

1 Attract New Sellers

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LIST · COACHING MODULES 2 AND 3

Farm area marketing plan

- Regular letterbox drops
- Quarterly marketplace reports
- Auction invites
- Open home invites
- Regular competitions to capture and engage your marketplace
- Local community sponsor program

Event-driven prospecting

- Just Sold prospecting: three methods off every sale
- Ten campaigns a year, roughly one every five weeks
- The rate rise and “sell it quietly” campaigns
- Expired and withdrawn listings: the five-step sequence
- The Trading Up in a down market letter



7 Get Referrals

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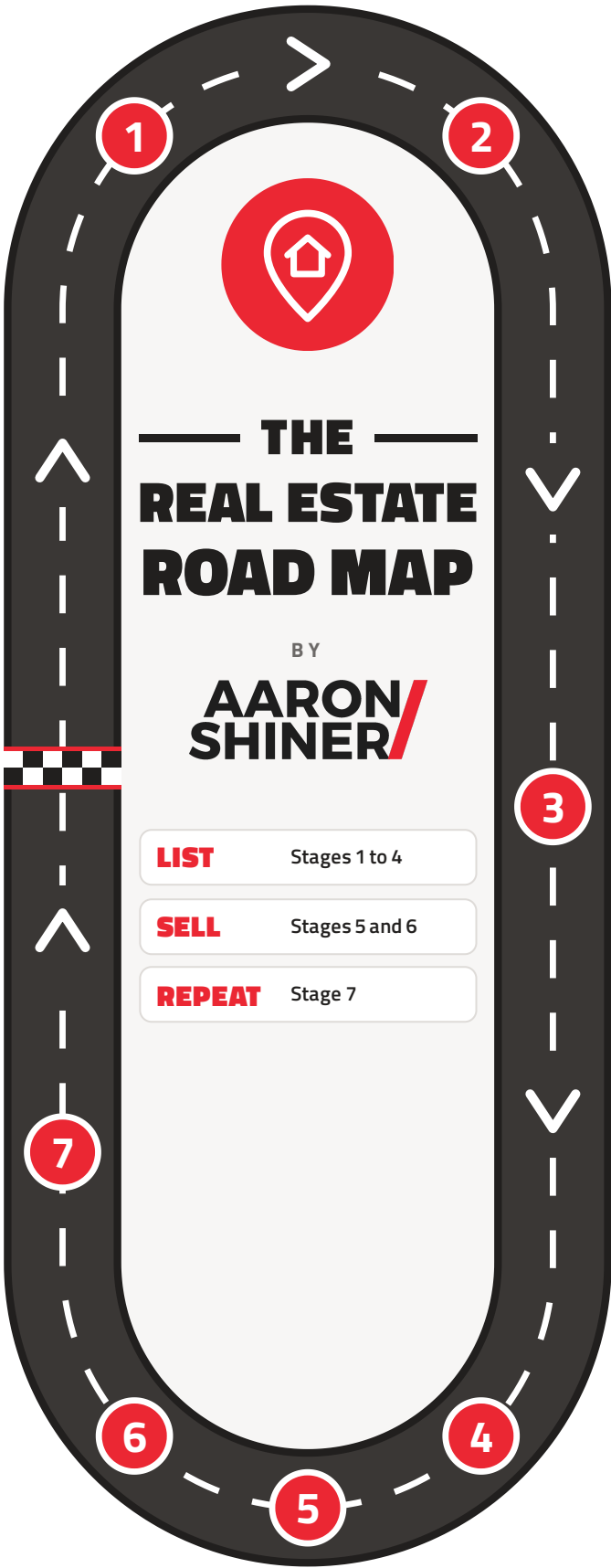
REPEAT · COACHING MODULE 3

- Ring and thank referrer
- Send a referral gift
- Ring referrer and give update on progress of client sale
- On exchange, send client survey results to referrer
- On settlement, send client testimonial to referrer
- Feel good moments: five for sellers, four for buyers
- Ask for the Google review

YOUR SKILLS AUDIT

Score each stage out of 10.

Ten is world class. Your lowest score is the stretch of track to work on first.



2 Capture Leads

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LIST · COACHING MODULES 2 AND 3

Into the database

- Capture all buyer enquiries from real estate portals
- Capture online buyer and seller enquiries with your lead magnets and web forms
- Enter buyers who inspect the property
- Enter all potential sellers into the database

In every conversation

- The three P's: pulse, property, permission
- Ask three times: sell, equity check, property report
- At the door: “Are you researching, buying or selling today?”

3 Nurture Prospects

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LIST · COACHING MODULES 3 AND 6

30 calls a day to warm clients

- Past appraisal follow up
- Past seller anniversary calls
- Past buyer anniversary calls
- Appraisal ‘Just Sold’ notification results
- Twenty connects a day. “Not calls. Not dials. Connects.”
- The price call: “Is there a price at which you’d consider selling?”
- When they go quiet: the ghosting sequence

Regular touch points

- One direct mail letter a quarter
- 5 broadcast SMS a year
- Weekly open home invites
- Regular good news videos
- Regular ‘Just Sold’ alert emails
- A property report every quarter
- Group the database: first, business and economy class

Communication to landlords

- Marketplace reports
- ‘Just Sold’ alerts
- ‘Just Listed’ alerts
- Active agent reports
- Property snapshot flyer

6 Working with Buyers

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SELL · COACHING MODULE 8

Self-driven traffic

- The three-step week: email Wednesday, text the clickers Thursday, call Friday
- The Friday night vendor call
- Six appointments every Saturday. Three privates midweek
- Cross-sell every buyer to your next open

Getting to Sold

- Weekly buyer email
- ‘Coming Soon’ notification
- ‘Just Listed’ buyer match notification
- Property marketing brochures
- Buyer action plan
- FOOP dialogues: “Is it the house or is it the price?”
- Refer to finance: call, SMS or email
- Signature negotiation process
- Offer and acceptance documentation

5 Vendor Management

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SELL · COACHING MODULE 7

Before the first open

- Permission for honesty
- The “Welcome to the marketplace” meeting
- The set-to-sell document: expectation, opinion, evidence
- 7 points of contact in the first 7 days

Deliver

- Weekly vendor reports
- Weekly vendor marketplace update video
- SMS or email feedback after buyer inspection
- Two weekly feedback calls
- External market evidence information
- Vendor expectation strategy

Get the price right

- Grade your listings: A, B, C or D
- Market review meeting every two weeks
- Education offers: a minimum of three per property
- The trust ladder and the price improvement ask
- The price plan
- Two offers, not one

4 Convert to Listings

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LIST · COACHING MODULES 4, 5 AND 6

Pre-listing procedure

- Pre-listing phone sheet: qualify before you arrive
- Listing appointment confirmation SMS
- SMS link to agent profile video or website
- Pre-listing confirmation letter
- Pre-listing kit

During the listing

- Industry leading listing presentation
- Home seller blueprint document
- Client marketing pack visuals
- Doubters, delayers and deciders
- VPA scripts
- Fees scripts
- Closing scripts
- The two-stage selling system

Post listing follow up

- Post appraisal ‘Thank you’ letter
- The commitment video
- 10 reasons why people choose me
- Selling above market value book
- Selling roadmap document
- Listing appointment ‘Thank you’ letter
- 9 to 15 points of contact over the follow-up period

KEY

Leverage
The system does it

Labour
You do it

Toolkit
A document or resource to have ready

Leverage items can be automated in LockedOn.

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LIST. SELL. REPEAT.