

REAL ESTATE
TRAINING INSTITUTE, INC.

*“Home of Live/Interactive
Training & Coaching”*

i-FASTTRAC® 101
Prioritized/Proactive
Prospecting and Lead Generation

For Sale By Owners And
Just Listed/Just Sold Promotions

Video #1

For Sale By Owners
(Part 1)

- Why Sellers Choose To Become *FSBOs*
- 30 Ways to Successfully Work *FSBOs*

Video #2

For Sale By Owners
(Part 2)

- *For Sale By Owner* Questionnaire
- Keys to Remember When Working *For Sale By Owners (FSBOs)*
- Four (4) Highly Effective *FSBO Approaches*
- *For Sale By Owner* First Aid Kit

Video #3

Just Listed/Just Sold Promotions

- Five (5) Part Formula For Listing Success.
- ‘Integrated’ Just Listed/Just Sold Promotion Strategy
- ‘How to’ Expedite Just Listed/Just Sold Promotions. Checklist
- Just Listed Script Content and Sequence
- Just Sold Script Content and Sequence
- Just Listed/Just Sold Direct Mail And Email Follow-up Script

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For Sale By Owners (Video #1)

Recommended Reading : *Maximum Achievement...* Brian Tracy

I. Why Sellers Choose to Become *For Sale By Owners (FSBOs)*

- Save the _____
- _____ attitude
- Had _____
- To _____
- _____ sale
- _____ sale price
- _____ motivation to sell
- Think selling is _____
- They're _____

**II. 31 Ways to Successfully Work *For Sale By Owners*. Checklist:
(Exhibit)**

1. _____ your market!
2. Get to them _____
3. _____ them...don't _____ them
4. On _____ ... determine level of _____
5. Treat your pursuit like a _____
6. Be _____...be _____
7. Ask lots of _____ and elevate your _____

II. 31 Ways to Successfully Work For Sale By Owners. Checklist:

8. Be _____
9. Determine _____ they are *FSBOs*
10. Don't be perceived as challenging their _____
11. Don't criticize _____ early on
12. Offer professional _____
13. Provide useful _____
14. Never discuss your _____ over the phone!
15. Only follow-up the _____ *FSBOs*
16. Get permission to _____
17. Learn to _____ :

Acknowledge:

Emphasize:

What you _____...

Not what you _____...

Introduce: Concept of _____

18. Distinguish between:

_____ vs. _____

19. Further distinguish between:

Selling to _____ vs. Marketing to find the

II. 31 Ways to Successfully Work For Sale By Owners. Checklist:

20. Talk of 'Leveraging' the _____ and _____
21. Never leave behind your _____ or _____
22. Use different _____: (Exhibit)
 - _____ approach
 - _____ approach
 - _____ approach
 - _____ approach
23. Create a _____ *For Sale By Owner* _____. Be specific! Offer _____!
24. Make _____ of 'motivated' *FSBOs* a top-priority when planning your week
25. Don't be _____ of them! The *FSBO* has the _____...you represent the _____!
26. Be _____ and _____... but only after *trust* has been established!
27. Learn to say "No!" to _____ *FSBOs*
28. Plan to follow-up only the _____ *FSBOs* at least _____ until they:
 - _____
 - _____
 - _____
 - Take property _____
29. Never show a _____ a *FSBO* property without a _____ from the *FSBO*
30. Devote at least _____ per week to working *FSBOs*... i.e. '*FSBO* Friday'... and you will make more money than you ever thought possible!
31. Use an _____ Strategy

(Video #2)

For Sale By Owners (Part 2)

Recommended Reading: *Non-Manipulative Selling...* Tony Alessandra

III. *For Sale By Owner Questionnaire* (Exhibit))

- *What has motivated you to put the property up for sale?*
- *Where are you moving to?*
- *When do you have to be there?*
- *What are your plans if the property does not sell according to schedule?*
- *What are you asking for the property?*
- *How did you arrive at your asking price?*
- *Is there any price flexibility?*
- Have you ever sold a property before?
- Did you use the services of a Realtor?
- Was that a good or bad experience?
- How did you select that agent/company?
- What did the agent do that pleased you?
- What did the agent do that displeased You?
- What could the agent/company have done better?
- What motivated you to try to sell the property yourself?
- What marketing methods are you using? How are they working?
- If you were to use a Realtor, which company might you choose?
- Why that particular company?

