

10 Dialogues - 10 Minutes

Double Your Conversion

Jeff Mays

Time to **stir it up!**

Jeff Mays

IG: jeffmays_RE



70 Clients
\$500k+ GCI
42 Deals
120+ Appts

Here's The Scenario...
Here's What The BEST Say.

***"If I found you the perfect home
and it wasn't on the market...
would you want to know about it?"***

***We'd be happy to ONBOARD you
to our VIP PROGRAM."***

Online Leads

VIP Program

"If I found you the perfect home and it wasn't on the market, would you want to know about it?"
Buyer: "Of course. Absolutely."

*"We'd be happy to **ONBOARD** you to our **VIP PROGRAM**. Do you have a few minutes to discuss this over Zoom?"*
Buyer: "What's your VIP program?"

"It's too detailed to explain over the phone or by email plus I'm sure you'll have some questions. Let's set up a strategy session to see if this program works for you."
Buyer: "Sounds good."



Carolyn Young

Ashburn, VA

IG: carolynyounghomes

***“Most buyers don’t realize that
10-15% of properties sell OFF-MARKET.
Did You Know That?”***

Off-Market Properties

OH Buyer - "Ahhhhh...yes!"

"Perfect...then what happens next is... let's get together to discuss how I can help you win in this market."



IG: colton_whitney



***“If my Mom looked at houses...
I’d have to ask her to sign this too.”***

Buyer Conversion

I've Never Had To Sign Anything Before.

"I totally understand how you feel—most buyers have had the same concern.

If my Mom looked at houses...I'd have to ask her to sign this too. This agreement is crucial in finding your next home. And now it's a requirement.

*Let's get the paperwork out of the way...so we can start looking at homes.
Will that work?*

***“What if we negotiate with
the seller to cover that fee
so your out-of-pocket costs
won’t increase?”***

Buyer Conversion

I Can't Afford To Pay or Don't Want To Pay You

"It seems like you're worried about the fee?"

Buyer: Yeah...I am.

"And you probably don't want to pay any extra costs?"

Buyer: No..I don't.

"What if we negotiate with the seller to cover that fee so your out-of-pocket costs won't increase. Would you feel more comfortable if we included that language in this agreement or our offer?"

Buyer: I would.

***“This is what you’ve been waiting for...
lower rates, more choices,
and less competition!
Plus rates are trending downward too.”***

