

EXPIRED LISTING

“Ugly Yellow Postcard”

MARKETING KIT

Turn expired listings into a consistent monthly income

K.I.S.S.

- Keep It Simple Silly
- I'm not going to talk for an hour about something I can describe in 2 minutes
- This program is designed to be short, quick, and to the point
- So you can “take action” and earn right away

Program Goals:

- Stand out in a competitive niche
- Attract expirers by talking their language
- Marketing plan with templates
- Prospecting plan with scripts
- Customize program for your personality

What we will cover in this training:

- How to turn expired listings into a consistent monthly income
- What expireds want, why they are mad, and what you must avoid saying
- How to find, approach, and relist expireds
- Marketing templates, prospecting scripts, and the action plan checklist

Why Pursue Expired Listings?

- Four simple reasons:
 1. They are easy to FIND
 2. They want to SELL their home
 3. They are willing to HIRE an agent
 4. They will PAY a commission
- Most expireds are motivated to sell
- Expired listings are productive work

End The Income Rollercoaster

- Most agents ride the real estate income rollercoaster
- Income up ... income down
- One month up ... the next month down
- It's time to level out the ride ... at a high level
- Expired listings can create a predictable dependable income stream for your business

Consistent Monthly Income

- There is a constant flow of expired listings
- Hot markets less ... slow markets more
- But there are ALWAYS expired listings
- Create a SYSTEM to relist and you'll create a consistent monthly income

What Are The Numbers?

- Most agents with a solid marketing, prospecting, and follow up program are experiencing this:
- **10 expired listings = 1 closing**
- That is NOT 10 attempts
- That is 10 expires inside your program with consistent systematic follow up (you'll learn how)

How Many Expireds In Your Market?

- If your market has 10 new expireds each week
- And you add them to your system and follow up
- Then you can expect (after you system is moving):
 - 1 expired closing per week
 - 4 expired closings per month
 - 48 expired closings per year

What Is Your Average Commission?

- Every market is different (and every agent experience will be different)
- The average U.S. house price is \$200,000
- If you earn 3% (commissions are negotiable)
- That's a \$6,000 listing side commission

How Much Can You Earn?

- If you close one expired listing per week, that's ...
 - \$6,000 per week
 - \$24,000 per month
 - \$288,000 per year (that's with 4 weeks of vacation/year)
- That's a great income for doing one thing right
- Of course this is not a guarantee ... your results may be lower or higher

How Quickly Do Expireds Relist?

- Note: these numbers are a summation of my research and experience with expireds
- Big Picture:
 - 30% of expireds relist with OLD agent or pull off market completely
 - **70% relist with NEW agent (maybe you)**

Detailed Stats

- 25% of expired listings will relist with old agent
- 5% will pull from market and not attempt resale for 3 years plus (dead)
- **35% will relist with new agent within 30 days**
- 15% will relist with new agent within 90 days
- 10% will relist with new agent within 6 months
- 5% will relist with new agent within 12 months
- 5% will relist with new agent within 24 months

Opportunity

- MOST agents STOP following up after the FIRST contact (week one)
- Follow up is where the opportunity is
- All you have to do is be more persistent than your competition

Your Competition Is Weak

- 48% of salespeople never follow up with a prospect
- 40% of salespeople make a second contact and stop
- 12% of salespeople make more than three contacts

All The Money Is Made In Follow Up

- 2% of sales are made on the 1st contact
- 3% of sales are made on the 2nd contact
- 5% of sales are made on the 3rd contact
- 10% of sales are made on the 4th contact
- 80% of sales are made on the 5th to 12th contact
 - 40 times more likely to sale vs only 1 contact

Go The Distance

- You don't know WHEN the expired will be ready to relist (day 1 or day 30 or day 90)
- Be prepared to go the distance
- You know they want to sell, will hire an agent, and will pay a commission
- Invest time with a high payoff lead ... expires

Persistence Wins The Expired Game

- Competition is fierce ... the first few days
- Then most agents get bored, find the next shiny object, stop following up, and fail
- Be persistent and consistent

What Do Expireds Want?

- The same thing that all sellers want:
 - Highest Price
 - Quick Sale
 - Least Hassles

Most Expireds Are MAD!!!

- Mad and embarrassed that their home did not sale
- Mad at the last agent who did NOT sell their home
- They BLAME their last agent for the failure
- Keep the negative focus there
- Biggest danger ... they lump you in with old agent
- Show them WHY you are DIFFERENT

Do NOT Defend The Last Agent

- The expired thinks the home did not sell because of agent mistakes (or incompetence):
 - Not enough marketing
 - Bad advertising
 - Exposed to wrong market
 - Promoted to unqualified buyers
 - Improper staging
 - Incorrect photo selection
 - MLS listing errors
 - Poor communication
 - Agent errors

Sadly, The Last Agent Is To Blame

- But not for the reasons the seller gives
- It's because the last agent did NOT resolve the biggest problem with the property sale

#1 Reason Listings Expire

- **Price is too high**
- Seller or agent were too optimistic
- They overshot the market
- And never adjusted down to meet it
- Remember: ALL homes will sell at the right price ... no matter the condition or location

#1 Thing You Can NOT Tell The Seller

- **Your price is too high**
- Seller don't want to hear this
- So if you tell them “the truth” right up front, they will despise and ignore you
- This is the WRONG approach
- Avoid talking about price up front