III. *For Sale By Owner Questionnaire* (cont.) (Exhibit)

- What would you expect that company to do to get your property sold?
- Have you had any difficulties trying to sell?
- Have you had any offers?
- Were those offers in writing? What happened?
- Have you had any prospects who need to sell before they can buy?
- Why do you think your property hasn't sold yet?
- If I had a 'Qualified' buyer could I have the privilege of showing your property?
- If I had a 'Qualified' buyer would you be willing to work with me?
- **Are you familiar with our 40 Point Marketing Checklist?**
- **Are you familiar with our unique Home Marketing 'Upgrade' Strategy?**

IV. Keys to Remember When Working *For Sale By Owners*.

- _____
- _____
- _____
- _____
- _____

V. Four (4) Highly Effective *For Sale By Owner Approaches* (Exhibit)

- _____ Approach
- ‘Specific’ _____ Approach
- ‘Specific’ _____ Approach
- _____ Approach

For Sale By Owner Relocation Approach (Exhibit)

For Sale By Owner ‘Specific’ Property Approach (Exhibit)

For Sale By Owner ‘Specific’ Prospect Approach (Exhibit)

For Sale By Owner Survey Approach (Exhibit)

VI. *For Sale By Owner First Aid Kit* (Additional Handout)

(Video #3)

'Integrated' Just Listed/Just Sold Promotions

Recommended Reading: *QBQ.. The Question Behind The Question...* John G. Miller

I. The Five (5) Part Listing Success Formula. Revisited

1. Get one (1) '**Marketable**' listing each week!
(Plan your week around it!)
2. Proactively '**tell**' the world you '**listed**' it!
(Timely '**Integrated**' Just **Listed** Promotions)
3. Get it **sold**! (Simply **price** it right!)
4. Proactively '**tell**' the world you '**sold**' it!
(Timely '**Integrated**' Just **Sold** Promotions)
5. Repeat steps #1 - #4!

II. Just Listed /Just Sold Required 'Disclaimer'

**If your property is currently listed,
this is not a solicitation for your listing.**

Note: While most *Associations of Realtors* and *Multiple Listing Services (MLS)* require the '*Disclaimer*'... *most do not specify the type size or exact placement of the notice.* To be in compliance, check your local association's *Standards of Practice*.

III. **'Integrated' Just Listed /Just Sold Promotion Strategy. Checklist (Exhibit)**

If you repeat the following procedure monthly for two (2) months, you could easily tell **400-600** prospects/networkers that 'you' Listed/ Sold the property. The total size of your promotion should be adjusted to reflect whether the property is/is not in your Farm Area.

- ❑ **200 'Integrated' notices per month into the neighborhood**
- ❑ **100 'Integrated' notices month #1 (only) to both the Feeder Market(s) and 100 to your Networkers.**

Recommendation if property Is In Farm Area:

- ❑ **Weeks #1-4: Personally deliver at least 50 notices in the *Farm* each week; mail or deliver 25 notices to the Feeder Market; mail 25 notices to your Networkers. Repeat this procedure each week for the **first four (4) weeks**.**
- ❑ **Weeks #5-8: continue (if possible) to personally deliver 50 notices per week in the *Farm*. If personal delivery is not feasible... mail/email.**

Recommendation if property Is Not In Farm Area:

- ❑ **Week #1-4: Mail or deliver 50 notices in the neighborhood each week; mail 25 notices to your Networkers; disregard the Feeder Markets. Repeat this procedure each week for the **first four (4) weeks**.**

Reminder: Be sure the notices are personally-branded; 'linked' to 'Dynamic' Landing Pages on your website; and have the required Disclaimer'.

