTIVE OPEN HOUSE

1. **Effective marketing:** marketing effectively to drive an appropriate amount of traffic makes the open house worth it.
2. **The experience and your rapport:** the actual experience the prospect has when they walk in the door is key. How are they greeted? How is the service that you're providing? Have empathy for the different types of people who might be showing up to your open house and look to build connections with each of them by building rapport.
3. **Strong follow up process:** the follow up that you do afterwards is essential for staying connected to all those prospects you met. Make sure to do 6-9 follow up attempts to connect with each prospect who attended your open house.

ACTION ITEMS

- Practice and role play scripts.
- Think about which properties you might want to have an open house for.
- Check them against the procure checklist.
- Throw a great open house!

OPEN HOUSE SCRIPT: INVITING THE NEIGHBORS

Hello ... my name is (name) with (company) ... and ... I will be hosting a special open house at (location) on (day) from (1 to 4) ... did you know this home was for sale? (hand them a flyer/invite)

1. I promised the seller I would get the word out in the neighborhood... and I was curious ... who do you know ... that might want to live in our area?
 2. Wonderful ... again ... It's this Sunday from 1 to 4 ... feel free to stop by ... I'd love to show you the home ...
 3. By the way ... have you ever considered selling your home?
-

OPEN HOUSE SCRIPT: TALKING TO BUYERS

1. Hi, my name is _____ with _____. How are you today? (Great)
 2. What's your name? (Wonderful)
 3. (Name) ... how did you find out about my open house? (Excellent)
 4. What kind of home are you looking for? (Fantastic)
 5. Who has been helping you with your home search? (Super)
 6. What areas have you been looking at? (Great)
 7. What homes have you seen that you like? (Terrific)
 8. What prevented you from making an offer? (Wonderful)
 9. What's your price range? (Excellent)
 10. What's the name of your lender? (Great)
 11. How much have you been approved for? (Fantastic) or _____?
-

POST-OPEN HOUSE

Follow up with people who signed in to your open house. Consider sending them a thank you card or a personal note. Schedule 45 minutes to an hour immediately after the open house to meet with prospective clients while the details are fresh.

THROWING A SUCCESSFUL OPEN HOUSE: STEP-BY-STEP INSTRUCTIONS

It takes a lot of work to throw a great open house. Remember the P's of open house success to help you stay on track: procure the house, pre-open house, perform and post-open house.

PROCURE THE HOUSE

Some properties are naturally better suited for open houses than others. It's important to seek out listings where you can answer "yes" to the following questions—regardless if they're your listings.

CHECKLIST FOR DETERMINING WHETHER TO HOST AN OPEN HOUSE

- Has the property been on market for fewer than 30 days?
- Is the seller agreeable to a regular or mega open house?
- Does the property show well—inside and out?
- Does the property feature any unique, must-see qualities?
- Is the property in a desirable location with healthy sales?
- Is the property within one or two turns of a main road?
- Does the property look good online? Make sure there are high quality photos, videos, copy, etc.
- Is the property competitively priced and salable?
- Is the property easily accessed— parking and so forth?
- Is the property in a neighborhood you want to dominate?

THROWING A SUCCESSFUL OPEN HOUSE: PERFORM

It's showtime. All the effort you put into promoting your open house is about to pay off in a big way. That means you need to be prepped and ready to make the most of it. Use the checklist below to ensure the basics are set and ready to go.

PRE-OPEN HOUSE CHECKLIST

- Is the property in a show-ready state —warm and inviting?
- Are you dressed to impress, giving off the image of a trusted professional?
- Does your breath smell minty-fresh?
- Are you wearing your name badge?
- Do you have ample business cards?
- Do you have access to contracts, should any be needed?

DURING THE OPEN HOUSE

Practice reflective listening and build rapport. To do this, simply paraphrase a guest's response to your question to demonstrate that you're interested in what they're telling you. Smile and nod your head up and down. It's also a good safeguard to ensure that you correctly understood what you were told.

