

Take More Listings Now

“Master Prospecting and Take Your Unfair Share”

Your Coaches

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to fasttrack@kw.com or (512) 439-8684.

Guidelines:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
<https://www.facebook.com/mapscoaching>
2. Only paid participants may listen and contribute.
3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

**Check out the KW MAPS Coaching Calendar
for other upcoming coaching and training
opportunities!**



NOTICES

Telemarketing:

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

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Fair Housing:

Warning! Buyer letters, videos and photographs may lead to Fair Housing violations. It is important to educate consumers about Fair Housing laws and talk with your broker before submitting buyer letters.

CAN-SPAM Disclaimer:

WARNING! When sending commercial email messages to U.S. recipients, you must comply with the CAN-SPAM Act of 2003 (CAN-SPAM), which requires the email message to provide the recipient with the ability to unsubscribe/opt-out of receiving future commercial emails. Contact your attorney to ensure your compliance.

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TCPA/Do Not Call Compliance Pointers

Does the Prior Express Written Consent Requirement Apply Under the Telephone Consumer Protection Act (TCPA)?



Do Not Call DO'S and DONT'S

Check DNC Lists Before You Call or Text

Before making a call or text, check to see if the number is on any of these lists: (1) National Do Not Call (DNC) Registry; (2) state DNC list; or (3) Market Center and agent internal DNC lists. If the number is on any of these lists, do not call or text it without proper consent. Do not rely on lead lists from third parties to be DNC-compliant.

Honor Do Not Call Requests

Never call or text a number on the DNC Registry or a state DNC list unless you have proper consent. Don't call or text someone who has asked to be on your internal DNC list.

Written Policy

You must have a written policy, available upon demand, for maintaining a DNC list.

Subscribe to the National DNC Registry

The National DNC Registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and applicable state DNC lists and give you login credentials. Making telemarketing calls without access to the Registry violates federal law. The FTC requires that numbers be synchronized with an updated version of the Registry at least every 31 days.

Maintain an Internal DNC List

Consumers have a right to request that you not call or text them. Consumers can revoke prior consent at any time. Keep a record of DNC requests you receive.

For more information, please visit the [TCPA/DNC Resource Page](#) on Connect.

TODAY'S 3 FOUNDATIONAL PIECES:

- 1. Expireds**
- 2. FSBO's**
- 3. Door-Knocking**

Expireds

Expired Openings

Conversation 1-

“Hi there! My name is (name) and I’m with (company), how are you today?”

“Awesome, I know this is random, and yet I was in the area and I saw that you have a sign out, however I couldn't find it online. Did you accept an offer or what are your plans?”

Conversation 2-

“Hi, I'm not sure if you can help me or not...I'm calling about the property that was for sale at 123 North Main Street, are you the owner by chance?”

“Great! My name is (name) with (company) and I came across your property searching online for some clients and noticed it hadn't come back on the market yet. Did you accept an offer or what are your plans?”

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Expired Questions for Conversation Flow

“If you don't mind me asking, I've got tons of clients looking for properties in your area, what would stop you from accepting a top dollar offer in the next 30 days?”

“(Compliment to Connect), I'm surprised the home didn't sell, what was the feedback you received?”

“What did your agent say?”

“What do you think is the reason the property didn't sell?”

“Where were you planning to move?”

“By when did you all want to be there?”

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Expired Closing for Appointment

“I appreciate you sharing with me. There are two really important things when it comes to selling a home. One is negotiating top dollar in today’s market for your home, such that it’s a financial win. And yet the most important thing is having a strategic marketing plan to bring buyers in because if buyers aren’t shopping the home, they’re not writing offers on it, right? So, it just seems like maybe there was a lack of exposure for the property of bringing the right buyer in because it only takes one to buy the home. I’m looking through the property photos and (compliment the property). I definitely don’t think it’s the market because here in the last week (# of homes have gotten offers accepted), were you aware of that?”