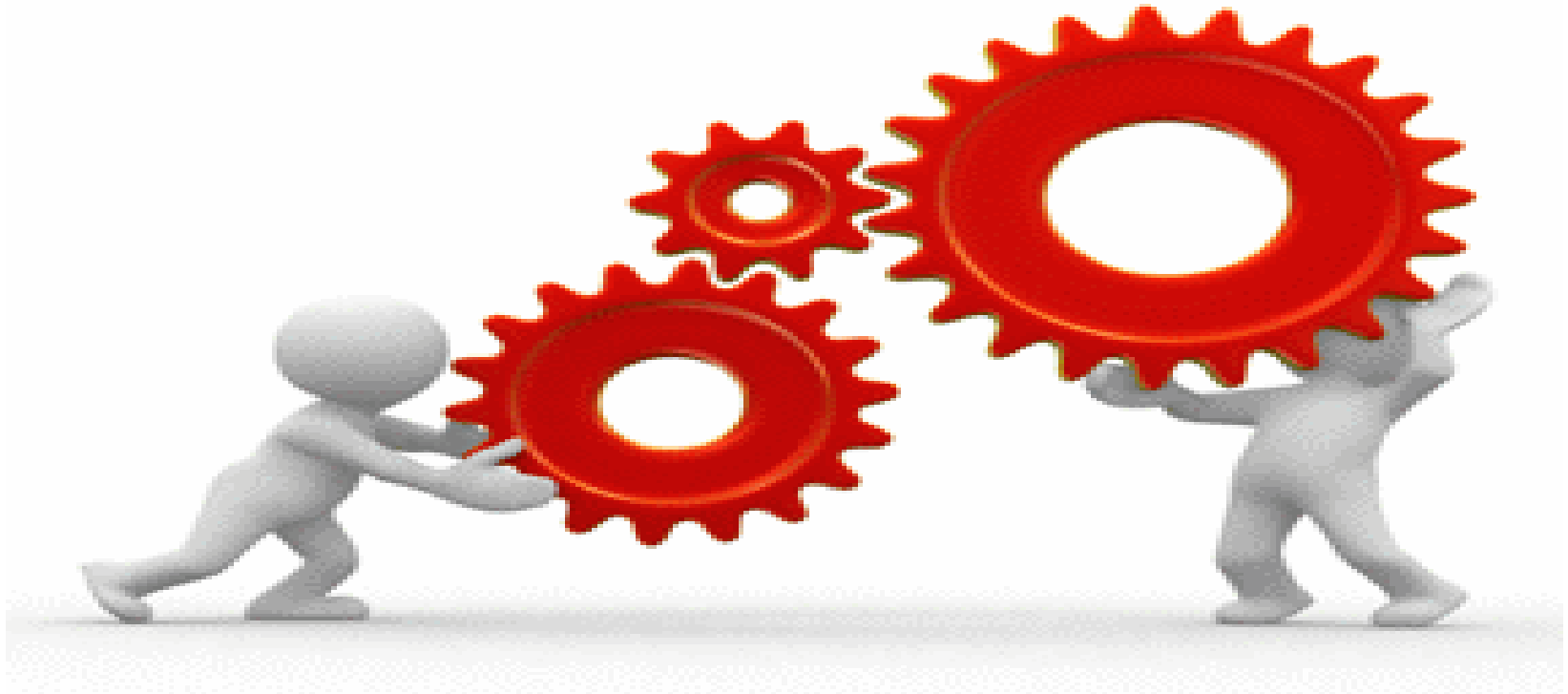
Don't Be The NEXT Expired Agent

- If you DON'T get the seller to reposition the price (nice way to say price reduction)
- You will be the NEXT expired agent crying over lost time and resources
- Don't let this happen to you

How To Resolve This Dilemma

- Eventually you will have to talk about the price
- BUT ...
- Not during the “courting stage”
- Wait until the listing presentation
- After you have built some rapport

Now let's talk about systems ...



Create A Simple System

- Simple systems are best
- Easy to start
- Easy to use
- Easy to modify
- Easy to win
- Keep it simple

How To Find Expireds

- MLS search - status “expired”
 - Daily
 - 30 days old
 - 90 days old
 - 6 months
 - 1 year
 - 2 years (zero competition)
- Set yourself up on MLS “drip” of expireds

Expand Search To Find More

- Different areas (wide or narrow)
- Different property types (res, cnd, inv)
- **BONUS:** search “withdrawn” listings
 - Some agents withdraw listings from the MLS days before expiring ... to save face

Clean List

- Daily MLS search to see if relisted
- Note: if accidentally contact a relisted home, apologize, tell them they made a great decision hiring the agent, wish them well, end the conversation, and move on

Where To Store Data

- Need a central location: database, CRM, spreadsheet, 3-ring binder, 3x5 cards, ...
- Collect basics: owners name, phone, subject property address, mailing address (rental), date expired
- Helpful but optional info: MLS printout, public record printout
- Track progress and actions taken

What You Really Want

- You want “sellers” NOT “properties”
- You are looking for “motivated sellers” ...
after you find them ... you can learn about
the property
- Top agents “list” sellers NOT properties

Hire A Service

- Find a service that:
 - Researches the MLS daily (add new, remove relist)
 - Lists the expireds (downloadable to spreadsheet)
 - Gives Name, Subject Address, Expired Date
 - Adds the phone number
 - Has multi-line speed calling technology with auto voice mail drop

List of Expired Research Tools

- DIY reverse directory:
 - Coles Directory
- Full Service:
 - The Red X (with Mojo Dialer)
 - Vulcan 7

Do Not Call List

- Remember to scrub your call lists against BOTH your state and federal Do Not Call Lists.
- Many expired services offer to scrub your data against the Do Not Call List as part of their service including those services listed in this training.
- Talk to your broker about the office policy.

BONUS: To Get Email Address

- Knock on sellers door and ask
- Find seller in social media and look up email
 - Facebook, LinkedIn, ...

Advanced Idea To Get Expireds

- Solicit other agents in your office
- Offer them a “referral fee” for referring their expired listings to you (the week before dead)
- Make the referral fee odd number like 21.7% (stand out in the crowd)
- Word of mouth, post flyers, email signature, ad in Realtor newspaper/newsletter/website, monthly postcard, ...
- **BONUS:** Expired agent buddy. You give me your expireds ... and I'll give you mine (referral fee arrangement)

Sample

Is Your Listing About To Expire?
Don't Lose Out On All Your Work.

I'll Pay You A ...

21.7% REFERRAL FEE

When you introduce me to your
sellers BEFORE it expires.

Call to discuss.

Happy Agent 555-555-5555

You Have A List ... Now What?

- You need an aggressive ... yet reasonable action plan to **get in front of the expireds**
- Something you can do on autopilot
- And create dependable results

3 Levels Of Intensity

1. Mail
2. Phone
3. Door

Find Your Level

- Perform at your comfort level
- I will show you a plan with all 3 approaches
- This plan will work with mail only
- But phone calls will supercharge it
- And door knocking will make it supersonic
- If you are nervous, start with mail ... see results ... then add phone and door
- The highest level of success occurs when you do things your competition won't do

Get In The Expired's Head

- If you want to do well with expireds
- You need to empathize with them
- Get in their head
- Understand their problems
- Find a solution they want
- Describe it in words they are thinking

Step Back

- Before we talk about the marketing plan
- We need to discuss two concepts:
 - Unique Selling Propositions (USP)
 - Risk Reversal

Unique Selling Proposition

- States WHY you are different
- You must answer the question in the expires head:
- “Why should I do business with you ... instead of your competitor ... or do nothing at all?”

Risk Reversal

- Buyers fear they will be cheated
- They fear paying for a service, it will not work, then they are stuck with a bad situation when the seller disappears after the sale
- The buyer takes all the risk
- A “risk reversal” takes the risk off the buyer and puts it back on the seller

Sample of USP and RR

- A car manufacture designs a new car with a new type of engine and wants to sell it
- USP: Drive 100 miles on a gallon of gasoline – and save big money at the pump
- RR: 100,000 mile warranty – if it breaks for any reason during the first 100k miles, we will fix it or replace it for free

A Good RR Is A Powerful USP

- The best Unique Selling Propositions are advertised Risk Reversals
- “100,000 Mile Warranty”
- “This car will get 100 miles to the gallon or we will pay for your gas for the next 10 years”

Real Estate USP and RR

- To create strong real estate USPs and RRs, think about what the prospect is scared about
- What is an expired scared about?