- Don't be a tour guide. Refrain from pummeling guests with instructions, questions, or handouts before they even manage to get both feet through the front door. You may feel like you need to share every detail before you lose your chance, but you'll do better to give your guests some space.
- Clean up. Be a pro and put the property back the way you found it.



JONES
HOLLOW
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SESSION 7

DOOR KNOCKING / GEOGRAPHIC FARMING

OBJECTIVES

- Understand the potential for geographic farming.
- Realize what makes a good choice for a neighborhood.
- See the potential for different marketing strategies within a geo farm neighborhood.

INTRODUCTION

A geographic farm, or geo farm for short, is simply marketing and developing your business and relationships within a neighborhood, or multiple neighborhoods or even in high rise buildings.

Effectively working a geographic farm can provide your business with a predictable and highly profitable level of annual sales.

The two main elements of working a farm successfully:

1. **Consistency of Contact.** The homeowners must hear from you, see you and receive something from you on a very regular basis.
2. **Bring Value.** Your knowledge and expertise are valuable. You can become the area's go-to expert by consistently bringing information and service to the homeowners.

RESEARCH YOUR COMMUNITY

Know everything about the area you choose, including:

- The history
- The demographics
- The schools
- How many homes
- Number of Active/Pending/Sold
- Number of Expireds/Cancelled/Withdrawn
- Average list price
- Average sales price
- Average days on market
- Number of houses client has sold in the farming area

The first step to successful geographic farming boils down to choosing the right place to farm. Even if you have perfect farming strategy, if you target the wrong area, it just won't work.

ACTION ITEMS

- Identify an area you would like to focus on as your geo farm.
- Practice and roleplay the scripts.
- Decide a plan for approaching your farm. Where will you use sweat equity vs. check equity?

GEO FARM DOOR-KNOCKING SCRIPT

Hi, my name is (name) with (company), how are you today?

- I wanted to give you a quick update on the real estate market, last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price ... were you aware of this?
- And ... we have more buyers (#) than properties for sale (#) ... So I was curious, what thoughts have you had of selling?
- How long have you lived here? (Good for you)
- What brought you to (_____) (Excellent)
- If you were to move in ... where would you move to? (Great)
- When would that be? If yes, close for the appointment.
- Do you happen to know anyone who has had thoughts of selling?
- Thanks so much, if I can ever be of service, here my card/contact info ... have a great day!

HOT MARKET TEXT SCRIPT

Agent: Hi (name) ... (something personal) ... I was thinking about you because home prices in (hyper-local) are still increasing. Interested in your home's new value?

Prospect: Sure, sounds great.

Agent: Wonderful I'll put together your home's value. Have you done any upgrades? Once it's ready let's meet for coffee to go over the evaluation, okay?

SIX GUIDELINES TO HELP YOU CHOOSE A FARM

1. **Track Record.** Start out where you have a track record of sales, or if you're newer to the business, where your company has dominant brand recognition.
2. **Size:** Determine how many properties you can effectively and consistently manage in relation to the amount of marketing and/or prospecting activities you plan to conduct. Starting out with 250 to 500 properties is typically a good place to get going. If you're farming a complex with several buildings, try starting with one building. It also comes down to your budget. Geo farm marketing can get expensive—so know your budget up front.
3. **Competition:** Is there a dominant listing agent in the area? If so, what's behind that agent's success and what would you have to do to compete? It's usually not worth trying to infiltrate an area where the dominant agent has more than a 30% market share. You'll just be fighting an uphill and expensive battle.
4. **Accessibility:** Avoid selecting a farm area with strict solicitation bylaws or one that is guard-gated—especially if you plan to incorporate door-knocking as a part of your strategy. Remember to think about the landscape of the farm area. If the properties are scattered miles apart from each other, it would be difficult to distribute marketing materials yourself.
5. **Preference:** Do you like the neighborhood? You may decide to farm your own personal neighborhood or you may not. It's your prerogative. Ultimately, the area you select should align with your goals: price point, location, property styles and so on.
6. **Turnover:** A healthy geographic farm has a rate of turnover greater than 6%. To calculate this number for yourself, divide the number of properties sold over the past 12 months into the total number of residences in the farm area. For example, if your farm contains 1,000 homes and 100 sold last year, the rate of turnover is 10%. You can gather this information by way of your MLS or consult with your managing broker.

