

### Overview

Each home listed is an opportunity to do more deals. Use your listings to create more listings and collect a qualified group of buyer prospects. The homes that don't sell when first listed can be the best homes to have as listings. What was an unrealistic homeowner has become a motivated Seller. More listings mean more deals! Expired Listings have a Motivated Seller, ready willing and able to see their home sold resulting in a quicker sale. If you show up offering a complete marketing package you will win more listings and get higher commissions. There are usually two reasons for a home that didn't sell; Price and Marketing. If you let the Sellers know that you have the most cutting edge comprehensive marketing program available, they will embrace your direction and advice for getting their home sold. Once you win the listing, make sure that you use it to get lots of buyer prospects and grow your listing inventory in the neighborhood. Every listing should be seized as a way to grow your listing inventory and buyer pool.

### Identify them and win their Listing



One of the most effective means of working expired listings is to search the MLS and find listings that are expiring over the next 7 days in a target geographic location. Make it a habit to stop by all listings that are expiring every morning or every afternoon (early morning is best as it is easiest to make it a routine). Worst case work

"Expired's" the same

time every week, like Tuesdays and Thursdays or every Friday. It is important when you stop by to appeal to the Seller's. Even though many Expired listings are overpriced per the location and condition, pay no mind. Almost every Expired Listing Seller thinks their home only didn't sell because of marketing. So, it only makes sense that at first encounter, you should only talk about marketing. Marketing, marketing and more marketing. They will feel you are a breath of fresh air compared to their previous experience. To show them how you are different, you should create a unique marketing piece that you can leave at their home. Here are some ideas:

a. Make a Property Site for their house and drop off business card stickers with their property domain as it has their home on it they will be impressed. 123Sample.WillSellQuick.com. Seeing their actual home as a property Website shows that you care and first impression is everything.

b. Make or use the pre-made flyers to showcase your marketing program and build your case for why you are better.

c. Visit the homes with a flyer, postcard or anything that links to your Flip Show book link (buy a domain [www.SellYourHomeNow.com](http://www.SellYourHomeNow.com)) or link to your existing website and embed the Flip Show book on the Home page showing why you market more than their pa.

Ask them to go to the URL's on the flyer, postcard or business card (business card stickers with their domain) and see why you are different. Marketing is everything and you have a system that will ensure they expose their home more. Use your comprehensive marketing program to WOW them that you are so very different from the other Real Estate professionals they have encountered. Make sure you convey that you understand where they are coming from and that is why you are here to save the day and you will create instant report. After all, all the Expired Listing Seller's want is to sell their home and luckily, you have arrived to save the day.

You may drop off marketing materials if the Seller's aren't home. You should follow up with a call or if it is a great listing, keep dropping by until you meet or have a dialogue with them. After you have built rapport, schedule a Listing Appointment and get the listing.

### **Now you have the listing use it and sell, sell, sell...**

Once you have the listing, make sure you make the case for pricing. Whenever possible, take all Seller's especially Expired Listing Sellers out to see their competition. Price based on supply and demand and the Seller's will be at a more realistic pricing to attract the best buyer. Once they see what their competition is in person, denial subsides and most Seller's will actually price their home very reasonably. Now that you have a well priced listing, market it fully (use the eMarketingGuide to help with ideas). Scour the neighborhood (perhaps door-knocking with a flyer, business card stickers, Just Listed Postcard, water bottle labels, anything to show the neighbors that you have an online 24-7 Open House. When talking to neighbors, give them a marketing piece with the URL on it and tell them that you have a wonderful place they can go and see everything on the house [123Sample.IsNowForSale.com](http://123Sample.IsNowForSale.com)...etc. Ask them to tell their friends and family because it is in their interest to "pick their neighbor" by helping you promote the domain. Get the Seller working for you too by having them give out your business cards with stickers on the back to promote the URL (their home) on the back. Have your Sellers hand out at least 50-100 cards at work, church, kids sporting events...etc. If you want you can create other mediums like Water Bottle Labels with the URL and pictures on them, postcards, flyers...etc.

#### *Tip:*

*Use any listing you have or acquire to court other Expired Listings and FSBO's in the area. Listings are easier to get in a neighborhood you are already selling in. Hold launch events, multiple Open Houses, door knock, direct mail...become a force in the neighborhood. The highest producers are those that specialize in neighborhoods, tracks, complexes or areas as they can promote themselves as an expert, everyone wants to work with the "expert".*