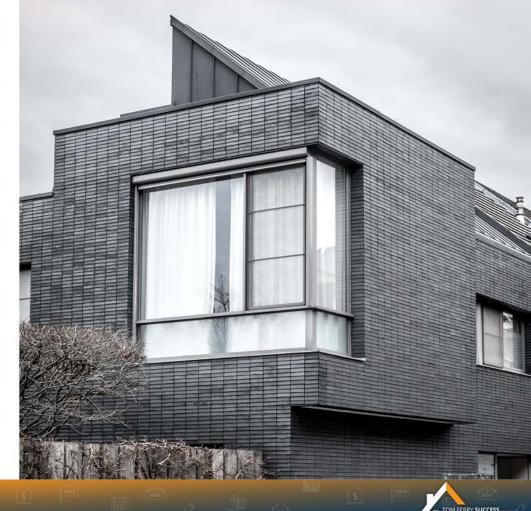


33 LISTING **ATTRACTION** STRATEGIES, **MARKETING HACKS, TIPS & SCRIPTS**

Let's add more bricks!





THE TOM FERRY

LISTING ATTRACTION TEST



NOW + IF I WAS COMMITTED & ACCOUNTABLE = POTENTIAL

Database Mega Open Houses Agent to Agent Referrals ZRT **Expired Listings** Selling Online Lead Generation Sign Calls FSBO's **Investors** Builders Seminars



33 WAYS TO **ATTRACT** MORE LISTINGS!

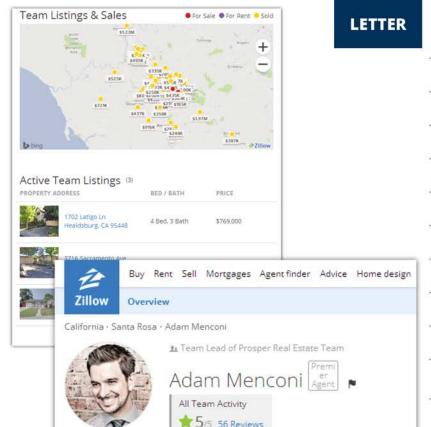






Leverage Your Qualified Buyer to Attract Sellers!





46 Sales Last 12mo

I'm representing a serious buyer who s interested in your home. I'm sure you ve seen what s happened with home values! My client is financially qualified & flexible on timing. If you ve had any thoughts of selling your home this could be the best scenario. If you re interested, perhaps I could show your home? If you re not could you text or email me so I can inform my client. Respectfully, Agent

P.S. I've included some client reviews on my service & my sales track record from Zillow.



USE SLY BROADCAST & SEND A PRE-RECORDED VOICEMAIL TO THE NEIGHBORHOOD

00

Hi, It's TF, I sent you a note about my client who's desperate to buy a home in your neighborhood. If you've had any thoughts of selling in 2018/19 would you call or text and let me know? My # is 867-5309, Thank You!









•••••••••••

00:00

Who's on Instagram?

Insta Story Hack!







Free & Easy Poll!

Send personal DM's to all that said Yes!













DOOR KNOCK No Answer HOT COMMUNITIES No Problem



Please (all Me About Your House. Thank You!



867-5309



CREATE A SEMINAR FOR SENIORS

"Big to Small House!"