TURNOVER RATES

You want a turnover rate of 6% or more to ensure that enough properties are selling so that it's worth it for you to invest your time, energy and resources into farming the area. If homeowners move in and stay put for life, you could have the best marketing the world has ever seen and it won't matter because you can't motivate people to move. You can only position your services at the right time, with the right message and in the right place.

You may be wondering, is there a point at which the rate of turnover is too high? Yes and no—it depends on the market. If too many people are moving out of an area all at once, it could create a resale bottleneck. However, as long as prices are holding and properties are selling, the rate of turnover could be 100%. The challenge is when there aren't enough buyers to "absorb" the inventory, which means days on market start to stack up. Because of that, prices will begin to dip. Be on the lookout for these conditions because it's not a good area for farming.

Remember the saying, "Speed to lead!" Your follow up should begin as quickly as a lead comes in. Don't make the mistake of waiting a day or two. By then, the lead is cold.

Leads generally arrive in one of two ways:

1. They call directly. Ask qualifying questions and then set an appointment.
2. They go to your website and get a current market value. If they do that, you can choose from these follow ups:
 - Drop off your listing package and door-knock their home.
 - Put them in your database.
 - Start emailing them until they sell with you.
 - Retarget them using ads.

Remember, all the money is made in conversion. Follow up and nurture your leads until you convert them into clients.

TRACK AND MEASURE

Geographic farming is a lead source, and you have to continue your marketing efforts to see meaningful results. Your job is to pay attention to the big-picture numbers, adjust as necessary and be consistent. Use the chart below to track and measure your marketing efforts. Recreate this in a spreadsheet format.

Marketing Strategy (ex. Direct Mail, Door Knock, Ad, etc.)	Leads	Buyer Appointments	Seller Appointments	Contracts Signed	Transactions Closed	Commission

MASTERING YOUR MONEY

There are a million excellent marketing ideas you can use in your geographic farming strategy. The trick is to balance great ideas and your budget. Whatever strategies you decide to incorporate into your marketing plan, be consistent and execute at a high level. Take a look at the ideas on the following pages to determine which strategies should be a part of your action plan.

SWEAT EQUITY

Geographic farming can run up a bill fast. Assess where you are financially to avoid overextending yourself. Explore what you can accomplish for little to no cost, such as:

- **Contact the owners of expired, for-sale-by-owner (FSBO) and Zillow Make Me Move (MMM) listings as they occur.** Work to build a rock-solid outreach plan that entails lots of follow-up.
- **Contribute useful information and engage in community Facebook or LinkedIn Groups twice weekly.** Keep in mind, if you don't live in the community you farm, gaining access to these types of forums could be challenging. These groups may also have strict solicitation policies to follow, so pay attention. You can position yourself as knowledgeable by offering eye-catching community information, such as tips on local points of interest.
- **Get active with local organizations.** Attend meetings of the homeowners association (HOA), parent-teacher association (PTA) and/or community/business association.
- **Sponsor or participate in community festivals, events or concerts.** If cost is a factor, sponsorship may not be an available option—but that doesn't have to stop you from getting involved and making new connections.
- **Identify and contact "lost sellers."** These are properties that went off the market more than three months ago without selling.
- **Go door knocking at least once a week.** As a goal, try to get face-to-face with every homeowner in your farm area six times a year. Make sure you keep track of names, the conversations you have and houses where no one answers.
- **Conduct open houses and/or mega open houses regularly.** Host a Mega Open House for every listing you take in your farm area. Even if you don't have any listings in your farm area, ask another agent if you can host an open house at one of their listings.