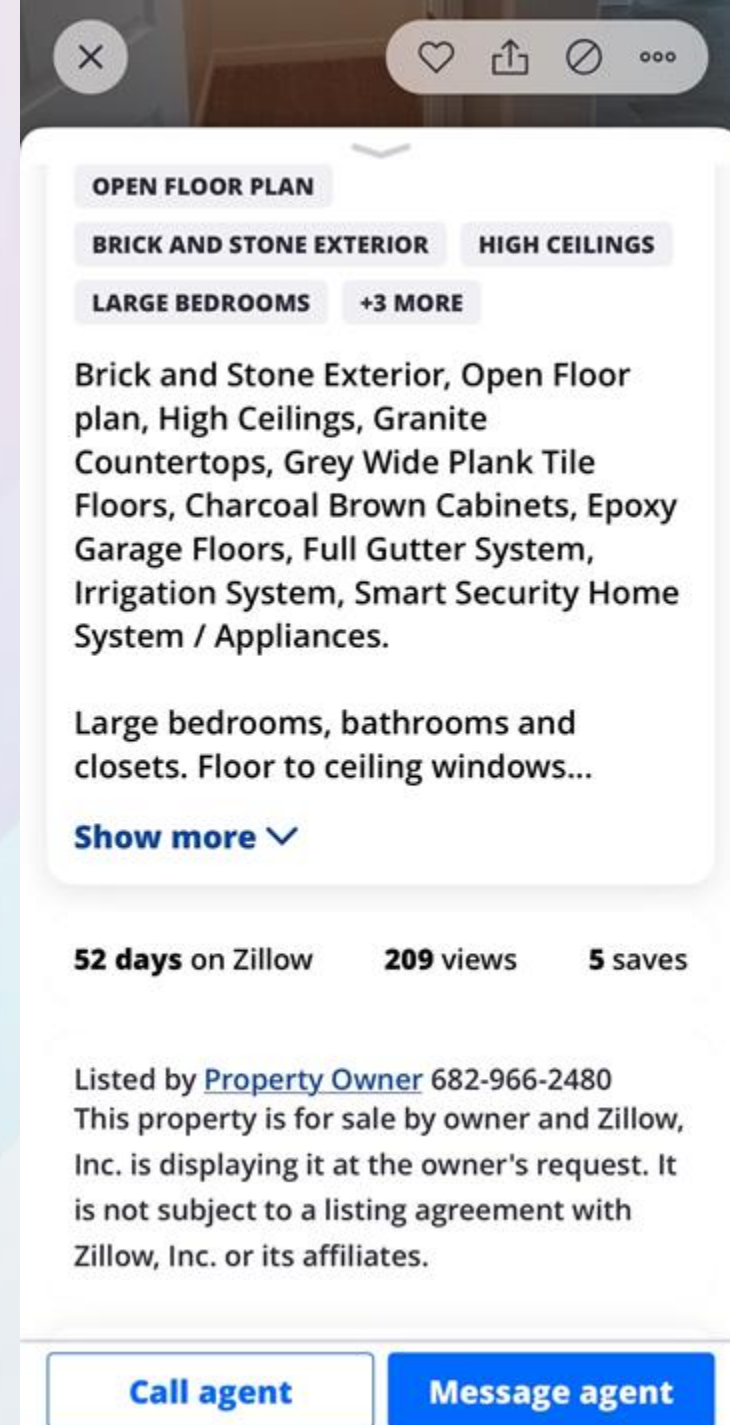
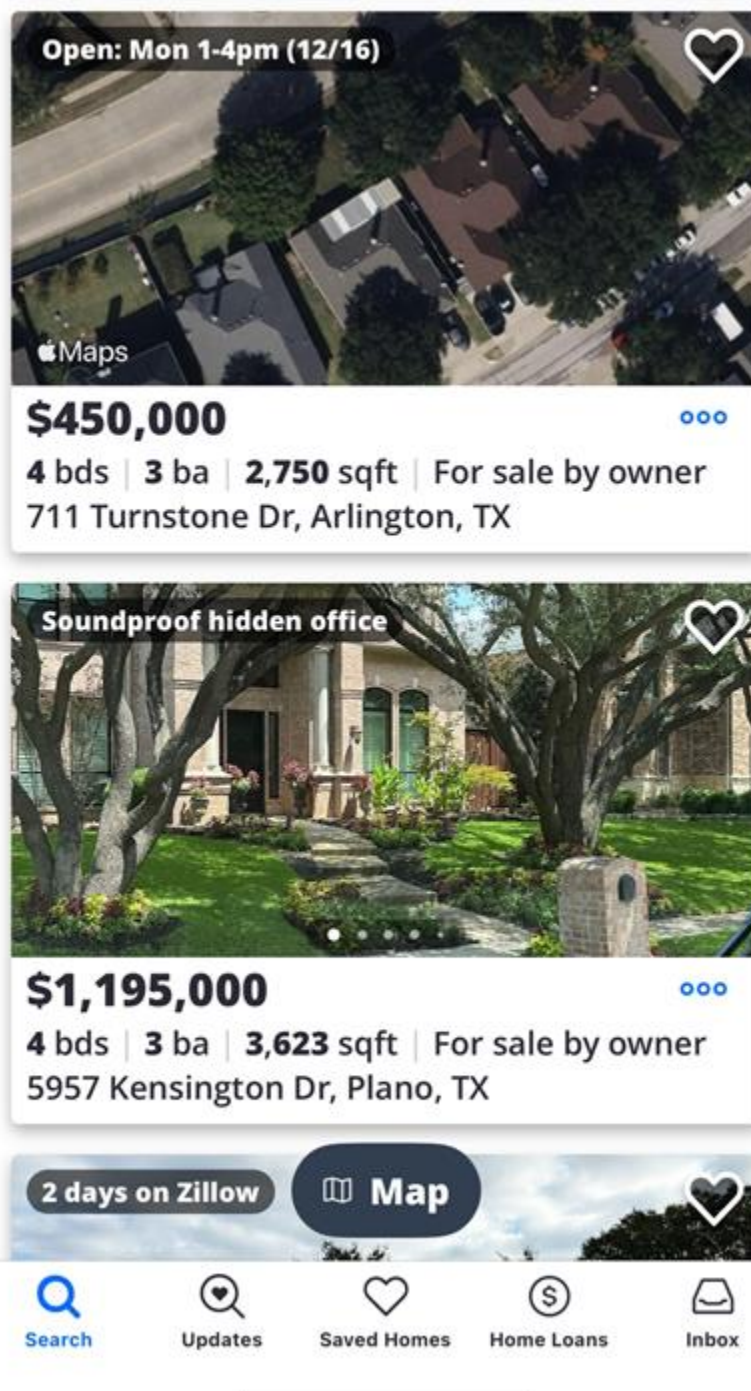
Rate Text EVERY Lead This!