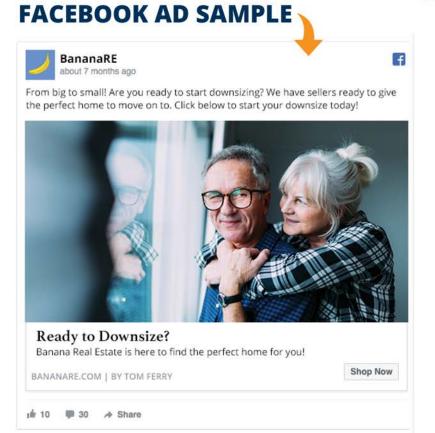
- Downsizing Strategies

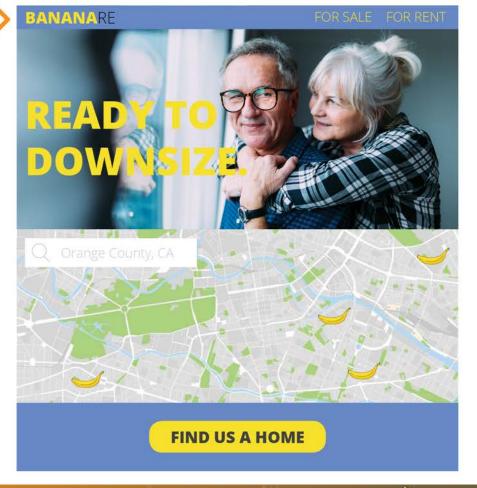






LANDING PAGE SAMPLE









AGENT



AGENT

REFERRALS





- Go to census.gov
- Create a bucket in Contactually of agents you know
- Deliver content & congratulations / thank you









"Name", You've done well, (urious, have you had any thoughts of trading up ... or down? Let's discuss, talk soon.

867-5309











"Name", I notice you own several properties here in (area) congratulations! I work with several families & investors helping them with property aquisitions & trades. I'm sure you receive hundreds of these a month. To show you I'm serious about creating value for my clients I've included a (MA on each of your properties current values. Take a peek. If there's a property that's under delivering, perhaps we could discuss alternatives? I'll follow-up with a call in a few days. I look forward to connecting soon.

CALL UNTIL YOU GET THROUGH!



I NEW CLIENT CAN= ID TRANSACTIONS & MORE IMPORTANTLY VALUABLE RELATIONSHIPS



USE CELEBRITY/ INFLUENCER ENDORESEMENTS

- Shoot a Short Video with Them
- Run FB Ads with it to a LP
- Add to Your Website & Social Channels





RUN RADIO ADS 👼









"Selling your home in 2018? Looking for the highest sales price & fast, efficient service? Contact Tom Ferry with Banana RE @949.412.5000, That's Tom Ferry @ 949.412.5000 with over 60 5 star reviews, sell your home with Tom Ferry @ 949.412.5000."









00:00



UpNest

AGENTS COMPETE, YOU WIN™













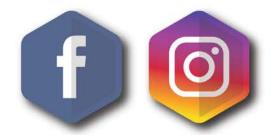


YIKES VIDEO SCRIPT

"Thinking of selling your home? I'm Tom Ferry, my team and I are working with 22 qualified buyers, several looking to buy in your area. This is your opportunity to sell for top dollar without all the hassels. Click the link below or call me today @867.5309







CREATE SMALL VIDEO AD FOR FACEBOOK & INSTAGRAM!









RUN YOUTUBE ADS TO PEOPLE WHO RECENTLY SEARCHED FOR HOMES ON GOOGLE













Carolyn Young, a 24 year veteran earning \$400K to \$500K annually went to **She Heard about new lead pillars** and chose to pursue expireds.

\$625,000 IN NEW COMMISSIONS







Buy Google Ads Against All of Your Competition

Also Target Their Followers on FB

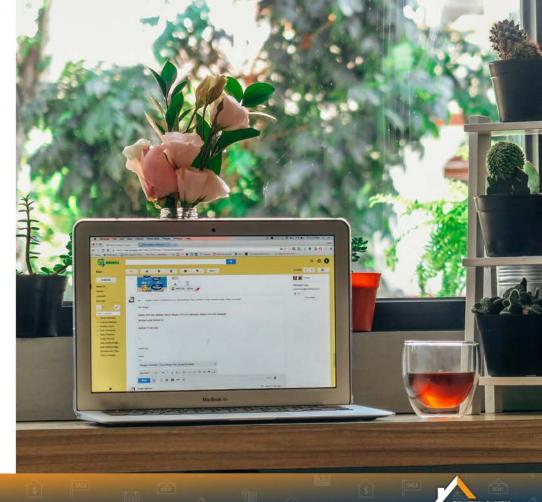
*No one scrolls to the bottom of the page







ADOBT AGENT DATABASES WHO ARE LEAVING THE BUSINESS







DO SALES MEETINGS AT OFFICES

Invite newer agents to use you to get listings they couldn't convert on their own with a 50/50 split.







PROFESSIONAL NETWORKING ONESTEROIDS





PEOPLE WANT TO FEEL SPECIAL

START YOUR
OWN PRIVATE
CLIENT
SERVICES!