CHECK EQUITY

If you put in six months of consistent “sweat equity” in your geographic farm you’ve probably generated enough resources to scale up your marketing efforts. Review the following strategies and ideas to build out an unstoppable geographic farming plan.

- **Send or door-drop bulk mailers (a.k.a. “direct mail”) two to three times each month.** If sending mail is too expensive, consider distributing the materials yourself. If you’ve already had multiple sales in the area, start with two mailers a month. If not, plan three mailers a month for 90 days and then shift down to only two per month thereafter.

Here’s a short list of service providers that could be employed:

- Geographicfarm.com
 - Every Door Direct
 - CoreFact
 - Xpressdocs
 - VistaPrint
-
- **Advertise in widely read local publications.** You may also consider an organic advertising route, which means contributing free content to the publication, like a weekly column, for instance.
 - **Advertise using display signage near crowded or popular areas.** This could include billboards, bus benches, grocery carts or even your open house directional signs.
 - **Run advertising on Facebook and Instagram.** If you’d prefer to outsource your social media marketing, here’s a short list of service providers who work in that space:
 - CityBlast
 - Listings-to-leads
 - CirclePix
 - Outbound Engine
 - GeographicFarm.com

CHECK EQUITY

- **Run Google Search ads.** The objective here is to drive prospective sellers and/or buyers to a web page with some type of content/access they'd find useful, such as home valuation or property search. Of course, in exchange for that content/access, they'd be required to submit contact information. Note: Make sure you understand what is and is not permitted by regulators. Just as the technology is always changing, so are the industry regulations governing it.
- **Host at least one community event in your farm area per year.** Here's a list of event themes you may consider incorporating:
 - Summer BBQ
 - Charity Drive/Fundraiser
 - Pictures with Santa
 - Film Screening
 - Day at the Park
 - 4th of July
 - Easter Egg Hunt
 - Community Thanksgiving
- **Purchase and prospect online leads within the farm area.** Here's a list of service providers whom you may investigate if you're considering purchasing buyer and/or seller leads:
 - Zillow Premier Agent
 - Market Leader
 - Trulia
 - Realtor.com
 - Realtor.ca
 - Homes.com
 - SmartZip
 - Bold Leads (Canada)
 - Homelight
 - Redfin Partners Agent
 - Offrs
 - Movoto Partner Agent
 - Fizber
 - Referral Exchange

YIKES DOOR KNOCKING SCRIPT

Hi, I'm (name) with (company) how are you today?

I'm stopping by to let you know your neighbor's home at (address) just sold with multiple buyers writing offers ... did you hear about that? And I was curious ... What thoughts have you had of selling?

(If yes) Wonderful ... I know our clients would love to see the home ... (Qualify for their motivation)

(If no) I understand ... it's a very desirable neighborhood ... I promised the buyers I would ask ... who do you know who wants to sell their home? (Terrific)

Thanks so much ... if you ever change your mind ... here's my card. Have a nice day!

[No Homes For Sale]

Hi, I'm (name) with (company) how are you today?

I'm representing some clients who really want to live/own in your neighborhood ... and there's no homes for sale ... Do you happen to know ANYONE ... who's had any thoughts of selling?

How about yourself ... what thoughts have you had of selling?

(If yes) Wonderful, I know our clients would love to see your home ... (Qualify for their motivation)

Thanks so much ... if you ever change your mind ... here's my card. Have a nice day!

MARKETING CALENDAR

MONTHLY

What will you accomplish this month?

Project:

- 1
- 2
- 3
- 4
- 5

QUARTERLY

What will you accomplish this week?

- _____
- _____
- _____
- _____
- _____
- _____

ANNUALLY

What's happening this week?

Event and Date:

- _____
- _____
- _____
- _____
- _____

NON-STOP

What's needs to be finished this week?