Expired Fears

- They hire a “lemon agent” who does not sell their home on time
- They hire a “lemon agent” who sells their home for less than its worth
- They get stuck in a long term listing agreement with a “lemon agent”

USP For Time

- **Your Home Sold In 60 Days Or I Pay You \$500**
- This is a “performance guarantee”
- It is very specific about outcome, timeframe, and penalty for failure
- It is probably making you nervous right now
- It shows the seller how confident you are

USP For Low Sales Price

- **Last year, I sold homes for 2.1% more money and 17 days faster than the average agent. Put me to work for you!**
- This is a “proof of performance” statement
- The expired recognizes that you are selling home for more money (and faster)

USP For “Stuck” In Long Term Contract

- **Easy Exit Listing. If you are not happy with my service at anytime, fire me.**
- This is a “risk reversal” statement
- The expired is no longer at risk of being “stuck” with a bad agent
- Now the agent is at risk of being fired

A Good Risk Reversal Should ...

- Make YOU nervous ... very nervous
- Because the “burden” for performance is placed on you
- Where it belongs
- This is what expireds want

Now Combine USPs for a 1-2-3 Victory

- Your Home Sold In 60 Days Or I Pay You \$500
- Last year, I sold homes for 2.1% more money and 17 days faster than the average agent.
Put me to work for you!
- Easy Exit Listing Guarantee. If you are not happy with my service at anytime, fire me.

These 3 USP Eliminate Expired Fears

- Now the expired is very happy to work with you ... they feel secure
- However, you may be nervous (and fearful)
- How can you possibly agree to these UPS terms?
- Let's dig deeper into each

USP #1

- **Your Home Sold In 60 Days Or I Pay You \$500**
- First, do you think more expireds will hire you with this performance guarantee?
- The answer is “yes” ... a lot more
- They just had a failed sale from a weak agent
- Now you show up with confidence
- And a guarantee to perform
- The seller is no longer in this alone ... you have skin in game

USP #1 – Risk To You

- So what is the risk to you?
- Worst case, you take more than 60 days to place the home under contract
- Then you have to pay the seller \$500
- You will pay the seller ... but not in cash
- You'll agree to reduce your commission at the closing table by \$500 ... the seller DOES get the money ... just later
- It's real money, but the “timing” will occur ... when you get paid for selling the house
- If the house never sells, you will not have to pay the \$500

USP #1 – WARNING

- This is NOT legal advice. This is only an example of the clause I have used. You MUST have your broker and attorney review and modify this statement to match your laws and rules in your area. Do NOT use without seeking legal counsel.

USP #1 – Sample Language

- 60 Days Or \$500 Guarantee. Listed property will be under contract within 60 days of the listing date or the listing agent will reduce the sales commission by \$500 at closing. Seller will make home available to show at all reasonable hours and agent will promote property to prospective buyers.

USP #1 – Limit Your Risk

- The 60 day guarantee is only offered when:
- The seller prices their home at a price you think will sell in 60 days or less
- If the seller is being unreasonable about the price, you should walk away ... or you can take the listing AND remove this guarantee
- Tell the expired why: I'm a great agent, but I can't sell an overpriced house ... in a short timeframe
- If you want to "test" the market, I'll work with you for X days, but I can not offer the 60 day guarantee

USP #1 – Why Do It?

- You will list MORE homes ... lot more
- You will pay the \$500 ... but not very often
- You will get sellers to price correctly at the beginning ... since they now understand that pricing and timing work together
- The benefits to you ... out weight the risks

USP #2

- **Last year, I sold homes for 2.1% more money and 17 days faster than the average agent. Put me to work for you!**
- First, does this set you apart from your competition?
- Most agents don't KNOW their numbers and very few advertise them
- Does this show the seller you are confident you can sell their home?

USP #2 – Numbers

- How do you find the numbers to advertise?
- Research the MLS
- Compare your stats to the overall MLS
- Adjust search parameters until you find your strength and disclose how you did your search in your advertisement
 - wider or narrower geographic area
 - higher / middle / lower price ranges
 - change time frame: 1 year, 6 month, 3 month window (2, 3, 5 year)
- If you are new and don't have stats (or not good enough yet) use your office/broker stats ... instead of "I" say "We" sold homes for ...

USP #2 – More Money Calculation

- Compare Sale-Price-To-List-Price Ratios
- Find your Average Sale Price (\$97,100)
- Find your Average List Price (\$100,000)
- Divide Average Sale Price into Average List Price ($\$97,100 / \$100,000 = 97.1\%$)
- Compare your ratio to market - subtract to find difference
- You are at 97.1% and the market is at 95.0%
- You are getting 2.1% more money than the average agent ($97.1 - 95.0 = 2.1$)

USP #2 – Days Faster Calculation

- Compare Days-On-Market
- Find your DOM in the MLS
- Find the market DOM
- Compare your DOM to market
- You are at 30 days and the market is at 47 days
- You are selling 17 days faster than the average agent ($47 - 30 = 17$)

USP #2 – Disclose

- Remember to adjust search until you find your competitive advantage
- You **MUST** disclose **HOW** you calculated the numbers in your advertisement

USP #2 – Powerful

- Showing your track and how you are different from the average agent (market) is super powerful
- Expireds want to see that you can perform
- Although past results are no guarantee of future results ... this is a great indicator

USP #3

- **Easy Exit Listing Guarantee. If you are not happy with my service at anytime, fire me.**
- First, do you think more expireds will hire you with this “fire me” satisfaction guarantee?
- The answer is “yes” ... a lot more
- Again, they just had a failed sale from a weak agent
- Now you show up with confidence
- And a guarantee to perform ... or be fired
- The seller is no longer at risk of a picking a bad agent
- Now they are ready to sign an agreement today

USP #3 – Risk To You

- So what is the risk to you?
- Worst case, the seller fires you
- But let me ask you a question: Can the seller fire you anyway?
- The answer is “yes”
- True the seller and you can battle it out in court
- But do you really want to lose that much time and money ... and not even know how a judge would rule?
- And what your reputation would be in the community when the seller tells all their friends what a terrible person you are ... suing them
- Why risk that?
- If a seller wants out of a listing, most agents are going to release the seller and move on
- So all you are really doing is ... advertising something that is already true
- And getting MORE listings because you look confident

USP #3 – WARNING

- This is NOT legal advice. This is only an example of the clause I have used. You MUST have your broker and attorney review and modify this statement to match your laws and rules in your area. Do NOT use without seeking legal counsel.

USP #3 – Sample Language

- Easy Exit Listing. At any time before the listed property is placed under contract, the seller can terminate this listing agreement for any reason with a 48 hour written notice to the listing agent. The seller's satisfaction is guaranteed.