IV. 'How to' Expedite Just Listed/Just Sold Promotions. Checklist (Exhibit)

- ❑ Start the Just Listed/Just Sold promotion within **3 days** of listing or selling the property.
- ❑ If doing so conflicts with other prospecting you had planned... be flexible! Make distribution of these notices one of your highest priorities. Take full advantage of your 'bragging rights'!
- ❑ Design the notices to be self-mailers
- ❑ Be sure the notices include the required 'Disclaimer', an 800 Call Capture #, Text #, Shortener or QR Code
- ❑ The notices should also have 'Links' back to Landing Pages on your website which have 'Dynamic' content...content supplied by your MLS IDX feed.
- ❑ Consider circulating a 'Combo Notice'...highlighting an Open House on the property 'Just Listed' **and** its Affordability
- ❑ Be sure your notices are personally-branded: containing your picture, contact information and the name and logo of the company you represent
- ❑ Don't forget to send notices to current and past clients; referral contacts; the seller; yourself; and your 'Feeder Market(s)'
- ❑ Be sure to blog about your listing or sale and use social media
- ❑ If delivering notices by mail/email...follow-up within **5** business-days max!

V. Just **Listed** Promotion **Script Content** and **Sequence** (Exhibit)

1. **Introduce company ...then yourself** (in that order!)
2. _____
“We Just Listed a property nearby at (address) give (owner’s last name).”
3. _____ and say:
“As a result of our advertising and promotion we have a lot of buyer interest in (name area).”
4. _____:
“Who do you know who might be interested in this property?”
5. **Ask about their property:**
“Do you mind me asking,... have you thought about selling your property now or in the near future?”
6. **Ask for neighborhood seller or buyer referral:**
“Who do you know in the area who might be thinking of selling or buying?”
7. **Thank owner for their time...** and repeat your name and company name. “Thank you for your time! Once again, my name is (first name), (first and last name) with (company name). If you, or anyone you know, has a need for real estate services, please don’t hesitate to contact me.”

VI. Just **Sold** Promotion *Script Content* and Sequence

1. **Introduce Company ...then yourself...** (in that order!)
2. _____
"*We Just **Sold** a property nearby at (address) the (owner's last name) property.*"
3. _____ and say:
"*We still have a lot of lingering buyer interest in (name area).*"
4. _____:
"*Do you mind me asking...have you thought about selling your property now or in the near future?*"
5. **Ask for neighborhood seller or buyer referral:**
"*Who do you know in the area who might be thinking of selling or buying?"*
6. **Thank owner for their time:** repeat your name and company name. *'Thank you for your time! Once again my name is (first name), (first and last name) with (company name). If you, or anyone you know, has a need for real estate services, please don't hesitate to contact me. "*

**VII. Just Listed/Just Sold Direct Mail/Email Follow-up Script
Content and Sequence (Exhibit)**

- 1. Introduce Company ...then yourself... (in that order!)**
- 2. Give 'Specific' reason for contact...**
"A few days ago we sent you a notice about a property we Just Listed (or Just Sold) at (give address) the (identify owner) property."
- 3. Ask: "Do you recall receiving the notice?"**
If 'Yes': *"As a result of the advertising and promotion we have done on behalf of the property, we have a lot of buyer interest in (name area)."* If 'No': *"The notice described a lovely (briefly describe property) and, as a result of the advertising and promotion we have done on the property, we have a lot of buyer interest in (name area)."*
- 4. Ask about friends and relatives:**
"Do you have any friends or relatives who have expressed an interest in moving to the area?"
If 'Yes': **Ask for the lead/referral's contact information and permission to use the property owners name when making contact. Make contact quickly!**
If 'No': **Go to step #6.**
- 5. Ask about their property:**
"Do you mind me asking...have you thought about selling your property now or in the near future?"
If 'Yes': *How immediate is your need? What has motivated the need to sell? What is your time frame? What are your plans if the property does not sell according to schedule?*
If 'No': **Go to step #7.**
- 6. Ask for neighborhood referral:**
"Who do you know in the neighborhood who might be thinking of selling or buying?" If given a lead/referral follow same procedure as above!
- 7. Thank owner for their time... and repeat your name and company name.** *"Thank you for your time! Once again, my name is (first name), (first and last name) with (company name). If you, or anyone you know, has a need for real estate services, please don't hesitate to contact me."*