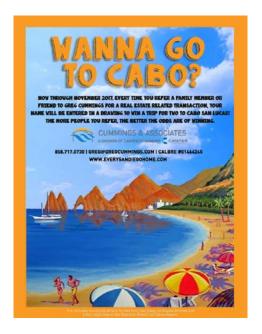
REFERRAL COMPETITION

Anyone who refers
you a client gets
name in drawing
1 winner =
BIG SEXY GIFT

















THE BOB KUYPER PLAN



MONDAY - FRIDAY

7:30 Aggressive Role Play

8:00 Call Old & New Expireds

9:00 Call Hot Leads

10:00 Call FSBO's (Old & New)

FROM 0 TO 120 TRANSACTIONS

He Did the Work No Extra Cost





EMAIL THE ENTIRE Two **DATABASE** Questions



8 WEEK SALES TEAM COMPETITION

Focus all of your sales team on Kuyper plan for 8 weeks.

Control morning for listing attraction!







A	M	N	0	P	۵	R	S	T	U	V
	6/15/18		6/22/18		6/29/18		7/3/18		RUNNING TOTALS	
Office	# Appts set	Appts Per Agent	# Total Appts set	Appts Per Agent						
Team 1										
Fayetteville/Henry	118	1.55	128	1.68	125	1.64	89	1.17	1,007	13.25
North Fulton	148	2.06	47	0.65	60	0.83	40	0.56	559	7.76
Cherokee	46	1.02	63	1.40	40	0.89	0	0.00	317	7.04
Gainesville/NEGA	44	0.85	44	0.85	35	0.67	16	0.31	296	5.69
Team 2										
DunwoodySS	65	0.76	80	0.93	49	0.57	48	0.56	526	6.12
SmyrnaVinings	49	0.83	61	1.03	80	1.36	68	1.15	510	8.64
Buckhead	165	1.79	102	1.11	157	1.71	133	1.45	892	9.70
Suwanee/Duluth	20	0.30	41	0.61	51	0.76	39	0.58	402	6.00
Northwest	55	1.41	56	1.44	46	1.18	34	0.87	453	11.62
Douglasville	19	1.19	16	1.00	17	1.06	10	0.63	139	8.69
Athens	12	1.09	16	1.45	20	1.82	8	0.73	110	10.00
TowneLake	36	1.06	32	0.94	36	1.06	13	0.38	262	7.71
Team 3										
EastCobb	35	0.56	51	0.82	39	0.63	17	0.27	284	4.58
PTC	72	0.84	87	1.01	79	0.92	46	0.53	684	7.95
CobbRoswell	31	0.69	29	0.64	27	0.60	0	0.00	216	4.80
NEMA/SGwinnett	164	2.88	159	2.79	190	3.33	130	2.28	1,282	22.49
Team 4										
400N	36	0.37	44	0.45	42	0.43	34	0.35	405	4.18
Midtown	45	0.80	83	1.48	28	0.50	0	0.00	564	10.07
Coweta	22	0.47	49	1.04	23	0.49	20	0.43	304	6.47
85N	29	0.76	15	0.39	32	0.84	19 🖟	0.50	275	7.24
TOTALS	1,211	1.07	1,203	1.06	1,176	1.03	764	0.67	9,487	8.34
									Total # Appointments	Total Appts Per Agent



94,870 CALLS

9487 APPTS

3250 SERIOUS

34.3% - Lead to Another Appointment

EXPECTED BUY OR SELL NEXT 6 MONTHS

1200

500 LISTINGS CLOSED (33% CONVERSION)



700 **BUYERS CLOSED** (40% CONVERSION)

SALES PIPELINE **FORECAST**

IN A SELLERS MARKET





BHHS GEORGIA PROPERTIES RESULTS

CREATE AN EXPIRED LISTING SOCIAL PROOF VIDEO

AFTER YOU'VE CALLED EMAIL THIS WITH YOUR PROPOSAL







CREATE A SEMINAR FOR SAVVY HOMEOWNERS CALLED

"Sell High, Buy Low"
- The Next Real Estate Cycle







CREATE A MAP OF ALL THE AGENTS YOU WORK WITH ACROSS THE COUNTRY

Email / FB / Insta / Twitter / Linked In / Etc.



SHOW HOW EXTENSIVE YOUR NETWORK IS TO ENSURE QUICK BUYING/SELLING OF PROPERTIES ANYWHERE.