USP #3 - Modifications

- You can change this guarantee any way you'd like
- You can add more notice time (for instance, instead of 48 hours, make it 7 days)
- You can add a cancellation fee (for instance, add "... and seller shall pay a \$250 cancellation fee to compensate listing agent for lost time and resources."

USP #3 – How Often?

- How often will a seller fire you?
- Rarely
- For me, maybe twice in 10 years
- But ask yourself this:
- How many expireds will hire you over your competitor who won't make such a strong statement? Who looks confident?

1-2-3 Victory

- Offer the seller all 3 of these USPs
- You will stand out
- You will get hired more
- You will be accountable ... and it will make you a better agent
- Everyone wins

Application

- Now lets apply the USPs to our expired marketing and prospecting campaign

3 Mediums Of Delivery

1. Mail
2. Phone
3. Door

... Let's talk about mail first

Mailer Overall Goal

- Mailer has only ONE goal ...
- Get the expired to “call” you
- You can not get the expired to “hire” from the postcard
- You have to walk them through the prospect flow

Prospect Flow

1. Reads mailer
2. Calls you to learn more
3. Sets listing appointment (after you qualify)
4. Meets with you
5. Hires you and signs listing

What Your Mailer Must Do

1. Stand out (above all other mail)
2. Get opened
3. Be read
4. Convince prospect to take action (call you)

Stand Out Mailer

- People sort their mail over the trash can ...
keep, trash, keep, keep, trash, trash, trash
- You have 2 seconds to grab their attention ...
or get thrown out with the “junk” mail
- That is why I recommend bright yellow “ugly”
postcards with black ink ... it stands out

Get Opened & Read

- Envelopes are closed ... they can be ignored for days or weeks without being opened
- Postcards are already “open” ... they skip step 2 (get opened) and jump straight to step 3 (be read)

Postcard Text Flow

- Headline convinces prospect to read body copy (by presenting a bold statement)
- Body Copy convinces prospect to move down page and read Call To Action (by showing benefits and results prospect wants)
- Call To Action convinces prospect to call you

Take Action

- The postcards ultimate goal is to get the prospect to call you
- Then you can qualify the prospect and set a listing appointment

Postcard Review

- Now let's review the UGLY Yellow Postcard campaign
- It's a 5 postcard series with a bonus 6th card for late stage
- These postcards are put together in a certain way to generate a certain response ... do NOT alter them
- These postcards get RESULTS
- Remember, SIMPLE is best
- You need to STAND OUT from all the other agent's mailings ... hence the ugly yellow postcards
- Ultimately, the postcard MUST make the phone ring with people who want to work with you

Postcard #1

- Remember, if you talk the expired's language, you will connect on a deeper level
- Say things the expired is already thinking in their head ... and they will instantly trust you
- What is the expired's #1 question about the old failed listing?
- Why did my home not sale?

Postcard #1 - Front

- Headline grabs attention
- Pulls expired in
- Matches thoughts in head
- Picture shows curiosity
- Expired wants to read more .

**Do You Know ...
Why Your Home
Did Not Sell?**



Postcard #1 - Front

- Headline grabs attention
 - Pulls expired in
 - Matches thoughts in head
 - Picture shows curiosity
 - Expired wants to read more
-
- State what expired is thinking
 - That “lemon agent” blew it
 - Does NOT mention price
 - Does NOT mention condition
 - All agent errors .

Do You Know ... Why Your Home Did Not Sell?



Common Reasons:

- Not enough marketing
- Bad advertising
- Exposed to wrong market
- Promoted to unqualified buyers
- Improper staging
- Incorrect photo selection
- MLS listing errors
- Poor communication
- Agent errors

Postcard #1 - Front

- Headline grabs attention
 - Pulls expired in
 - Matches thoughts in head
 - Picture shows curiosity
 - Expired wants to read more
-
- State what expired is thinking
 - That “lemon agent” blew it
 - Does NOT mention price
 - Does NOT mention condition
 - All agent errors
-
- State the problem
 - Introduce your solution
 - Give what want (price/speed)
 - Expert status .

Do You Know ... Why Your Home Did Not Sell?



Common Reasons:

- Not enough marketing
- Bad advertising
- Exposed to wrong market
- Promoted to unqualified buyers
- Improper staging
- Incorrect photo selection
- MLS listing errors
- Poor communication
- Agent errors

Find out EXACTLY why your home did not sell ... and how to sell it quickly and at the highest price in today's market. I'm an expert at selling homes that should have sold, but did not. I have a solution for you.

Postcard #1 - Front

- Headline grabs attention
 - Pulls expired in
 - Matches thoughts in head
 - Picture shows curiosity
 - Expired wants to read more
-
- State what expired is thinking
 - That “lemon agent” blew it
 - Does NOT mention price
 - Does NOT mention condition
 - All agent errors
-
- State the problem
 - Introduce your solution
 - Give what want (price/speed)
 - Expert status
-
- Offer service
 - Focus on them .

Do You Know ... Why Your Home Did Not Sell?



Common Reasons:

- Not enough marketing
- Bad advertising
- Exposed to wrong market
- Promoted to unqualified buyers
- Improper staging
- Incorrect photo selection
- MLS listing errors
- Poor communication
- Agent errors

Find out EXACTLY why your home did not sell ... and how to sell it quickly and at the highest price in today's market. I'm an expert at selling homes that should have sold, but did not. I have a solution for you.

FREE 30 Minute Consultation to determine the REAL reason your home did not sell ... and how to sell it today ... at your price and in your time frame.

Postcard #1 - Front

- Headline grabs attention
 - Pulls expired in
 - Matches thoughts in head
 - Picture shows curiosity
 - Expired wants to read more
-
- State what expired is thinking
 - That “lemon agent” blew it
 - Does NOT mention price
 - Does NOT mention condition
 - All agent errors
-
- State the problem
 - Introduce your solution
 - Give what want (price/speed)
 - Expert status
-
- Offer service
 - Focus on them
-
- Call to action (call you)
 - Offer service .

Do You Know ... Why Your Home Did Not Sell?



Common Reasons:

- Not enough marketing
- Bad advertising
- Exposed to wrong market
- Promoted to unqualified buyers
- Improper staging
- Incorrect photo selection
- MLS listing errors
- Poor communication
- Agent errors

Find out EXACTLY why your home did not sell ... and how to sell it quickly and at the highest price in today's market. I'm an expert at selling homes that should have sold, but did not. I have a solution for you.

FREE 30 Minute Consultation to determine the REAL reason your home did not sell ... and how to sell it today ... at your price and in your time frame.

Call TODAY for a free home selling consultation at 555-555-5555.

Postcard – Back (universal)

- Your picture
- Your name & company name
- Address & phone number
- Place for stamp & address .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Postcard – Back (universal)

- Your picture
 - Your name & company name
 - Address & phone number
 - Place for stamp & address
-
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems).