i-FAStTRAC[®] 101 Prioritized/Proactive Prospecting and Lead Generation

For Sale By Owners and 'Integrated' Just Listed/Just Sold Promotions

Assignments

- Consider purchasing and reading *Maximum Achievement* ...Brian Tracy, *Non-Manipulative Selling*... Tony Alessandra, *QBQ*... John Miller.
- Become familiar with the Four (4) *For Sale By Owner Approaches* (Exhibit) and begin to re-write the script in your own vocabulary (and phraseology) and spend 30 – 60 minutes daily...practicing, drilling and rehearsing your re-written script.
- Plan to personally contact 5-10 *For Sale By Owners* (including 'follow-up') per week on a continuous basis. Start by contacting *FSBOs* in your Farm Area. Select and rehearse for 15-30 minutes the *FSBO Approach* that you are going to use before you start each day. Rotate your use of the Four (4) Approaches and make note of the Approach that works best for you, then utilize it more often. But don't ignore the others! Remember: The purpose of *prospecting* is to generate *Leads*!
- Become familiar with the Just Listed and Just Sold Scripts and begin to re-write the *scripts* in your own vocabulary (and phraseology) and spend 30-60 daily practicing, drilling and rehearsing your re-written scripts.
- Start finalizing a reusable template for your Just Listed and Just Sold Notices so that when you get a new listing or make the next sale you are 'good-to-go'. If you are going to be ordering notices from an outside supplier, make sure the supplier is affordable, reliable and the supplier can do the job quickly. Be sure the notices are heavily branded to you. See your broker/manager for *out-sourcing* recommendations.

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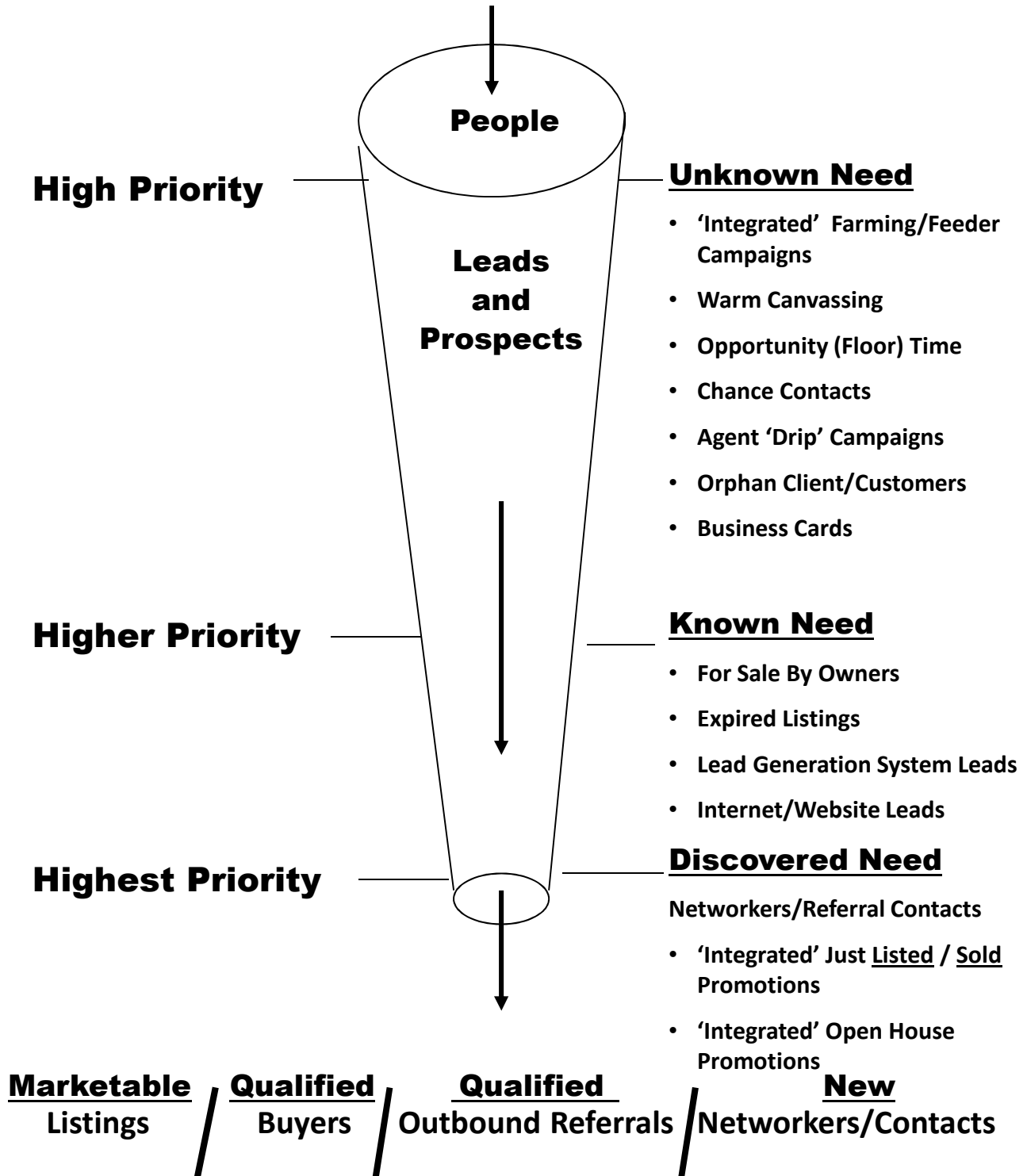
For Sale By Owners And
‘Integrated’ Just Listed/Just Sold Promotions

