



## 3 Ways to Improve Your Profitability by Up to 44%!

By Jim Remley

### The Disclaimer and Legal Stuff

The real estate industry doesn't \_\_\_\_\_ – there is no national, regional, or even local commission pricing. So we should never use the words “standard, normal, or what everyone charges.”

There are many models for the industry – including full service, limited service, fee for service, per hour, per task...This class is designed to help you move your commission rate up – regardless of your base commission pricing.

### What are you charging and why?

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### Five Things You Must Have

1. An In-Depth Marketing Plan
2. Recent Testimonials
3. \_\_\_\_\_
4. Company and Personal Statistics
5. A Listing Presentation

### The Instant 20% Raise

Charging \_\_\_% on a \_\_\_\_\_ = \$6000

Charging \_\_\_% on a \_\_\_\_\_ = \$5000

Equals = \$1000 or 20% more income

**“What do you charge?”**

Answer: It depends on \_\_\_\_\_...

**The Top 5 Reasons You Are Worth More?**

If you don't know the answer \_\_\_\_\_

**Your Marketing Plan - 10 Ways You Market a Property**

1. Social Media
2. \_\_\_\_\_
3. HD Photography / Dusk & Dawn
4. Copy Writing
5. Neighborhood Marketing
6. Relationships with REALTORS
7. Event Marketing – Launch Parties
8. \_\_\_\_\_
9. Google / SEO / Websites
10. Property Websites
11. Testimonials – Recent Reviews - Awards

**Success Portfolio**

Show off Your Marketing Success:

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**Company and Personal Statistics**

National | Regional | Local | Hyperlocal

Market Share | Volume of Sales

Company VS Market

\_\_\_\_\_ VS \_\_\_\_\_

- \_\_\_\_\_
- Average Sales Rate %
- Average Days on Market

## Your Listing Presentation

Confidently explain the process and advantages of working \_\_\_\_\_.

## At the Home Scripts

*I charge up to X% depending on the property location, the property type, my marketing plan, and the price point.... but for your home I would \_\_\_\_\_.*

*To do that we need to talk about the price....*

The Pre-Print the Fee Strategy on the Forms (10 – 6)

## Give them Options – Make it a Conversation:

*I charge X% all we have to do is figure out how much to \_\_\_\_\_.*

*I charge between X-X% you can decide....it just depends on how aggressive we want to be in the marketplace.*

## The Pivot - ABC company said they would do it for X....

*I understand did they show you their marketing plan or statistics in this neighborhood? Can I show you ours – Like most things the proof is in the \_\_\_\_\_.*

*I hear you let me ask you though – is your decision based solely on who \_\_\_\_\_? The reason I ask is because there are other companies that charge even less that I could refer you to ... most of my clients work with me because of my marketing and negotiation skills. One thing to keep in mind is that my fee is a \_\_\_\_\_ – you only pay me if I bring you an acceptable offer that goes to closing. All the things I do for my clients – I do before charging anything...*

## The Fall Back Conversation

Variable Rate Commission Approach (Brokerage Approved):

*I don't normally do this but how about this if I sell the listing myself, I will adjust the fee to X%*

*Here is what I purpose if we sell the listing in the first 30 days I will charge X% but if it goes beyond 30 days the fee goes to X% It's really going to depend on -*

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### Raise Your Average Sale Price

What is your average sales price and why? Another \_\_\_\_\_ raise!

Average Sale Price \$ \_\_\_\_\_ x 10 sales = \$2,500,000

Average Sale Price \$300,000 X 10 sales = \$ \_\_\_\_\_

### The Compound Effect

$10 \times \$250,000 = \$2,500,000 \times 2.5\% = \$62,500$

$10 \times \$300,000 = \$3,000,000 \times 3.0\% = \$ _____$

\_\_\_\_\_ % Increase in Income – (Same Amount of Work)

### 8 Ways to Raise Your Average Sale Price

- Set a Specific, Realistic Goal
- \_\_\_\_\_
- Borrow Open Houses in that Price Range
- Leverage Every Buyer Success
- Re-Set Your Sphere – Go all in with in Upper Tier
- Model Performers in the Market
- \_\_\_\_\_
- Use the Client – Sphere, Social, Networks, Endorsements..

### Raise Your Standards

Who is your \_\_\_\_\_ and Why?

### Build Your Client Model

- Demographics
- Age Range
- \_\_\_\_\_
- Education Level
- Family Status
- Location
- Real Estate Price Range

## Highlight them In Your Database

- Focus on this Group – Groups Cluster
- Mixers | Events – House Warming
- Be a \_\_\_\_\_
- Social Marketing Insta | FB | Snap
- Advocates | Influencers

“Can I get your advice...” or \_\_\_\_\_

## On the Shelf Scripts - Buyers

*Hey, it sounds like the timing \_\_\_\_\_ . Let’s do this – when you feel good about moving forward (or x happens), let me know and I will be ready to jump in and help you find your dream home!*

*We are in an extremely competitive market right now with lots of multiple offers.*

\_\_\_\_\_, *but because you still need to <win the lottery, sell a home, secure financing>, we lose out to other competing buyers. I think your first step is to <do x> and then we will be ready to start shopping for a home.*

## On the Shelf Script Sellers

*When we put the house on the market, it triggers my marketing machine to go into high gear. From what you are telling me, it sounds like you aren’t quite ready for that to happen. How about this: let’s wait a bit. I can update you on the market activity and*

\_\_\_\_\_.

*In our market it’s a price war and a \_\_\_\_\_. What I mean is that you have probably noticed some signs on homes that have been up for months and still no sale. Those are overpriced homes. The market always rejects an overpriced home. Second, buyers want a turn-key home. They expect a home to be move in ready. Based on what we discussed, I think it would be wise to complete <x repairs> before we go to market. This will help you get top dollar and sell quickly.*

## Kick to the Curb Scripts

*Based on what you are telling me, I really don’t think I can help you hit your real estate goals – I wish you the best, but \_\_\_\_\_.*

*In talking with you today, I am going to suggest that you work with another agent. I just don't think I am a good match for your needs. Can I refer you to someone who I think would do a great job?*

*I think at this point we have to decide whether you just want to \_\_\_\_\_.*

*Can I tell you what I think the price we need to be at to actually sell the property is or are you feeling like you would rather pull the property off the market?*

### **The Numbers Behind – Raising Standards**

10 “Mix Bag” Clients -Close 5 Into Transactions = 50% Closing Ratio

10 “Qualified” Clients -Close 8 Into Transactions = 80% Closing Ratio

10 X 200,000 x 50% = \$1,000,000 Closed Volume

10 X 200,000 x 80% = \$1,600,000 Closed Volume ( \_\_\_\_\_% increase!)

Take Control of Your Career...

- Start Saying \_\_\_\_\_
- Ready, Willing, and Able Clients are Your Only Clients
- Priority Clients are Your Daily Priorities
- Repeat Clients and Serial Clients Matter
- Referrals are Built through Daily Contact

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