



33

WAYS TO ATTRACT

MORE
LISTINGS



CONGRATULATIONS on seeking out new ways to attract more listings and grow your business!

WHAT ARE THESE 33 LISTING STRATEGIES?

Within the pages of this report are 33 proven strategies to generate listing leads – some on the cutting edge of innovation, some tried and true.

HERE'S WHAT YOU SHOULD DO WITH THEM

A word of warning: Do NOT try to implement ALL of these strategies, at least not at first. Choose one or two at a time, give them a chance and see if they're right for you. The goal isn't to overwhelm yourself with 33 new strategies to incorporate into your business. It's to give you lots of options so you can select those that appeal to you and put them to good use. As you'll see, these strategies run the gamut from extremely simple to involved, from free to requiring a substantial budget.

SO YOU CAN GENERATE MORE LEADS FOR LISTING APPOINTMENTS

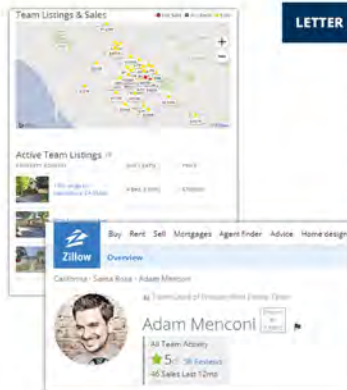
Be sure to keep us up-to-date on your progress on social media:



Here's to your success with 33 Ways to Attract More Listings!

1

Leverage Qualified Buyers To Attract Sellers



LETTER

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.

Send a hand addressed, hand stamped letter to potential clients. Include your profile and listing for bigger impact

2

Use Sly Broadcast

Send a pre-recorded voicemail to the neighborhood

Optimal Time Is Between 4-6 PM



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!

3

Door Knocking Hot Communities

with a simple twist

Please Call Me
About Your House.
Thank You!

867-5309



Place a sticky note with a business card on door

4

Agent To Agent Referrals

Go to **Census.gov** ✓

Create a bucket of agents you know by state ✓

Deliver content and send congratulations ✓

5

Use Instagram Story Polls To Engage Potential Clients

Free & Easy Poll!

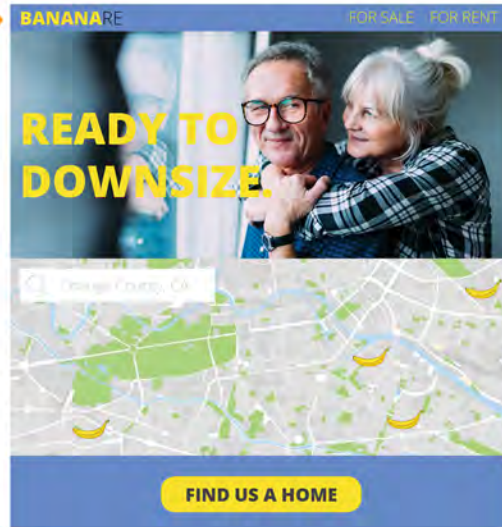
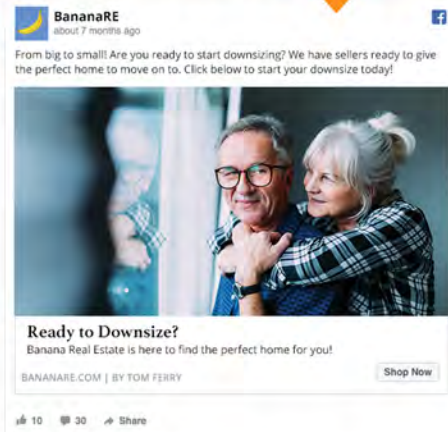


Send personal DMS to those who answer NO to question one and YES to question two.

6

Create A Seminar For Seniors Called "Big To Small House!" - Downsizing Strategies

LANDING PAGE SAMPLE >>>
FACEBOOK AD SAMPLE



- Create a mailing campaign for your communities
- Send out mailers
- Share case study samples [before & after photos]

7 Contact Past Clients From 2-5 Years Ago

- Prepare a CMA
- Put a sticky note on it
- Follow up (phone or text)
- Sly broadcast

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

867-5309

8 Non Occupieds & Investors

LETTER

"Name", I notice you own several properties here in (area) congratulations! I work with several families & investors helping them with property acquisitions & 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 CMA 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!

- Focus on people who own 5-10 properties
- Create a list of up to 100 people who own properties

9 Get A Celebrity Endorsement Or Influencer

Use people from your town

Ex. Principal of school, town mayor, owner of local restaurant

- Shoot a short video with them
- Run FB ads with it to a landing page
- Add to your website and social channels

10 Sign Up For Seller Attraction Sites



11

Yikes in 2018

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 hassles. Click the link below or call me today @867.5309



The modern version of Yikes is to create a small video ad for Facebook and Instagram, ideally in front of the house

Mailers designed with an emotional hook

12

Expired Listings

No cost and these people want to move



\$625,000 IN NEW COMMISSIONS

Carolyn Young, a 24 year veteran earning \$400K to \$500K annually went to **EDGE SALES**

She Heard about new lead pillars and chose to pursue expireds.