1. Daily *Prospecting* and Lead Generation Funnel
2. 31 Ways to Successfully Work For Sale By Owners. Checklist
3. For Sale By Owner Questionnaire
4. For-Sale By Owner Scripts
 - Relocation approach
 - Specific ‘Property’ approach
 - Specific ‘Prospect’ approach
 - Survey approach
5. ‘Integrated’ Just Listed/Just Sold Promotion Strategy. Checklist
6. ‘How to’ Expedite Just Listed / Just Sold Promotions. Checklist
7. Just Listed Promotion Script Content and Sequence
8. Just Sold Promotion Script Content and Sequence
9. Just Listed/Just Sold Direct Mail/Email Follow-Up Content and Script

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Daily Prospecting and Lead Generation *Funnel*



31 Ways to Successfully Work For Sale By Owners. Checklist

1. Target your market!
2. Get to them quickly
3. Visit them...don't call them
4. On first contact... determine level of motivation
5. Treat your pursuit like a courtship
6. Be patient...be persistent
7. Ask lots of 'wh' questions and elevate your level of listening
8. Be empathetic
9. Determine 'why' they are *FSBOs*
10. Don't be perceived as challenging their ability
11. Don't criticize price/property early on
12. Offer professional help/guidance
13. Provide useful information/tips
14. Never discuss your 'marketing fee' over the phone!
15. Only follow-up the 'motivated' *FSBOs*
16. Get permission to preview the property
17. Learn to "disarm the FSBO": Acknowledge: 'I can...you can!'
Emphasize: What you 'control/possess...' Not what you 'can do...'
Introduce: Concept of 'Real Estate Buyer-Pool
18. Distinguish between: Selling vs. Marketing
19. Further distinguish between: Selling to 'A' buyer vs. Marketing to find the 'right/best' buyer

31 Ways to Successfully Work For Sale By Owners. Checklist

20. Talk of 'Leveraging' the Laws of Supply and Demand
21. Never leave behind your CMA or Marketing Plan
22. Use different approaches/scripts: (Exhibit)
 - Relocation approach
 - Specific 'Property' approach
 - Specific 'Prospect' approach
 - Survey approach
23. Create a 10-15 Step For Sale By Owner follow-up strategy. Be specific! Offer 'Items of Value'!
24. Be patient and persistent
25. Don't be afraid of them! The FSBO has the problem...you represent the solution!
26. Be honest and straight forward...but only after trust has been established!
27. Learn to "say no!" to 'unrealistic' FSBOs
28. Plan to follow-up only the 'motivated' FSBOs at least weekly until they:
 - Buy
 - Die
 - Sell
 - Take property 'off-the-market'
29. Never show a buyer-prospect a FSBO property without a signed written agreement from the FSBO
30. Devote at least one day per week to working FSBOs... i.e. 'FSBO Friday'... and you will make more money than you ever thought possible!
31. Use an 'Inside-Outside' Strategy