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST
... For MORE Money
... With LESS Hassle

Postcard – Back (universal)

- Your picture
- Your name & company name
- Address & phone number
- Place for stamp & address
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- Proof of ability
- Show can do 3 things .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST
... For MORE Money
... With LESS Hassle

Last year, I sold homes for __%
more money and __ days faster
than the average agent.

Postcard – Back (universal)

- Your picture
- Your name & company name
- Address & phone number
- Place for stamp & address
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- Proof of ability
- Show can do 3 things
- Plan the seed .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST
... For MORE Money
... With LESS Hassle

Last year, I sold homes for __%
more money and __ days faster
than the average agent.

Put me to work for you!

Postcard – Back (universal)

- Your picture
 - Your name & company name
 - Address & phone number
 - Place for stamp & address
-
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
 - Proof of ability
 - Show can do 3 things
 - Plan the seed
 - Expert status (not old agent)
 - Specialist: not a regular agent .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST
... For MORE Money
... With LESS Hassle

Last year, I sold homes for __%
more money and __ days faster
than the average agent.

Put me to work for you!

I specialize in selling homes that
should have sold, but did not.

Postcard – Back (universal)

- Your picture
- Your name & company name
- Address & phone number
- Place for stamp & address
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- Proof of ability
- Show can do 3 things
- Plan the seed
- Expert status (not old agent)
- Specialist: not a regular agent
- Call to action (call me)
- Offer service .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST
... For MORE Money
... With LESS Hassle

Last year, I sold homes for __%
more money and __ days faster
than the average agent.

Put me to work for you!

I specialize in selling homes that
should have sold, but did not.

Call TODAY for a free home selling
consultation at 555-555-5555.

Postcard – Back (universal)

- Your picture
- Your name & company name
- Address & phone number
- Place for stamp & address
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- Proof of ability
- Show can do 3 things
- Plan the seed
- Expert status (not old agent)
- Specialist: not a regular agent
- Call to action (call me)
- Offer service
- Disclosure
- How you calculated stats
- Transparent ... trustworthy .



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST ... For MORE Money ... With LESS Hassle

Last year, I sold homes for __% more money and __ days faster than the average agent.

Put me to work for you!

I specialize in selling homes that should have sold, but did not.

Call TODAY for a free home selling consultation at 555-555-5555.

* Comparing list to sales price ratio and days on market results between Happy Agent and the entire Happy County MLS average for last calendar year. I've sold homes faster and for more money. I can sell your home too. Give me a call today.



* Comparing list to sales price ratio and days on market results between Happy Agent and the entire Happy County MLS average for last calendar year. I've sold homes faster and for more money. I can sell your home too. Give me a call today.

Postcard – Back (universal)

- Your picture
 - Your name & company name
 - Address & phone number
 - Place for stamp & address
-
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
 - Proof of ability
 - Show can do 3 things
 - Plan the seed
 - Expert status (not old agent)
 - Specialist: not a regular agent
 - Call to action (call me)
 - Offer service
 - Disclosure
 - How you calculated stats
 - Transparent ... trustworthy



Happy Agent
Happy Realty Company
123 Any Street
City, State 44444
555-555-5555

Sell Your Home FAST ... For MORE Money ... With LESS Hassle

Last year, I sold homes for __% more money and __ days faster than the average agent.

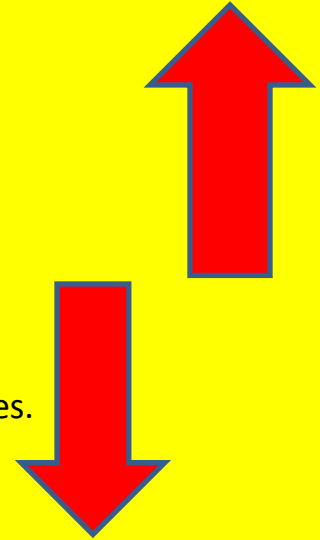
Put me to work for you!

I specialize in selling homes that should have sold, but did not.

Call TODAY for a free home selling consultation at 555-555-5555.

* Comparing list to sales price ratio and days on market results between Happy Agent and the entire Happy County MLS average for last calendar year. I've sold homes faster and for more money. I can sell your home too. Give me a call today.

- Space for stamp
- Space for address
- Follow USPS guidelines.



Templates

- All postcard templates are included in this marketing kit
- Templates are PowerPoint (can open in PowerPoint, Keynote, and Google Slides)
- **WARNING:** You MUST insert your PERSONAL information in the postcards (name, address, phone, stats, disclosure, and picture)

Postcard #2

- What is the biggest FEAR the expired has about relisting their home?
- It will FAIL to sale again
- How embarrassing
- Think they will listen to an agent who will GUARANTEE the home will be sold quickly?
- ... and put their money behind that promise?

Postcard #2 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline .

**Your
Home
SOLD**



**In 60 Days Or Less ...
... Or I'll Pay You \$500**

Postcard #2 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me) .

Your Home SOLD



In 60 Days Or Less Or I'll Pay You \$500

I'm an expert at selling homes that should have sold, but did not.
Call TODAY for a free home selling consultation at 555-555-5555.

Postcard #2 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me)
- Conditions apply
- Ready for “catch”
- Relief “available to show”
- Enthusiastic “put to work” .

Your Home SOLD



In 60 Days ... Or I'll

* Conditions apply (such as making the home available to show). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.

I'm an expert at selling homes that should have sold, but did not.
Call TODAY for a free home selling consultation at 555-555-5555.

* Conditions apply (such as making the home available to show). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.

These Ugly Yellow Postcards Work

- Consistent message
- “I understand your pain”
- “I can help”
- Do NOT over complicate
- Stay on message

Postcard #2 Backside

- Same as Postcard #1
- All backsides are the same message with CTA
- Expired will NOT get tired of hearing this message ... it's what they want

Postcard #3

- What is the second biggest FEAR the expired has about relisting their home?
- They will get STUCK with a “lemon agent”
- It will FAIL to sale again ... they’ll be embarrassed
- Think they will listen to an agent who will GUARANTEE they can FIRE the agent at any time for any reason?
- The expired who felt helpless ... now feels in control

Postcard #3 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline .

**Easy Exit Listing
Guarantee ...
If I'm Not Doing
A Great Job
... Fire Me!**



Postcard #3 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me) .

Easy Exit Listing Guarantee ... If I'm Not Doing A Great Job ... Fire Me!

I'm an expert at selling homes that
should have sold, but did not.

Call TODAY for a free home selling
consultation at 555-555-5555.



Postcard #3 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me)
- Conditions apply
- Ready for “catch”
- Relief “tell fired in writing”
- Enthusiastic “put to work” .

Easy Exit Listing Guarantee ... If I'm Not Doing A Great Job ... Fire Me

I'm an expert at selling
should have sold, but
Call TODAY for a free home selling
consultation at 555-555-5555.

* Conditions apply (such as telling me in writing that I'm fired). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.