“I’d love to come out and give you my professional opinion on how to sell your home for top dollar, such that you can (motivation/timeline). It only takes about 45-minutes or so depending on questions and if it doesn’t make sense, no big deal, yet I do think I can help. I’m in the area (give them 2 time options and set an appointment.)”

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Expired Direct Mail Letter

Dear Seller,

I specialize in homes that should have sold and didn't...just like yours.

I'd like to apply for the job. Please call me at (#) so we can get your home SOLD.

Thank you,

*If your home is currently listed for sale with another agent please do not consider this to be a solicitation.

Expired Text Template Examples

Text Template 1-

“Hi, I’m sorry I missed you. Do you own the property at (their address by chance?”

Text Template 2-

“Hi, I’m sorry I missed you. This is (your name) with (company name). I came across your property and was curious if you’d still entertain selling?”

Text Template 3-

“Hi, (name). This is (your name) with (company name). I don’t know if you saw my email yesterday..we have clients looking for a property like (their address), would you consider selling?”

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Expired Direct Message Examples

Direct Message 1-

“Hi,(name). Do you own the property at (their address by chance?”

Direct Message 2-

“Hi, (name). I’m with (company name), and I came across your property and was curious if you’d still entertain selling?”

Direct Message 3-

“Hi, (name). I’m with (company name), and I don’t know if you got my text yesterday or if I have the right #..we have clients looking for a property like (their address), would you consider selling?”

Expired Email Template

Dear Seller,

I specialize in homes that should have sold and didn't...just like yours.

I'd like to interview for the job of selling your home for top dollar. I sell homes for x% more and x-days less than the average Realtor in our market area.

In the past year, I've sold # of homes. Here is a link to read reviews of clients who've worked with me and here is the link to my website to check out. I've also attached my resume for your review.

When can I come by and tour your home to discuss next steps?

Thank you,

Expired Letter #1

Dear Homeowner,

I noticed your listing at 123 main st was recently listed for sale but never sold.

I specialize in homes that should have sold but didn't...just like yours.

I'd like to apply for the job. Please call me so we can get your home SOLD.

Agent

Expired Letter #2

Dear Homeowner,

I noticed your listing at 123 main st was recently listed for sale but never sold.

Here is a list of the homes that I have sold in the last 6 months.

123 main st
123 main st
123 main st
123 main st
123 main st
123 main st
123 main st

I'd like to apply for the job. Please call me so we can get your home SOLD.

Agent

Expired Letter #3

Dear Homeowner,

If you would like to know what I'm going to do differently to sell your home...

EVERYTHING.

Call me to find out.

Expired Systems and Best Practices

Data Options:

- MLS

Pull Past Expireds/Cancelleds up to 3-years

- Haven't relisted
- Not currently listed
- Haven't Sold

Communicate all 4-ways and put on a follow up plan to keep attempting connection

- New - Initial Contact Plan
- 8x8
- 72-touch

FSBOs

For Sale By Owner Openings

Conversation 1-

“Hi there! My name is (name) and I’m with (company), how are you today?”

“Awesome, I was in the area and I saw that you have a sign out, and had some questions on the home. Do you have a couple minutes?”

Conversation 2-

“Hi, I'm not sure if you can help me or not...I'm calling about the property that's for sale at 123 North Main Street, are you the owner by chance?”

“Great! My name is (name) with (company) and I came across your property searching online for some clients and had some questions. Have you accepted an offer yet or is the property still available?”

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For Sale By Owner Questions for Conversation Flow

“(Compliment to Connect), (Verify ad information), have you had a recent appraisal done or how did you come up with the price?”

IE: “You’ve got a great property here and it has such great features! I see it is about 2,700 square feet, 2.5 baths, 4 bedrooms, and you’ve got it priced for \$399,000, is that all correct?”

“Clients always ask me why the seller is moving, so if you don’t mind me asking, where are you all planning to move?”

“By when did you all want to be there?”

“How long have you had the property for sale?”

“What’s the activity for sale been like?”

“What do you think is the reason the property hasn’t sold yet?”

“If an agent brings a qualified buyer, are you open to paying a commission as long as it makes financial sense?”