- _____
- _____
- _____
- _____
- _____
- _____

WEEKLY PLAN:

List the marketing tasks you'll focus on each day:

Monday

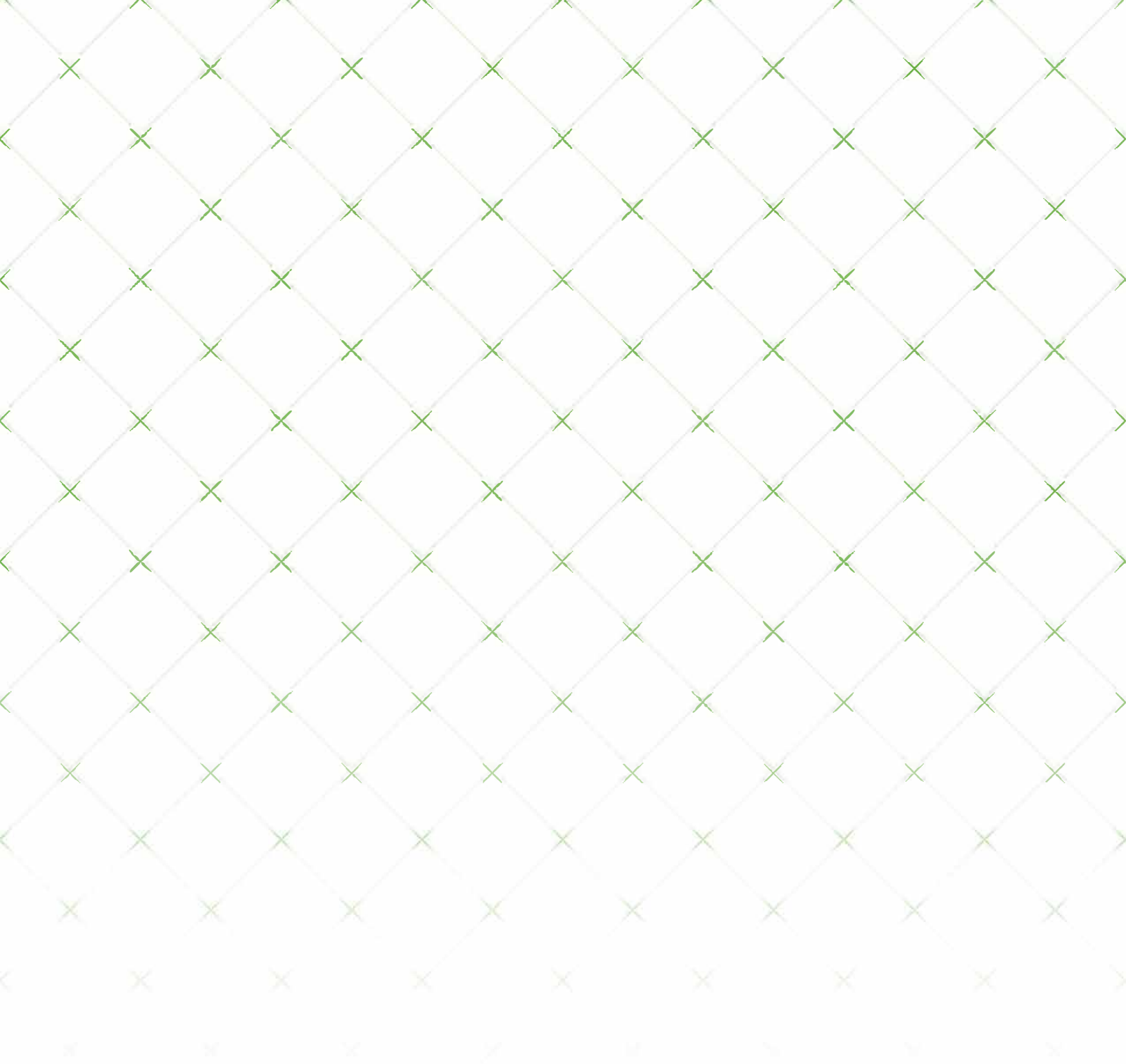
Tuesday

Wednesday

Thursday

Friday

Saturday / Sunday



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