* Conditions apply (such as telling me in writing that I'm fired). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.

Postcard #4

- What is the #1 COMPLAINT the expired has about their last agent?
- “He was excited on day 1 ... then we never heard from him again”
- The expired craves COMMUNICATION ... consistent communication about the status of the sale
- You should have a WEEKLY CALL scheduled to update the seller on the status of the sale (even if nothing exciting is happening)
- It keeps you accountable
- The seller wants it ... and needs to hear the good, the bad, and the ugly (don't forget to discuss the ugly ... leads to an easy price adjustment)
- Either you or your assistant can make this call (email a report is a good idea too)

Postcard #4 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline .

**Communication
Guarantee ...
If I Don't Call
You Every Week
... Fire Me!**



Postcard #4 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me) .

Communication Guarantee ... If I Don't Call You Every Week ... Fire Me!

I'm an expert at selling homes that should have sold, but did not. Call TODAY for a free home selling consultation at 555-555-5555.



Postcard #4 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- Eliminates the expireds fear
- Stands behind promise
- Agent is penalized for failure
- Raises curiosity
- How can agent make promise
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me)
- Conditions apply
- Ready for “catch”
- Relief “tell fired in writing”
- Enthusiastic “put to work” .

Communication Guarantee ... If I Don't Call You Every Week ... Fire Me



* Conditions apply (such as telling me in writing that I'm fired). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.



I'm an expert at
sold, but did not
selling consultation at 555-555-5555.

* Conditions apply (such as telling me in writing that I'm fired). Call for details. I'm ready to sell your home fast and for top dollar. Put me to work.

Noticing A Pattern?

- Strong headline to grab attention (with picture)
- Talk to expired's fears and concerns
- Show solutions and guarantees
- Offer service
- Tell them what to do next ... call me (CTA)

Postcard #5

- What are the 3 things all sellers (including expireds) want?
 1. Most money
 2. Quick sale
 3. Least hassles
- Tell them you can deliver what they want
- Show them PROOF that you've done it before ... and, therefore, can do it for them now

Postcard #5 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- PROOF of past performance
- Shows you can do it for them
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline .

**Your Home
Sold __ Days
Faster And For
__% More Money
... When You Hire Me!**



Postcard #5 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- PROOF of past performance
- Shows you can do it for them
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic "should have sold"
- Offer service
- Call to action (call me) .

**Your Home
Sold __ Days
Faster And For
__% More Money
... When You Hire Me!**



I'm an expert at selling homes that should have sold, but did not. Call TODAY for a free home selling consultation at 555-555-5555.

Postcard #5 - Front

- Headline grabs attention
- Pulls expired in
- Makes a BOLD promise
- The 3 things all sellers want
 - Fast sale (quick move)
 - Most money (highest price)
 - Least hassles (no problems)
- PROOF of past performance
- Shows you can do it for them
- Agent must be confident
- I should call today
- And find out more
- Picture matches headline
- Expert at their situation
- Optimistic “should have sold”
- Offer service
- Call to action (call me)
- Disclosure
- How you calculated stats
- Transparent ... trustworthy .



**Your Home
Sold _____
Faster _____
_____ % More
... When _____!**

*** Comparing list to sales price ratio and days on market results between Happy Agent and the entire Happy County MLS average for last calendar year. I've sold homes faster and for more money. I can sell your home too. Give me a call today and let's get your home sold!**

I'm an expert at selling homes that should have sold, but did not. Call TODAY for a free home selling consultation at 555-555-5555.

* Comparing list to sales price ratio and days on market results between Happy Agent and the entire Happy County MLS average for last calendar year. I've sold homes faster and for more money. I can sell your home too. Give me a call today and let's get your home sold!

A red arrow points down from the text "I'm an expert at selling homes that should have sold, but did not." to the small print at the bottom.

Postcard #6

- For expireds who have “sat out” of the market for months (90+ days) ... or even years
- They were so discouraged ... they put moving on hold
- Most likely, they are “waiting” for the market to improve
- And maybe it has
- Time to check in and see if they are ready to try again ... with you
- Offer to give them an “update” on the current market
- Best part: NOBODY is talking to them ... NO competition

Postcard #6 - Front

- Headline grabs attention
- Talks to their situation
- They left the market
- Things have changed
- Time to look again
- Might be right time to relist
- Easy ... no pressure way
- To get back into the market
- Optimistic “change”
- Picture matches headline

It's A New Day

... I Noticed You Wanted

To Sell Your Home A While Back.

The Market Has Changed. Find Out
If The Time Is Right For You Now.



Postcard #6 - Front

- Headline grabs attention
 - Talks to their situation
 - They left the market
 - Things have changed
 - Time to look again
 - Might be right time to relist
 - Easy ... no pressure way
 - To get back into the market
 - Optimistic “change”
 - Picture matches headline
-
- Expert at their situation
 - Optimistic “should have sold”
 - Offer service
 - Call to action (call me)



It's A New Day
... I Noticed You Wanted
To Sell Your Home A While Back.
The Market Has Changed. Find Out
If The Time Is Right For You Now.

I'm an expert at selling homes that should have
sold, but did not. Call TODAY for a free home
selling consultation at 555-555-5555.

Stick To What Works

- The Ugly Yellow Postcards work
- Do NOT change them (except to add your name, address, phone, and stats)
- Do NOT try to “pretty up” these cards
- Pretty, high gloss, perfect picture advertisements do NOT work ... people see them all day every day and BLOCK them out

Does Size Matter?

- These postcards will work as “standard” size or as “jumbo” size
- Jumbo will stand out more
- The difference is in the cost of printing and postage

Postcard Size & Postal Rates

- 5.5" x 4.25" Standard Postcard
 - max size for POSTCARD postage rate = 34 cents
- 11" x 6" Jumbo Postcard
 - max size for LETTER postage rate = 47 cents
 - 38% more
- Postal rates are changed all the time, check with the post office or go online

Where To Print

- If you have a local print shop you like, go there
- Lots of cheap companies are online
- Bargain basement in your basement (to start)
 - Buy yellow CARDSTOCK paper at Office Depot or Staples
 - Print “4 up” on your own printer
 - Cut with scissors or heavy duty paper trimmer

www.GotPrint.com

- Full color front & back postcards
- Hint: no high gloss UV coating back
 - write address or labels stick
- 5.5 x 4.25 postcards
 - 500 is \$39.47 (8 cents each) - 1,000 is \$47.69 (5 cents each)
- 11 x 6 postcards
 - 500 is \$119.46 (24 cents each) - 1,000 is \$160.71 (16 cents each)
- Very little to print more while press is set up
- Order a few boxes and be set for year
- Printing costs change often, check for current rates

Address Labeling Tip

- Have your kids help
- Pay them a small amount
- Roll all income into Roth IRA
- By the time they retire ... with all that compounding ... they might be millionaires ... with tax free income
- Ask an accountant to help set up