"Name" In the last 3 years myself & my network have helped over (xxxx) people buy/sell real estate ... we (over (x) states & (y) (ities. If you know someone who needs to buy/sell outside of (our (ity) feel free to (ontact me direct ... or pass along my (ontact info.



ONLINE LEADS & **SELLERS IN** DISGUISE!







33%
ARE FIRST TIME
BUYERS

2%ARE INVESTORS

65%

HAVE HOME TO

SELL, POTENTIALLY

BEFORE THEY BUT

NEXT ONE

"Do you plan to sell a home before you buy this one?"







DO FB/INSTA LIVE IN FRONT OF SOLD SIGN



SCRIPT

"It's "Name" @ "Company". I'm standing in front of 123 Banana St. We just closed on the property, sold in "X" days @ _____% of listing price. How you ask? Our marketing & negotiation skills.

TomFerry



DIVORCE ATTORNEYS

= EXPENSIVE LUNCHES FOR LISTING OPPORTUNITIES





- Create a list of A&B divorce attornies in town.
- Narrow to 20/50/100 (based on your timeline).
- ONORGE ATTOMORGE When selling in a divorce see if you have LinkedIn connections or Facebook friends with mutual connections.
 - Call & introduce yourself.
 - Send a simple package w/ a cover letter.
 - Include map of sales, reviews, highlights, any divorce or difficult sellers.
 - Possibly do a show/podcast w/one "mistakes to avoid"





GEO FARMING, **NEW LISTING DOMINATION CAMPAIGN**







DO

- Mail Coming Soon
- Mail Just Listed
- Mail Open House Invitation
- Mail Testimonial Card / Review on Note Card
- Mail Just Sold
- Mail "We have more qualified buyers" (YIKES)
- Mail "Market Update

IF YOU DON'T GET A "COME LIST ME" ... QUIT REAL ESTATE!











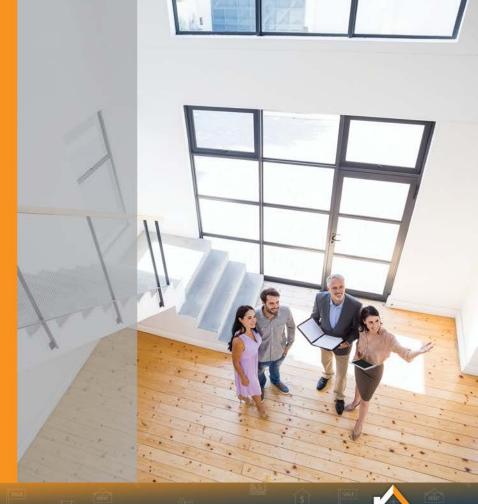






FOR EVERY 10 YOU SEE - 3 ARE CLOSE TO HIRING AN AGENT.

You should convert 1 of 3!







OVER INDEX ON **ZILLOW**













YIKES CALL



"Hi (Name) I'm (Name w/ co.) ... I'm calling for a client who' interested in your home ... Do you have a a minute? My client is pre-qualified, ready to go, but is understandable & flexible w/ move in dates. Curious ... Have you had any thoughts of selling? Do you know anyone who's had thougs of selling?



A LETTER TO THEIR FORMER NEIGHBORS AS AN ENDORESEMENT OF YOUR SERVICES

You write it. They Approve it. You Mail it.







Hey Neighbor!

I wanted to send you a quick note about our real estate agent, Ken Pozek.

As you may or may not know, we moved to Georgia for a job promotion. We interviewed 3 other agents to sell our home on (rystal Downs. We those to work with Ken because his marketing plan was more thorough than anyone else we interviewed, and he proved that he had the most market knowledge.

The thing that impressed us most about Ken was his consistent communication, his negotiating skill, and his understanding of the appraisal process. When it came down to it we knew he was always looking out for our best interest. If we had to do it over, we didefinitely hire Ken again! If you re ever thinking about selling your home you should give him a call! His info is below:

Ken Pozek - Keller Williams Realty 248-345-4894 sold@kenpozek.com www.NoviNorthvilleRealEstate.com

We ve loved living here in Northville and will definitely miss it. Thanks again for helping make it such a great place!

Trudy Harvey 19196 (rystal Downs