OMG, did you see what interest rates are doing? 
They're starting to dropped big time!

This is what you've been waiting for: lower rates, more choices, and less competition. Plus, rates are expected to trend down over the next few months. 

A 1% rates drop means your buying power went up 10%! 

Do you have a few minutes this week... to connect? .



FSBO - Initial Conversation

Contract Confusion:

"I'm curious...have you had a chance to review the NEW purchase contract plus ALL the UPDATED paperwork you're now REQUIRED to include in a sale?"

FSBO Seller: What paperwork?

I mean, it's quite a bit more than what most people expected.

FSBO Seller: No, I haven't seen that.

FSBO - Initial Conversation

"Oh...you haven't? I was afraid of that. You see, the UPDATED contract is pretty EXTENSIVE, and missing just one of the updated forms could really cause delays—or worse, open you up to LEGAL issues. I've seen it happen. The paperwork alone has tripped up even experienced sellers. It's easy to overlook something, especially with all the recent modifications.

Are you sure you're comfortable navigating this on your own?

Why don't I do this... I'll stop by in a couple of days and bring you our marketing packet with samples of all these documents. That way you can read over them at your leisure....would that help you out?

***"That's like paying your ex's lawyer
in a divorce and
not having someone fighting for you."***

FSBO - Initial Conversation

Bring Me A Buyer. I'll Pay You A Fee.

Isn't it better to have me working for you rather than paying another agents fee to working against you for their client?

That's like paying your ex's lawyer in a divorce and not having someone fight for you.

You don't want to do that ...right?"

"Did you hear about your **neighbor**?"

Circle Dialing

"Did you hear about your neighbor?"

We recently sold your neighbors property for \$425,000. They had tried selling it themselves for 90 days, just like you.

Here's the exciting part—my personalized marketing plan generated multiple offers, and the sellers ended up getting \$25,000 over the list price.

There are still WAY more buyers than sellers in your area. If we came across buyers that would be willing to pay you top dollar (2%-5% over ask) ...would you like me to reach out to you?

Did you
hear about
your neighbor?

Scan here to find out!



**Will You
Do It?**



Expireds



Jesse Salas

San Diego, CA

IG: sd_agent

"I had someone asked about your property...what's going on with it?"

If I sold your house in the next 30 days...would you still move?"

I know exactly why your home didn't sell and I noticed some marketing gaps....do have 10 minutes to get together and and show you exactly why it didn't sell? (Set Appointment)"

Hello Kate...

You recently contacted us
regarding purchasing a
property. 

Where did you decided to buy?

Delivered

What's My New Commitment to Follow Up?

Call Cadence - Office Leads

Day 1 - 5 total touches – 4 calls

Call

Call again right away

Send Video Text

Send Text Message

Send Email

REPEAT IN TWO HOURS

Day 2 - 4 total touches - 4 calls

Call

Call again right away

Send Text Message

Send Email

REPEAT IN TWO HOURS

Day 3 - 2 total touches- 1 Call

Call

Email

Day 4 - 3 total touches - 1 Call

Call

Text

Email

Day 5 - 2 total touches - 1 Call

Call

Email

Conversations



50

Convos Week =
\$1m+ GCI 💰 💰



Paula Clark

Westwood, NJ
thepaulaclarkgroup

I sell homes for 6% more than the average agent!



COMPASS

101%
SALES PRICE TO LIST PRICE

95%
AVERAGE AGENT

2%
RANKING OUT OF 26,000

I statistically sell homes for 6% more than the average agent in the Greater Orlando area. I also rank is the top 2% out of 26,000 local agents.

Ex: When you work with me you'll net \$60k more at closing on the sale of your \$1M home.*

THE **A** LIST
with Abby



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I sell homes for 12.5% more than the average agent!



KW VALLEY REALTY
KELLER WILLIAMS

114.4%
SALES PRICE TO LIST PRICE

101.9%
AVERAGE AGENT MLS

I statistically sell homes for 12.5% more than the average agent in the Bergen County area.

For Example: When you work with me you'll net \$125k more closing on the sale of your \$1M home.