13

Run Radio Advertising

Look up local rates in your neighborhood market

- No less than \$100 per week

- No more than \$1000 per week



14

Run Youtube Ads

Focus on people who recently searched for homes on google



SCRIPT

"Are you looking at homes for sale in Newport Beach, CA? I'm Tom Ferry with Banana Real Estate, so far this year we've helped 36 families buy and sell real estate. If you're looking to save time and save money, click the link below or contact us at 949-867-5309."

15

Sorry ... #15 Was removed :(

We're Sorry :(

16

Yikes Calling For Your Buyer

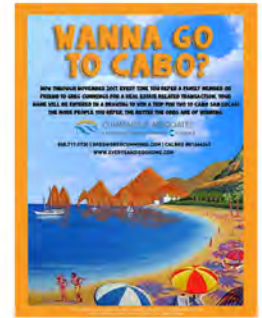
YIKES CALL



"Hi (Name) I'm (Name w/ co.) ... I'm calling for a client who's interested in your home ... Do you have 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 thoughts of selling?"

17 Create A Referral Competition

Anyone Who Refers You A Client Gets Name In Drawing
1 Winner = A BIG GIFT



18 Professional Networking on Steroids

GOLD 0-2 REFERRALS	PREMIUM 3-5 REFERRALS	CENTURIAN 6+ REFERRALS
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START YOUR OWN PRIVATE CLIENT SERVICES
 PEOPLE WANT TO FEEL SPECIAL

19 Create An 8 Week Sales Team Competition

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

Control morning for listing attraction!

**Kuyper plan is coming at #21*

Office	6/15/18		6/22/18		6/29/18		7/7/18		RUNNING TOTALS	
	# Appts set	Appts Per Agent	# Appts set	Appts Per Agent	# Appts set	Appts Per Agent	# Appts set	Appts Per Agent	# Total Appts set	Appts Per Agent
Team 1										
Fayetteville/Henry	118	1.55	129	1.68	125	1.64	85	1.17	1,007	13.25
North Fulton	148	2.06	47	0.65	60	0.83	40	0.56	559	7.75
Cherokee	46	1.52	63	1.48	40	0.89	9	0.00	317	7.04
Greenville/NEGA	44	0.85	44	0.85	25	0.67	16	0.31	296	5.08
Team 2										
Dunwoody/SS	65	0.76	80	0.93	49	0.57	48	0.56	526	6.12
Smynal/Vinings	49	0.83	61	1.03	80	1.36	68	1.15	510	8.84
Buckhead	165	1.79	102	1.11	157	1.71	133	1.45	892	9.70
Suzanne/Duluth	20	0.30	41	0.61	51	0.76	26	0.58	402	8.06
Northwest	55	1.41	56	1.44	46	1.15	34	0.87	453	11.52
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
Towhee/Lake	36	1.06	32	0.94	26	1.06	13	0.38	262	7.71
Team 3										
EastCobb	35	0.56	51	0.82	28	0.63	17	0.27	254	4.58
PTC	72	0.84	87	1.01	79	0.92	46	0.53	684	7.95
Cobb/Roswell	31	0.69	29	0.64	27	0.60	0	0.00	216	4.80
NEMA/Kowlescott	164	2.89	159	2.79	190	3.33	139	2.28	1,282	22.49
Team 4										
6009	36	0.37	44	0.45	42	0.43	24	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	1.97	1,203	1.06	1,175	1.03	764	0.67	6,467	8.34

20 Create An Expired Listing Social Proof Video

After you have called them, email them the video with your proposal

SCRIPT

"Hi there! I'm (name) with (company name). Are you tired of having your home on the market day after day, week after week and it hasn't sold? Well, if that's how you're feeling right about now, I've got something I want to show you. In any market place, who you list with matters. This home (address of home) was on the market with another real estate broker for (number of days on market). We did an aggressive marketing of the property and sold it within (days it sold) at full price. If you want this type of results for your home, give us a call at 949-867-5309."

The Bob Kuyper Method

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)
- 12:00 ➤ Call Your Database

FROM 0 TO 120 TRANSACTIONS

He Did the Work ➤ No Extra Cost

REMEMBER

- 4 Hours of phone calls
- 3 Scheduled appointments
- 2 Visits
- 1 Landed contract

Create A Map Of All The Agents You Work With Around The Country

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



EX.