“If you don’t mind me asking, is there a reason you decided to go “For Sale By Owner” rather than using a Realtor?”

“If you could get the number in mind you’re looking to get from the sale and still use an agent, what would stop you from doing so?”

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For Sale By Owner Closing for Appointment

“I appreciate you sharing with me. I’d love to come out and tour the home to see how I can help you in getting the home sold. I’ve been able to help sellers such as yourself sell for top dollar and get what they need financially, while saving time and legal fees associated with the sale. It only takes about 45-minutes or so depending on questions and if it doesn't make sense, no big deal, I’ll send it out my buyer database of (# of contacts) to help get you more exposure. I’m in the area (give them 2 time options and set an appointment.)”

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For Sale By Owner Direct Mail Letter

Dear Seller,

I'd like to interview for the job of selling your home for top dollar. I sell homes for x% more and x-days less than the average Realtor in our market area.

Scan the QR Code about how hiring me can save you both time and money.

I've also attached a list of homes I've sold the past 12-months for your review.

Please call me at (#) so we can get your home SOLD.

Thank you,



*If your home is currently listed for sale with another agent please do not consider this to be a solicitation.

For Sale By Owner Text Template Examples

Text Template 1-

“Hi, I’m sorry I missed you. Do you own the property at (their address by chance?”

Text Template 2-

“Hi, I’m sorry I missed you. This is (your name) with (company name). I came across your property and was curious if you’ve accepted an offer or is it still available?”

Text Template 3-

“Hi, (name). This is (your name) with (company name). I don’t know if you saw my email yesterday..when can we connect on (their address)?”

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For Sale By Owner Direct Message Examples

Direct Message 1-

“Hi,(name). Do you own the property at (their address by chance?”

Direct Message 2-

“Hi, (name). I’m with (company name), and I came across your property and am curious if you’ve accepted an offer or is it still available??”

Direct Message 3-

“Hi, (name). I’m with (company name), and I don’t know if you got my text yesterday or if I have the right #..we have clients looking for a property like (their address), is it still available?”

For Sale By Owner Email Template

Dear Seller,

I'd like to interview for the job of selling your home for top dollar. I sell homes for x% more and x-days less than the average Realtor in our market area.

According to the National Association of Realtors, the average sales price for For Sale by Owners was \$310,000 compared to \$405,000 for Sellers that listed with a Realtor. Here's an article that sums up why FSBO's regretting not working with an agent: <https://www.nar.realtor/magazine/real-estate-news/sales-marketing/why-fsbos-say-they-regret-not-using-a-real-estate-agent>

In the past year, I've sold # of homes. Here is a link to read reviews of clients who've worked with me and here is the link to my website to check out. I've also attached my resume for your review.

When can I come by and tour your home to discuss next steps?

Thank you,

For Sale By Owner Systems and Best Practices

Data Options:

- Zillow
- Foresalebyowner.com
- Facebook Marketplace

Pull Past FSBOs up to 2-years

- Still For Sale
- Not currently listed on MLS
- Haven't Sold

Communicate all 4-ways and put on a follow up plan to keep attempting connection

- New - Initial Contact Plan
- 8x8
- 72-touch

Door-Knocking

Door-Knocking Best Practices

- Open Houses
- Under Contract
- Just Sold
- Buyer Needs
- Farm

10-5-5 Model for every listing

- 10 across the street
- 5 to the left
- 5 to the right

Door-Knock area at least 2-3 times

Step back from door, smile, and acknowledge you're unannounced

Always Bring an item of value

Add to your calendar and listing checklist

Take Action NOW

1. **Update Micro Market Tracker**
2. **Identify your Message of the Market this week to Post on Social Media, TCPA-compliant Text to Follow Ups, and use in conversations**
3. **Implement ONE Strategy from today into your business**

NEXT WEEK SESSION -

“THE ULTIMATE PRE-QUAL AND PRE-LIST PROCESS

- 1. LTPMAMA**
- 2. PRE-APPT CHECKLIST**
- 3. PRE-LIST PACKAGE**