PCG
PAULA CLARK GROUP



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Turning A No into a Maybe - Sellers

*"I know you're not ready to sell...
but let's have a strategy session now...
so when the time comes...
we'll have a plan in place. Will that work?"*

SELLER - Price Improvement

“Based on my experience, if we’re getting showings but no offers, it typically means we might be slightly overpriced by about 2 to 5%.

However, if we’re not seeing any showings or offers at all, it’s usually a sign that the price could be more than 5% above what buyers are willing to consider.

So to generate more interest and attract offers, we have two options:

- 1. We can reduce the price by 2% to potentially draw in those buyers who are on the fence.*
- 2. Alternatively, a 5% reduction might be more impactful, especially if we want to bring in new buyers who haven’t yet considered the property.*

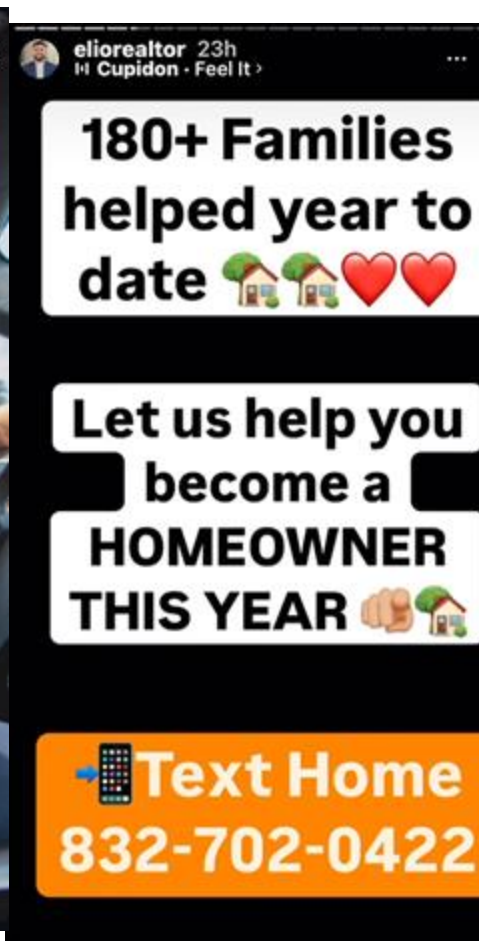
Which approach do you feel most comfortable with?”

“Text **HOME** to get things started!”



500+ IG Leads
130+ IG Sales
4yrs in RE

Elio Alanis
Houston, TX



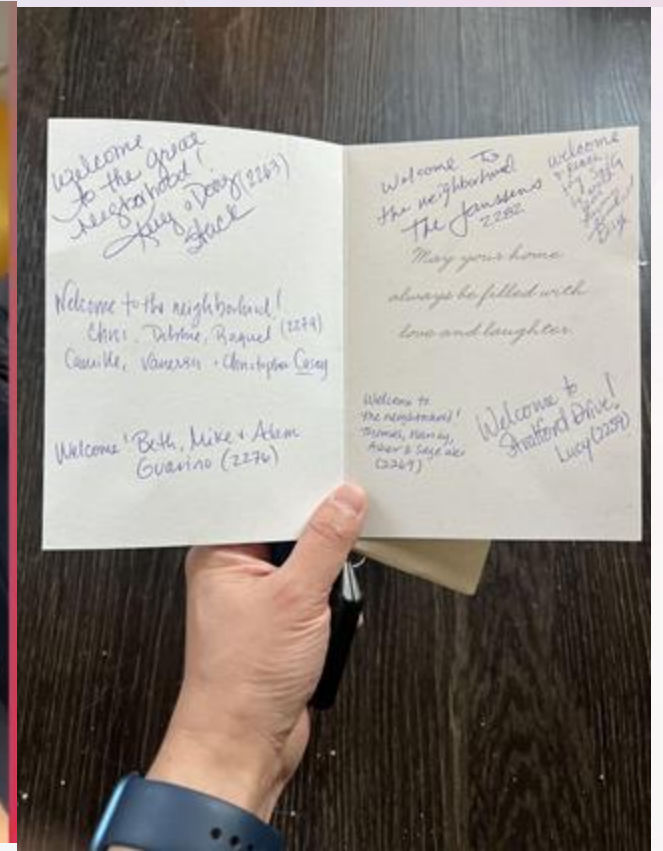
500+ IG Leads
130+ IG Sales
4yrs in RE



Elio Alanis

Houston, TX
 IG: eliorealtor

Marketing Winner



***So...what are you
going to do?***

You're the best!
Thank you.

Jeff Mays
IG: jeffmays_RE

