

ession 2

Take More Listings Now

“Get Sellers To Call You”

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.

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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!

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for other upcoming coaching and training
opportunities!**



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TODAY'S 3 FOUNDATIONAL PIECES:

- 1. Golden Letters**
- 2. Circle Prospecting**
- 3. Farming**

Golden Letters

Golden Letter Strategy

Why Golden Letters?

- Background:
 - In every neighborhood there is someone who is thinking about selling that is not yet on the market.
 - The Golden Letter Strategy works because it is not a marketing piece, rather an intimate letter hand addressed directly to the owner.
 - 1-3% of recipients will respond making it one of the most effective and cost effective listing lead generation marketing sources.

Golden Letter Strategy

The Path is in the Math:

- 125 letters sent per week = 500 letters sent in month
- 500 letters averaging \$1 per letter = \$500 spent
- 500 letters averaging 1% response rate = 5 seller responses
- 5 seller responses = 2-3 appointments
- 2-3 appointments = 1-2 listings signed
- \$500 spent = \$7,500 earned
- \$7,500 = 14:1 ROI

Golden Letter Strategy

Golden Letter Systems and Best Practices

Data Options:

- MLS/Tax Records
- Title Company

Letter Options:

- Ballpoint Marketing
- Yellow Letter

Letter Best Practices:

- Keep it simple
- Hand addressed envelopes
- Sign the letter
- Once every 6-months maximum to same location
- For target marketing - attrition in area 4%+
- Separate number for call-ins
- Track the data!!

Golden Letter Strategy

Original Golden Letter

Dear *|First Name|*,

Would you be interested in selling your home at *|Address Line 1|* to a client of mine? If so, please call me at (your number).

Thank you,

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

Golden Letter Strategy

Expired Golden 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,

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Golden Letter Strategy

Golden Letter Text Template

Text Template 1-

“Hi, (name)! Would you be interested in selling your home at
|Address Line 1| to a client of mine?”

Text Template 2-

“Hi, (name). Would you accept a cash offer for your home at
|Address Line 1|?”

Text Template 3-

“Hi, (name)! What price would you sell your home for?”

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Golden Letter Strategy

Golden Letter Social Template

Post In neighborhood or community pages:

Post Example 1:

“Hi Friends! I have a client looking to purchase a home in (community name). If you’d consider a top dollar offer for your home, please DM me.”

Post Example 2:

“Hi Friends! I have a client looking to purchase a home with (few criteria items). If this sounds like your home and you’d consider a top dollar offer for your home, please DM me.”

Golden Letter Strategy

Golden Letter Call in Opening

“Hi, this is (your name) with (team/company name), how can I help you?”

“Oh awesome, I’m so glad you reached out! What’s your home address, such that I can see what clients are a match for your property?”

“Thank you. Who do I have the pleasure of speaking with?”

Golden Letter Strategy

Golden Letter Questions For Call Flow

“While I’m looking that up, where would you move if you accepted a top dollar offer on your home?”

“What’s got you considering a move there, if you don’t mind me asking?”

“(Acknowledge their response), “What would (insert response) do for you?”

“If you got a top dollar offer next week, what would stop you from making the move?”

“Just out of curiosity, what do you believe is top dollar for your home?”

“When was the last time you’ve got an evaluation of what top dollar is in today’s market for your home?”

Golden Letter Strategy

Golden Letter Closing For Appointment

“Well the first step would be to identify what top dollar is in today’s market. A home’s value is based on 3 things. Location, which clearly you’re in a great location that is highly desired. The real estate market, and the good news for you is we’re still in a strong market. Last, is the condition of the home. We’ve yet to see the interior or features and layout of your home, so we offer a free consultation to start. We’ll walk through the home to see if the interior is a match for our clients, go through your options, and give you specific numbers, such that you gain financial clarity on where your equity stands based on the market, which is extremely important when deciding if a move makes sense, right?”

“I’m available (give 2 options) and it typically takes about 45-minutes or depending on questions. Which of those times is best for you for me to swing by?”

Golden Letter Key Conversation

“We don’t want to list, we only want to sell it off market”

I can certainly understand that. Tell me more about what’s important to you...are you looking mainly for ease of sale...or...is your goal to net the most amount of money? As a fiduciary I have to share with you that the only way to net the most money possible and not leave anything on the table is by listing your home and exposing it to all the potential buyers in the marketplace. If you sell you sell your home to my buyer or any buyer without exposing to the full market you are going to leave money on the table. Here’s the good news...I’ve got a strategy that will not only net you the most money possible it will also be easy and hassle free. Can I share it with you?

Golden Letter Strategy

Gene Arant Golden Letter Interview



Will Van Wickler Golden Letter Interview



Circle Prospecting Series

Just Sold

Just Sold Openings

Conversation 1-

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

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

Conversation 2-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, my name is (name) with (ABC group) and we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

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Just Sold Dialogue

(Compliment to Connect), (Clients name) have just sold their home. I was calling out of curiosity as we had (# of offers and/or # of showings) on their home, and are still receiving inquiries. Would you or who do you know would consider a top dollar offer?”