Boost Results With A Phone Call

- Want quicker results?
- Want to increase your success ratio?
- Want to list even more expireds?
- ... Make a phone call on top of the postcards and turbocharge your results

Multiple Mediums

- Marketing studies have proven that increasing marketing mediums increases sales conversions ... dramatically
- Communicating with a prospect by mail AND phone increases sales ... over just mail ... or just phone
- Prospects think you are EVERYWHERE ... it re-enforces your brand ... you must be good

Don't Wing It

- When you call expireds, don't wing it
- Use a script
- You won't forget what to say
- You'll LISTEN to what the expired is saying

Objective Of The Phone Call

- Set a listing appointment
- That's it
- You can NOT sell the expired on “hiring” you over the phone
- Don't waste time on the phone
- It's a quick call to find out if they are ready to list ... and set an appointment to interview you

Smile While You Talk

- Be sure to smile on the phone
- Your emotion echoes through the phone
- So smiling will bring out your friendly side ... just like talking in person
- Some agents place a small mirror by the phone so they can check their smile
- You build rapport by being friendly and professional

Get The Seller To Talk

- Do NOT try to SELL your service over the phone ...
STOP talking and selling
- Your objective is to get the seller to talk
- How do you do that?
- Ask questions ... then be quiet ... and listen
- You CONTROL a conversation by asking QUESTIONS
... listening ... then asking another question

Phone Script

- Remember, if you talk the expired's language, you will connect on a deeper level
- Say things the expired is already thinking in their head ... and they will instantly trust you
- What does the expired want?
- To sell their home ... ask questions about that

Expired Script - Phone

- Confirm it is homeowner
- Identify self (states require)
- Describe the nature of the call
- Ask if still want to sell
- Get through intro quickly .

Hi. Is this _____? Hi _____, this is _____ with _____ . I noticed your home was removed from the market and appears to be expired in the MLS. Are you still interested in selling your home?

Expired Script - Phone

- Confirm it is homeowner
- Identify self (states require)
- Describe the nature of the call
- Ask if still want to sell
- Get through intro quickly
- Complement and support decision to move forward
- State you want the job
- The word “interview” puts the expired in “power” ... something they felt they lost
- Expert at solving their problem
- Optimism “should have sold”
- Easy to cure “simple little fix”
- Show how you sell homes
- Track record of success
- Get what sellers want: more money faster
- Ask for appointment
- Alternative close .

Hi. Is this _____? Hi _____, this is _____ with _____. I noticed your home was removed from the market and appears to be expired in the MLS. Are you still interested in selling your home?

YES.

Awesome! I'd love to interview for the job of selling your home. I'm an expert at selling homes that should have sold, but did not. It's often just a simple little fix. I'd love to show you how I sell homes for ____ % more money and ____ days faster than the average agent. When would be a good time for us to meet? Does _____ at _____ pm or _____ at _____ pm work better for you?

Play Pool

- Have you ever played pool on a pool table
- Beginning players focus all their efforts on making the shot in front of them ... one at a time
- Advanced players look at least two shots ahead
- “After I stroke this ball in the hole, where will the cue ball end up ... so I can make the next shot”
- Ask your questions ... to set up the next question ... and get you closer to your goal (an appointment)

Expired Script - Phone

- Ask and listen (write down)
- Where going?
- When be there?
- Ask about motivation
- And set up next question
- If I could help you achieve your goals, would that help? .

[You had asked:] Are you still interested in selling your home?

NO.

I understand. Where were you thinking about moving to?

CLEVELAND

When did you want to be there?

MARCH

If I could show you a way to sell your home for top dollar and get you to _____ by _____, would you like that?

Expired Script - Phone

- Go back into your “close” for the appointment
- Remember the only purpose for the call is to set an appointment
- That said, don't be a jerk
- You want to build rapport too
- Be nice, friendly, and smile while you talk .

YES.

Awesome! I'd love to interview for the job of selling your home. I'm an expert at selling homes that should have sold, but did not. It's often just a simple little fix. I'd love to show you how I sell homes for ____ % more money and ____ days faster than the average agent. When would be a good time for us to meet? Does _____ at _____ pm or _____ at _____ pm work better for you?

Expired Script - Phone

- Don't argue with expired
- If they are not ready, pause
- Ask when they might be ready
- Cut time in half and call back .

[You had asked:] If I could show you a way to sell your home for top dollar and get you to _____ by _____, would you like that?

NO.

I understand. It sounds like you've put your moving plans on hold. You probably need some time to think about your next move. If you decide to sell again, I'd love to interview for the job. When do you think would be a good time for me to call back?

Thanks for your time. Have a great day.

[Schedule a call back in HALF the time they indicated.]

Don't Take It Personally

- If the call does not go well, do NOT take it personally
- Maybe they are having a bad day
- Maybe you called just as the toilet backed up, the kids threw a tantrum, or they dropped a brick on their foot
- Those things are out of your control
- You can control staying positive and moving forward
- Remember, this is a campaign, not a one time shot
- Keep moving forward

Don't Be Surprised

- Don't panic if they say "yes"
- It happens a lot ... these people are motivated, want to sell their home, are willing to hire an agent and pay a commission
- Be ready to set the appointment
- Ask all your qualifying questions and details you need to prepare for a listing appointment

Expired Script Voice Mail

- You will get a lot of voice mail
- Leave a message (another contact – build brand)
- Condensing the “live” script into a quick burst
- Give your name and phone number FIRST so if you get cut off before end, they still have your phone number to call you back
- Reason for call - expired
- Interview for job
- Expert in their situation
- Optimistic
- Simple little fix
- Track record and proof expert
- Build curiosity with guarantees (60 Day \$500 and Easy Exit)
- Call To Action – call me .

Hi. This is _____ with _____ at _____. I noticed your home was removed from the market and appears to be expired in the MLS. If you still want to sell your home, I'd love to interview for the job. I specialize in selling homes that should have sold, but did not. It's often just a simple little fix. I'd love to show you how I sell homes for ____ % more money and ____ days faster than the average agent. I'm so confident that I can sell your home that I have a 60 day guarantee. I'll sell your home in 60 days or less or I'll pay you \$500. Plus I have an Easy Exit Listing Guarantee where you can fire me at any time for any reason. I'm confident that I can sell your home and I'd love to talk to you about it. Please give me a quick call at _____. Again my name is _____ and I look forward to helping you achieve your real estate goals.

