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*This Article*  
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# **42 Proven *Strategies*, Scripts And Tactics to Sell Your Listings Now!**

Dear Friend,

With the real estate market continually making adjustments, Realtors, Builders, banks and consumers are looking for solutions to sell their homes faster. One of the obvious challenges we face as an industry is a lack of experience selling in a “buyers” market. As N.A.R. has stated ... “Of the 1,000,000 new licensees that joined real estate since 2000, nearly 87% came into the business with little to no sales and marketing experience.”

## **A Lack of Experience – Doesn’t help!**

During a recent training call, 51 prominent coaches pooled together their collective 714 years in real estate and over 12,287 transactions closed to bring us this special report. Here’s what they came up with.

Please read this report with an open mind. Then, select one or two ideas and ACT on them this week!

1. ***Improve the quality of your qualifying*** of sellers!  
Specifically, be willing to ask questions like ...
  - When did you buy this home?
  - How much do you want to sell your home for? How did you come up with that price?

- How much do you owe on the property?
- What's your plan "B" if the home doesn't sell?
- Based upon what we know is happening in the market...are you prepared to price your property to sell?

Now more than ever, you must take a consultative approach to every seller's situation. This means, spend more time discovering their reasons for selling. Along the way, remember to dig deep and discover the problems or obstacles standing in their way of selling or achieving their goal. As a sales person you earn a living in direct correlation to your ability to solve others problems!

**2. *If they don't qualify ... tell them the truth!*** If their "bottom-line price" isn't a reality for today's market ... tell them the truth! If they should "hold the property" based on a lack of realistic expectations and/or a lack of motivation ... tell the truth! Our studies have shown it costs between \$2,000 to \$5,000 in hard cost to take a listing that doesn't sell – without factoring in your time, your staff's time and the emotional ups and downs of servicing a client that won't sell.

If they decide to list with someone else ... future pace them so they understand you'd like to be the "next agent they hire" if it doesn't work out as planned.

**3. *Upgrade your listing presentation*** ... specifically ... work to become more effective at presenting price! It's been said ...

***"When an agent takes an over-priced listing ... the seller made a better presentation!"***

- Get connected with their sellers and build a deep level of rapport. This will lower their sales resistance and allow the truth about price to sink in. If they're not comfortable with you ... they'll be really uncomfortable with your pricing strategy!
- Show up with newspaper articles (social proof), statistics and facts from your board office or MLS (analytical proof) and a thorough CMA.

- Ask the question ... “do you want to lead the market ... or chase it down?”
- Focus on the importance of “unveiling the property to the market, perfectly!”
- Be willing to turn the listing down.

4. Build into your presentation ... ***automatic 5+ % price reduction.***

5. ***Have each of your listings on HomeFeedback.com*** so your sellers are informed from a 3<sup>rd</sup> party source of the changes they need to make.

6. Know exactly how many homes are on the market and exactly how many are selling per month. Then ***share those #'s.***

- “Here’s exactly what’s happening in the market ... we have (x) homes on the market ... we have (y) selling per month. If we didn’t add another home ... we have (z) months of supply for buyers to make choices on. You told me you wanted to sell your home in (x) months, correct? Here’s the scary # ... (y) properties’ are coming on the market every month ... not to mention the number of foreclosures, short sale and bank owned properties ... (“Name”) you tell me .. is pricing the property important today?”

7. When pricing property, focus on ***“Pendings”*** ... *“this is what buyers are willing to pay today. Based on what you’re reading in the papers ... do you believe buyers will offer more ... or less than the last pended sale? That’s exactly why I’m going to recommend a price of (\$XXXX) ... shall we get started”?*

8. ***If there are no comp’s*** ... *“That’s the comp! No one’s been willing to play at this price point ... therefore we must price it in a way where the market will talk back to us. You see, I’d rather us turn away 10 lowball offers ... then never receive one, does that make sense?”*

9. **Great Script:** *"Don't fall into the trap ... thinking just because you have the lowest priced home for sale that it will sell quickly ... your just comparing yourself to the others that failed to sell ... let's look at the pending and closed sales over the last (x) months and see if we can spot a trend on prices!"*

10. **Great Script:** *"In a Real Estate market where values are dropping ... sellers who are willing to price it correctly in the beginning "win" ... vs. the seller who waits for their price while others reduce ... then sell ...and take your profits with them ... you tell me, based on what you see happening, what would you like to do?"*

11. **Great Script:** *"Value is a moment in time ... today it may be perfect ... tomorrow a builder could slash their prices and your price goes down instantly, does that make sense? That's exactly why I'm going to recommend a price of (x) ... and I'll be in communication with you several times a week to keep you informed, okay?"*

12. When a client says **"We NEED X dollars in the sale of this home"** be prepared to have the conversation ... *"What you need isn't relevant to what the buyers are willing to pay" ... or, ... "What you need isn't important to the limited number of buyers in the market ... we're clearly in a buyers market ... today we must price based on their needs, does that make sense?"*

13. If you going to run advertisements ... Consider ... ***"Prices change weekly ... call for today's prices at 1-800 call capture number. # and code"***.

