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Eliminate the Goober call

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The dreaded "Goober Call"...just the thought of it makes me squirm like a child waiting in the dentist's office. Some of you may be asking, "What the heck is a goober call?" We Realtors have ALL experienced the goober call on many occasions, some more often than others. A goober call, my fellow Realtors, is when a Seller calls and asks you things like, "Hey, why isn't my house selling?", "How come I haven't received any feedback on that last showing?", or - god forbid - "Just what the heck are you doing for all those commission dollars I'm paying you?"

Actually, a goober call is almost every call the Seller makes to you. The reason I say that is because most of the time the call doesn't start out as a goober call, but turns out like that. Don't get me wrong; I don't mean that I think the Seller is a goober, I just think that the conversation is a goober call, and honestly, the goober is usually the Realtor if they get that kind of call. Why am I dissing my peeps, my colleagues, my own Realtors? Simple: if you get a goober call, it's usually your fault. These types of calls can be prevented with a little effort and strategic planning.

First Strategy:

"Terry, how can we avoid goober calls?" I'm glad you asked! The first way to prevent goober calls is to ALWAYS do a listing presentation using proper presentation software (like PowerPoint). Yes, I said ALWAYS. A good listing presentation is invaluable to you as a Realtor. First, it should set out all the parameters with regards to marketing efforts, advertising, communication and feedback systems, and how your client will use your systems. You must explain your processes, commissions and any other ancillary services you may offer. The key is to never over-promise and under-deliver. If you say you'll communicate feedback from every showing, you'd better darn well do it.

Second Strategy:

Another strategy I use in my business is to send the Sellers a 'Stats Update' letter every two weeks. This letter should explain to them what the current market conditions are, what comparable homes have recently sold or been listed, and how many web hits MLS and your website have generated. By giving the Seller this information BEFORE they ask for it or even want it you eliminate the goober call. On opposite weeks to the stats update letter, send a marketing update letter and include PDF's of any ad or marketing piece. Let them know where and when their home will be exposed to the market. Also, send them all the listing and selling documents via email so they have the ability to answer their own questions before they call you, and the conversation turns into a goober call.

This approach has helped me greatly in my business. I've sold 100 homes every year for the past 12 years with NO buyers agent, only an admin person. And, I did it working only the odd weeknight, and hardly ever on weekends. That, my fellow Realtors, is what happens when you eliminate the goober call.