FOR SALE BY OWNER QUESTIONNAIRE

- What has motivated you to put the property up for sale?
- Where are you moving?
- When do you have to be there?
- What are your plans if the property does not sell according to schedule?
- What are you asking for the property?
- How did you arrive at your asking price?
- Is there any price flexibility?
- Have you ever sold a property before?
- Did you use the services of a Realtor?
- Are you cooperating with Realtors?
- Was that a good or bad experience?
- How did you select that agent/company?
- What did the agent do that pleased you?
- What did the agent do that displeased You?
- What could the agent/company have done better?
- What motivated you to try to sell the property yourself?
- What marketing methods are you using? How are they working?
- If you were to use a Realtor, which company might you choose?
- Why that particular company?
- What would you expect that company to do to get your property sold?
- Have you had any difficulties trying to sell?
- Have you had any offers?
- Were those offers in writing? What happened?
- Have you had any prospects who need to sell before they can buy?
- Why do you think your property hasn't sold yet?
- If I had a 'Qualified' buyer could I have the privilege of showing your property?
- If I had a 'Qualified' buyer would you be willing to work with me?
- Are you familiar with our 40 Point Marketing Checklist?
- Are you familiar with our unique Home Marketing 'Upgrade' Strategy?

For Sale By Owner Relocation Approach

STEPS

DIALOGUE

#1 Identify Owner

“Hello, Mr./Ms. _____?”

#2 Identify Company/Self

“I’m with _____ Realty. My name is _____. (Hand Business Card)

#3 State

“I’d like to you know that I respect the fact that you’ve already made the decision to sell the property yourself! I’m not here to talk to you about listing your property.

#4 Ask

“I was wondering, however, if I could be of assistance to you on the other side of the ledger...the ‘buying side? Is your move going to be local or out-of-area?”

#5 Ask

“While I’m here... do you mind if I asked you a couple of questions?”

Probe Motivation

Why Selling

Where Going

Time Frame

Plans if Property Doesn’t sell

If Motivated

Mention
For Sale By Owner
Assistance/Information

If Not Motivated

Thanks!

#6 Close

For Sale By Owner 'Specific' Property Approach

STEPS

DIALOGUE

#1 Identify Owner	"Hello, Mr./Ms. _____?"
#2 Identify Company/ Self	"I am with _____ Realty. My name is _____." (Hand Business Card)
#3 Ask	"Is your property still for sale or have you sold it already?"
#4 Give Reason Contact	"We Just Listed/Just Sold a property nearby the (<u>ID owner</u>) For property at (<u>give address</u>) and as a result of the activity on that property we have a lot of interest in (<u>name area</u>).
#5 Ask	"Are you cooperating with Realtors?"
#6 Ask	If 'Yes'
	"Could I have the privilege of previewing the property?"
	If 'Yes'
	"I could do it now or would a little bit later be better?"
	Close for permission to preview
	Probe Motivation (Do you mind me asking?) * Why Selling? * Where Going? * Time Frame? * Plans if property doesn't sell?
	If 'No'
	Probe Motivation (Do you mind me asking?) * Why Selling? * Where Going? * Time Frame? * Plans if property doesn't sell?
#7 Close	If Motivated Mention <i>For Sale By Owner</i> Assistance/Information
	If Not Motivated Thanks!

For Sale By Owner 'Specific' Prospect Approach

STEPS

DIALOGUE

#1 Identify Owner

"Hello, Mr./Ms. _____?"

**#2 Identify Company/
Self**

"I am with _____ Realty. My name is _____."
(Hand Business Card)

#3 Ask

"Is your property still for sale or have you sold it already?"