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

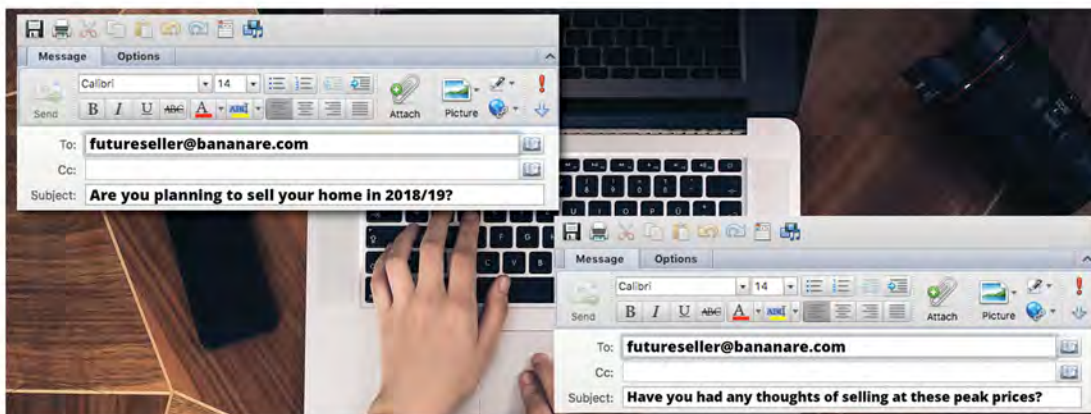
- Share map on social platforms

- Email to database

23

Email Your Entire Database TWO Different Questions

- 1 Are you planning to sell your home in 2018/2019?
- 2 Have you had any thoughts of selling at these peak prices?



24

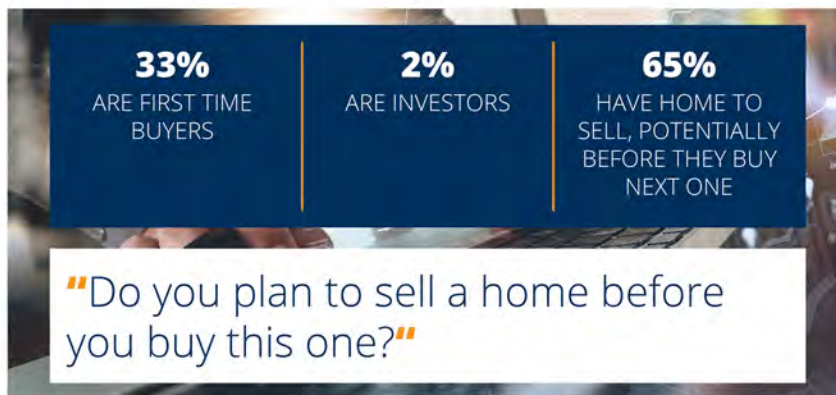
Create A Seminar For Savvy Homeowners

"Sell High, Buy Low" - The next real estate cycle

Event should last between 35-45 minutes

25

Online Leads And Sellers In Disguise



26

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

27

Do Facebook & Instagram Live In Front Of Sold Sign

SCRIPT

"It's "NAME" @ "COMPANY". I'm standing in front of Banana St. We just closed on the property sold in "X" days @ ___% of listing price. How you ask? Our marketing and negotiation skills



28

Divorce Attorneys

TO DO LIST

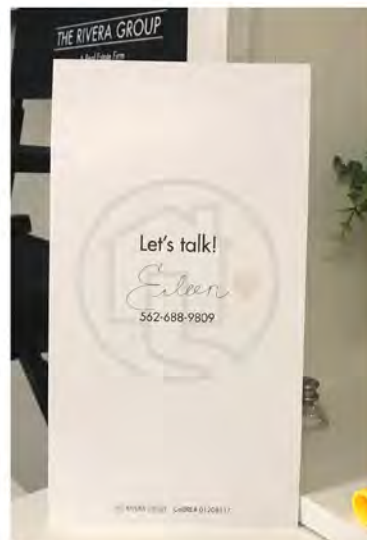
- ✓ Create a list of A&B divorce attorneys town
- ✓ Call and introduce yourself
- ✓ Narrow to 20/50/100 (based on your timeline)
- ✓ Send a simple package with a cover letter
- ✓ When selling in a divorce see if you have LinkedIn connections or Facebook friends with mutual connections
- ✓ Include map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

29

Geo Farming, New Listing Domination Campaign

Mailing Campaigns

- Coming Soon
- Just Listed
- Open House Invitation
- Testimonial Card / Review on Note Card
- Just Sold
- "We Have More Qualified Buyers" (Yikes)
- "Market Update"



30

Adopt Agent Databases Who Are Leaving The Business

31 FSBO's & Make Me Moves

For every **10** you see, **3** are close to hiring an agent

TRY TO CONVERT 1 OF 3!

32 Mega Open House

- Provide catered food
- Ask lender & title escrow to join
- Have a photographer there collecting names & emails to send photos
- Enter a drawing (EX win an ipad)
- Have listings streaming as videos



33 Builder Attraction

Do an **EXTENSIVE RESEARCH** piece with the title rep to create a list of all the underdeveloped under utilized pieces of real estate in your town

Market your findings to 7-10 of *right sized buliders* for you

Send **hand addressed hand stamped** note to builder

Go after niche list aggressivly using yikes campaign

* BONUS TIP

Have sellers write a letter to their former neighbors endorsing you and your services



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 Crystal Downs. We chose 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'd definitely 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
19186 Crystal Downs