14. **When working with a buyer ... Great Script:** *"All the money and wealth is made on the purchase of real estate ... buy right and you'll always make a fortune ... now is a GREAT time to buy!"*

15. **Offer buyers incentives!** We're competing against builders who are offering flat screen TV's, free HOA for a year, buying down interest rates and more. We must increase incentives or reduce the price even more to be competitive.

**16. Offer incentives to the agents!** There ARE buyers out there ... and they're working with other agents. Cause your listing to STAND OUT by increasing the commission by 1 to 2% (Yes! 4 to 5% on the selling agents side) more to the selling agent!

**17. Stage the Home!** Now more than ever, the buyer has options. Remember, we only have "1" first impression ... makes the buyer say "Wow!"

**18. Market the home more cost effectively** and aggressively (think outside of the box)!

- Start with GREAT photography.
- Add as many photos as possible to realtor.com and other site you use for promotion of your listings.
- Using "Craigslist.com" to advertise homes as "good deals". The key is advertising multiple times a day, multiple postings.
- Knock on 500 doors around the property (I know it's old school ... but it gets you out of the office and on the streets in front of people ... only good things come from that!).
- Do "odd time" open houses; Example: Thursdays from 5:30 to 7:30!

**19. Consider auctioning the home!**

**20.** Profile your listings and then **target your marketing** efforts accordingly. An example:

- First time buyer price point. Market to apartment buildings! Advertise headlines like ... "Tired of throwing your rent money down the drain?" "Payments as low as (xxx)" or "100% financing still available, call today for details!"

**21. Show your listings yourself** and stop leaving the “selling” of your listing to another agent! Most importantly, get there early and set that stage ... lights, music, Showtime!

**22. Call weekly for reductions.** Pre-set how you’re going to communicate to your sellers before you call for a weekly follow up. If you have a lot of listings, work on reductions in blocks of 5 properties to generate more momentum! Start by writing down the price you want next to their name, keep it in front of you and work hard to get to that price! BE committed to help them ... don’t allow them to set the wrong price! Your doctor wouldn’t allow you to diagnose yourself and prescribe surgery! Take control ... and remember the cost of a listing that expires or cancels!

**23. 82% of all buyers are shopping on-line first!** Price everything in accordance with how the buyers select prices on-line at Realtor.com. Round numbers in increments of \$50,000.

**24. Leverage the broker tour** by asking agents to leave a card and write price feedback on the back. Then sit down with the seller immediately after and share the feedback.

**25. Don’t** dramatically “**under price the listing**” ... The market will always speak back to us and tell us the truth!

**26. Know your market and their competition!** Your goal is to be #1 or #2 on price and condition in the MLS.

**27.** The only way to not have to go back for another reduction is to **price it right at the first meeting!**

**28. Sell them on the price!** You have to have an incredible listing presentation! You must sell with conviction, passion and purpose! If in your heart you truly want to help people and be a difference maker ... prove it and tell them the truth ... and sell them on the right price!

**29. Bring a pile of expire listings** with you on your presentation “don’t be one of these!”

**30. Bring a pile of Notice of Defaults and Bank owned properties** on your presentation to emphasize what will be happening to price because of these!

**31. Know the average time on market** ... for the whole market, their community and their specific price point! If you say it’s priced right and it’s on the market longer than the time on market ... it’s over priced!

**32. Use the “Absorption Factor”** in your listing presentation AND when communicating to your sellers in your weekly follow up.

**33. Email ALL of our clients reductions** (in their areas) to keep them in the loop to be informed on pricing strategies and trends!

**34. Get your lender involved** by having both their # and yours on all marketing, flyers, signs riders and more!

**35. Return calls promptly!** If a prospective buyer calls ... call them back quickly! The same thing applies to agents who may have a buyer! I know this sounds silly ... but how many stories have you heard on the streets and around the water cooler?!

**36. Do Big Open Houses!** And invite the world! Door knock around your listing before the open house to personally invite the neighbors to “come say “good bye” to the Jones’s”!

**37. Call your past clients and sphere** and **ask** for their help ... describe your sellers situation, property or motivation to sell ... and find out who they know that may fit the needs of the property!

**38.** Advertise and let the world know you have a GREAT lender with money to lend and **“there’s still 100% financing available!”**

**39.** Don’t be afraid to write a **“We will take (x)”** offer from your seller to an agents buyer who can’t make a decision and has seen the property multiple times! Just start the negotiations!

**40.** **Call investors and pitch your property** to them! If they have multiple properties, it could be a great time to upgrade some of their investments!

**41.** **Put out the financing** ... Instruct the other agents on when the loans are available ... what the payments could be, down payment options and most importantly, who to call as a lender who can “make it happen!”

**42.** **Cross-sell other listings** on the back of all your listing flyers. Include investment opportunities, a great listing from within your office and even out of the area investment opportunity!

*“Well, you made it to the bottom of the list. Now, select one or two items and get into action immediately.”*

Remember, let us help you sell more real estate!

Sincerely,

A handwritten signature in black ink that reads "Mark C. Sampson". The signature is written in a cursive, flowing style.

Mark C. Sampson, Broker  
CALL REALTY CO. INC. GEN.