**#4 Give Reason
Contact**

"We're working with a nice young couple by the name of _____ For
with two lovely children, ___ and _____. They're moving here
from _____ and have fallen in love with (name area). We've
seen everything currently available through the Multiple
Listing Service and I promised them I'd search around to see if
any other properties might be available. And, I noticed yours was
being offered 'For Sale By Owner'!

#5 Ask

"Are you cooperating with Realtors?"

If 'Yes'

If 'No'

#6 Ask

"Could I have the privilege of
previewing the property?"

If 'Yes'

"I could do it now or would a little
bit later be better?"

Close for permission to preview

Probe Motivation

(Do you mind me asking?)

- * Why Selling?
- * Where Going?
- * Time Frame?
- * Plans if property doesn't sell?

Probe Motivation

(Do you mind me asking?)

- * Why Selling?
- * Where Going?
- * Time Frame?
- * Plans if property doesn't sell?

#7 Close

If Motivated

Mention

*For Sale By Owner
Assistance/Information*

If Motivated

Mention

*For Sale By Owner
Assistance/Information*

If Not Motivated

Thanks!

For Sale By Owner Survey Approach

STEPS

DIALOGUE

#1 Identify Owner	"Hello, Mr./Ms. _____?"		
#2 Identify Company/ Self	"I am with _____ Realty. My name is _____." (Hand Business Card)		
#3 Ask	"Is your property still for sale or have you sold it already?"		
#4 Give Reason For Contact	"_____ Realty does a lot of business in (name area) and we try to stay up with the 'Whys and Wherefores' when owners put their properties on the market."		
#5 Ask	"Are you cooperating with Realtors?"		
	If 'Yes'	If 'No'	
#6 Ask	"Could I have the privilege of previewing the property?"		
	If 'Yes'		
	"I could do it now or would a little bit later be better?"		
	Close for permission to preview		
	Probe Motivation (Do you mind me asking?)	Probe Motivation (Do you mind me asking?)	
	* Why Selling? * Where Going? * Time Frame? * Plans if property doesn't sell?	* Why Selling? * Where Going? * Time Frame? * Plans if property doesn't sell?	
#7 Close	If Motivated Mention <i>For Sale By Owner</i> Assistance/Information	If Motivated Mention <i>For Sale By Owner</i> Assistance/Information	If <u>Not</u> Motivated Thanks!

'Integrated' Just Listed /Just Sold Promotion Strategy. **Checklist**

If you repeat the following procedure monthly for two (2) months, you could easily 'tell' **400-600** prospects/networkers that 'you' Listed/Sold the property. The total size of your promotion should be adjusted to reflect whether the property is/is **not** in your *Farm Area*.

- 200** 'Integrated' notices **per month** into the **neighborhood**
- 100** 'Integrated' notices **month #1 (only)** to both the **Feeder Market(s)** and **100** to your **Networkers**.

Recommendation if property is In Farm Area:

- Weeks #1-4: **Personally deliver** at least **50** notices in the *Farm* each week; **mail or deliver 25** notices to the **Feeder Market**; **mail 25** of the notices to your **Networkers**. Repeat this procedure each week for the **first four (4) weeks**.
- Weeks #5-8: continue (if possible) to **personally deliver 50** notices **per week** in the *Farm*. If personal delivery is **not** feasible...mail/email.

Recommendation if property is Not in Farm Area:

- Week #1-4: Mail or deliver 50** notices in the **neighborhood** each week; **mail 25** notices to your **Networkers**; disregard the **Feeder Markets**. Repeat this procedure each week for the first four (4) weeks.

Reminder: Be sure the notices are **personally-branded**; **'linked'** to **'Dynamic' Landing Pages** on your website; and have the required **'Disclaimer'**.