Speed Up The Calls

- Make your calls faster
- Use an auto dialer system to speed up calls
- System can “drop” your pre-recorded voice mail on answering machine ... while you make the next call
- Mojo Dialer at www.MojoSells.com (TheRedX)
 - Hand dial = 20 calls per hour
 - Single line dialer = 85 calls per hour
 - Triple line dialer = 300 calls per hour

Go Above The Competition

- Want to achieve more than your competition?
- Then do what your competition won't do
- Door knock ... make that personal contact
- Show you are ready to sell their home
- ... Knock on their door in addition to mail and phone and supercharge your results

Door Knock

- Use the SAME script as the phone call (page 1), just use it at the door
- Put your script on a clipboard and refer to it
- If they invite you inside, be prepared to “tour” the home, take notes, and state you’d like to do some professional research and present your findings at a future appointment
- Be sure to SET that appointment while at there

No Door Answer

- Bring postcard 1 (or any spare “expired” postcards) to “drop off” if no answer
- Be sure to attach the postcard to the door (or door handle) with tape or rubber band
- Make sure it will not fly off into their yard
- Note time and not home
- Schedule different time to try again

Templates

- You can download the templates and add your personal info
- I recommend you COPY and RENAME the file BEFORE you modify
- That way you have the ORIGINAL you refer back to if you modifications go astray

Template Formats

- Postcards are in Microsoft PowerPoint
 - You can pull into Apple Keynote or Google Slides
- Scripts are in Microsoft Word
 - You can pull into Apple Pages or Google Docs

Expired Campaign

- You need to contact the expired on a schedule
- You do not know WHEN the expired will be ready to re-list ... so be there when they do
- Remember the HOT times to contact the expired: 1st day, 1st week, 1st month, 90 days, 6 months, 1 year, 2 year
- The campaign schedule revolves around that
- Start your search 30 days back ... then extend farther back to find more leads

Expired Action Plan Checklist

- To stay on track, you need a checklist
- To remember what happens when
- Two ways to track expired progress:
 - Manual: print one Action Plan Checklist for each expired, staple MLS expired printout to back, keep all in folder (or 3-ring), and review daily
 - Electronic: enter “action plan” in CRM, enter expired contact info, and apply plan to expired

Expired Action Plan Checklist

- Daily contact the first week
- Lots of expireds will relist immediately ... they want to sell
- Be aggressive
- Call every day until you speak ... call back in half time stated
- Most of your competition will take action during the first week ... then fade away .

Phase 1 – (first week – every day):

- _____ Day 1: Postcard 1
- _____ Day 1: Phone Call or Door Knock (advanced)
 - call until talk and qualify for motivation and timing
 - set call back for half time stated (i.e. “I’ll decide in a month”. Then call back in 2 weeks.)
- _____ Day 2: Postcard 2
- _____ Day 2: Phone Call or Door Knock (advanced)
- _____ Day 3: Postcard 3
- _____ Day 3: Phone Call or Door Knock (advanced)
- _____ Day 4: Postcard 4
- _____ Day 4: Phone Call or Door Knock (advanced)
- _____ Day 5: Postcard 5
- _____ Day 5: Phone Call or Door Knock (advanced)

Expired Action Plan Checklist

- After the first week, change to contacting every 5 days
- Only call if have not spoken ... otherwise call in half time given

Phase 2 (first month – every 5 days):

- | | |
|-------|---|
| _____ | Day 10: Postcard 1 |
| _____ | Day 10: Phone Call or Door Knock (advanced) |
| _____ | Day 15: Postcard 2 |
| _____ | Day 15: Phone Call or Door Knock (advanced) |
| _____ | Day 20: Postcard 3 |
| _____ | Day 20: Phone Call or Door Knock (advanced) |
| _____ | Day 25: Postcard 4 |
| _____ | Day 25: Phone Call or Door Knock (advanced) |
| _____ | Day 30: Postcard 5 |
| _____ | Day 30: Phone Call or Door Knock (advanced) |

Expired Action Plan Checklist

- After the first month, change to contacting every 10 days
- Call again at the 90 day mark ... popular time for expirés to relist after cooling down
- Also consider your season
- If lots of sellers in your area list in March (but that is only the 60 day mark) call/knock in March .

Phase 3 (first 90 days – every 10 days):

- | | |
|-------|---|
| _____ | Day 40: Postcard 1 |
| _____ | Day 50: Postcard 2 |
| _____ | Day 60: Postcard 3 |
| _____ | Day 70: Postcard 4 |
| _____ | Day 80: Postcard 5 |
| _____ | Day 90: Postcard Over 90 Days |
| _____ | Day 90: Phone Call or Door Knock (advanced) |

Expired Action Plan Checklist

- After the first quarter, change to contacting longer term
- You will be the ONLY agent contacting them this far out
- You will have almost zero competition ... and the seller will be impressed with your persistence .

Phase 4 (6 months, 12 months, 24 months):

- | | |
|-------|--|
| _____ | Day 180: Postcard Over 90 days |
| _____ | Day 180: Phone Call or Door Knock (advanced) |
| _____ | Day 360: Postcard Over 90 days |
| _____ | Day 360: Phone Call or Door Knock (advanced) |
| _____ | Day 720: Postcard Over 90 days |
| _____ | Day 720: Phone Call or Door Knock (advanced) |

Track Your Numbers

- You need to know your results
- Is this working?
- What is bringing me the best return?
- What can I change to improve?
- If you don't track, you won't know how well you are doing
- Use a tracking sheet

Expired Weekly Tracking Sheet

- Track daily
- Add up for weekly results
- Calculate percentages / ratios
- Determine:
 - # postcards to 1 call
 - # postcards to 1 appointment
 - # postcards to 1 listing
- Then you KNOW if I send 87 postcards, I'm getting a listing
- You'll take control of your production and be able to create a consistent dependable income stream .

Expired Tracking Sheet- Weekly	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Total	Percent
# New Expireds Added To System									
# Postcards Mailed									
# Calls Received									%
# Appointments Set									%
# Listings Taken									%
# Phone Calls Made									
# Conversations									%
# Appointments Set									%
# Listings Taken									%
# Doors Knocked									
# Doors Answered									%
# Walk Thrus									%
# Appointments Set									%
# Listings Taken									%

Daily Schedule

- Set a time each day to research (find new & confirm still expired), mail, call, and door knock
- First thing in the morning is best
- Do it before the day gets away from you
- You will feel “accomplished” by 10:00 am ... when most of your competition is just getting started

Just Do It

- Now is the time to take ACTION
- Just get started ... the rest will fall into place
- Go to the MLS and search expireds in your area
- Go back 30 days, 90 days, 6 month, 1 year, 2 years
- Look at all the potential business just sitting there
- Success goes to the agent who is willing to take action ... when everyone else is sitting around

Best Thing About Expireds

- You'll gain control over your cash flow, your finances, and your career
- You'll be able to generate income anytime you need or want it
- Now you know how to turn expired listings
- ... into consistent monthly income
- Go for it! You got this!!!
- I can't wait to hear about your success story

Legal Notice

Mike Cerrone and Master Mind Agent LLC are NOT acting as your attorney, legal advisor, accountant, or broker. Seek legal and/or tax advice from a professional before you use any of the concepts in this training. All examples are for education purposes only. All commissions and fees are negotiable in every market.