‘How to’ Expedite Just Listed/Just Sold Promotions. Checklist

- ❑ Start the Just Listed/Just Sold promotion within 3 days of listing or selling the property.
- ❑ If doing so conflicts with other prospecting you had planned... be flexible! Make distribution of these notices one of your highest priorities. Take full advantage of your ‘bragging rights’!
- ❑ Design the notices to be self-mailers
- ❑ Be sure the notices include the required ‘Disclaimer’, an 800 Call Capture #, Text #, Shortener or QR Code
- ❑ The notices should be ‘Integrated’ by use of ‘Dynamic Links’ back to Landing Pages on your website with ‘Dynamic’ content
- ❑ Consider circulating a ‘combo notice’...highlighting an Open House on the property ‘Just Listed’ and its Affordability
- ❑ Be sure your notices are personally-branded: containing your picture, contact information and the name and logo of the company you represent
- ❑ Don’t forget to send notices to current and past clients; referral contacts; the seller; yourself; and your ‘Feeder Market(s)’
- ❑ Be sure to blog about your listing or sale and use social media
- ❑ If delivering notices by mail/email...follow-up within 5 business-days max!

Just Listed Promotion Script Content and Sequence

1. **Identify Owner...** by last name whenever possible!
Use interrogative tonality... *"Hi, Mrs. Smith?"*
2. **Introduce company ...then yourself** (in that order!)
3. **Give 'Specific' reason for contact...** *"We Just Listed a property nearby at (address) give (owner's last name)."*
4. Hand them a Just Listed Notice and say: *"As a **result of our advertising and promotion we have a lot of buyer interest in (name area).**"*
5. **Ask for buyer referral:** *"**Who do you know** who might be interested in this property?"*
6. **Ask about their property:** *"Do you mind me asking,... have you thought about selling your property now or in the near future?"*
7. **Ask for neighborhood seller or buyer referral:** *"**Who do you know** in the area who might be thinking of selling or buying?"*
8. **Thank owner for their time... and repeat your name and company name.** *"Thank you for your time! Once again, my name is (first name), (first and last name) with (company name). If you, or anyone you know, has a need for real estate services, please don't hesitate to contact me."*

Just Sold Promotion Script Content and Sequence

1. **Identify Owner...** by last name whenever possible!
Use interrogative tonality... *"Hi, Mrs. Smith?"*
2. **Introduce company ...then yourself** (in that order!)
3. **Give 'Specific' reason for contact...** *"We Just Sold a property nearby at (address) the (owner's last name) property."*
4. **Hand them a Just Sold Notice** and say: *"We still have a lot of lingering buyer interest in (name area)."*
5. **Ask about their property:** *"Do you mind me asking... have you thought about selling your property now or in the near future?"*
6. **Ask for neighborhood seller or buyer referral:** *"Who do you know in the area who might be thinking of selling or buying?"*
7. **Thank owner for their time:** repeat your name and company name.
'Thank you for your time! Once again my name is....'

Just Listed / Just Sold Promotion Direct Mail/Email Follow-up Script

1. **Identify Owner...** By last name whenever possible. Use interrogative tonality... *"Hi, Mrs. Smith?"*
2. **Introduce Company ...then yourself...** (in that order!)
3. **Give 'Specific' reason for contact...** *"A few days ago we sent you a notice about a property we Just Listed (or Just Sold) at (give address) the (identify owner) property."*
4. **Ask:** *"Do you recall receiving the notice?"* If **'yes'**: *"As a result of the advertising and promotion we have done on behalf of the property, we have a lot of buyer interest in (name area)."* If **'no'**: *"The notice described a lovely (briefly describe property) and, as a result of the advertising and promotion we have done on the property, we have a lot of buyer interest in (name area)."*
5. **Ask about friends and relatives:** *"Do you have any friends or relatives who have expressed an interest in moving to the area?"*
If **'yes'**: Ask for the lead/referral's contact information and permission to use the property owners name when making contact. Make contact quickly! If **'no'**: Go to step #6.
6. **Ask about their property:** *"Do you mind me asking... have you thought about selling your property now or in the near future?"*
If **'yes'**: *How immediate is your need? What has motivated the need to sell? What is your time frame? What are your plans if the property does not sell according to schedule?*
If **'No'**: Go to step #7.
7. **Ask for neighborhood referral:** *"Who do you know in the neighborhood who might be interested in selling or buying?"*
8. **Thank owner for their time...**and repeat your name and company name. *"Thank you for your time! Once again, my name is (first name), (first and last name) with (company name). If you, or anyone you know, has a need for real estate services, please don't hesitate to contact me."*