“Just out of curiosity, who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

“I appreciate your time today and look forward to staying connected. We’ll keep you posted on your new neighbors. Have a great day!”

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Just Sold Mail Letter

Dear Seller,

We just sold your neighbor's home at (insert address). We had (#) of showings, which means there are (#) of buyers looking to purchase in your area.

If you'd consider a top dollar offer from one of these buyers, please call me at (#).

Thank you,

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

Just Sold Mail Postcard



Just Sold Flyer

JUST SOLD!

Curious on what top dollar in today's market is for your home? Call me at (#) for your FREE home value consultation!



1424 Barrington Oaks Blvd. Boston, MA 02134
3 bedrooms | 2 bathrooms | 2,200 sq. ft. | Built in 2015



AGENT NAME

contact details
website
email/social media info

Download my app:

<app.kw.com/xxxxx>

kw DBA NAME
KELLERWILLIAMS

Each Office Is Independently
Owned and Operated

Just Sold Social

“Just sold this beauty in (area)! Our clients were nervous with the market and if it was still a good market to sell, like many. We had over 15 showings the first week and received multiple offers! Curious if now is the time for you to sell? DM me or call me at (#) and let’s find out!”



Just Sold Systems and Best Practices

Mailer Options:

- Postcard Mania
- Ballpoint Marketing
- Yellow Letter
- Theaddressers.com
- MLS CRS Tax Records
- Your CRM (with print options)

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

- 3x or more attempts per list

Just Listed

Just Listed Openings

Conversation 1-

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

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

Conversation 2-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, my name is (name) with (ABC group) and we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

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Just Listed Dialogue

“(Compliment to Connect), (Clients name) are moving and their home is hitting the market (day). I was calling out of curiosity that there will be some higher volume of traffic in and out for tours and the open house on (day). Got to keep our area safe for the kids and pets, right?”

“We’re anticipating between 8-10 showings the first week and only one buyer can buy the home, so I was curious if you or who you might know would consider a top dollar offer from one of the other buyers looking in your area?”

“Just out of curiosity, who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

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Just Listed Mail Letter

Dear Seller,

We are about to list your neighbor's home at (insert address). Your area is in high demand of buyers looking for a home to purchase! You can help us choose your neighbor by letting your friends and family know the home is coming to the market.

Please join us at the launch open house (day/time) from (hours).

If you're curious on details for the property or what top dollar in today's market is for your home, please call me at (#).

Thank you,

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

Just Listed Mail Postcard



Just Listed Flyer

**Blink
and
you'll
miss it!**

JUST LISTED

1424 Barrington Oaks Blvd. Boston, MA 02134
3 bedrooms | 2 bathrooms | 2,200 sq. ft. | Built in 2015

LISTED AT \$450,000

This spacious and welcoming home in the pastoral South Hills neighborhood is waiting for you. Nestled among the oak trees, 1424 Barrington Oaks is an outdoor lover's dream. Swim laps in the elegant and well-maintained pool or stroll through the adjacent gardens. All that's missing is you.

**CONTACT ME FOR MORE DETAILS
OR TO SCHEDULE A TOUR.**



AGENT NAME
contact details
website
email/social media info

Download my app!
app.kw.com/xxxxxx

kwDBA NAME
KELLERWILLIAMS
Each Office Is Independently Owned and Operated



Just Listed Social

“Come see this (few house details) on (open house day/time/hours)!
Curious on price? DM me or call me at (#).”



Just Listed Systems and Best Practices

Mailer Options:

- Postcard Mania
- Ballpoint Marketing
- Yellow Letter
- Theaddressers.com
- MLS CRS Tax Records
- Your CRM (with print options)

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

- 3x or more attempts per list

Buyer Needs

Buyer Needs Openings

Conversation 1-

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

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on finding them a property to purchase in your area. We told them we’d do whatever it took, so here I am knocking on strangers' doors. What price would you consider selling your home for?”

Conversation 2-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on finding them a property to purchase in your area. We told them we’d do whatever it took, so here I am calling strangers. What price would you consider selling your home for?”

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Buyer Needs Dialogue

“(Compliment to Connect), (Clients name) are prequalified and highly motivated to find something quickly. Out of curiosity, who do you know would consider a top dollar offer in the area?”

“Just out of curiosity, who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

“I appreciate your time today and look forward to staying connected. Please let me know if you come across anyone or change your mind. Have a great day!”

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Buyer Needs Mail Letter

Dear Owner,

We have a buyer looking to purchase your home. If you've considered selling your home for top dollar, I'd like to connect with you, please call me at (#).

Thank you,

*If your home is currently listed for sale with another agent please do not

Buyer Needs Postcard



GREETINGS, DAN!

Considering selling? Allow me to assess if your property aligns with the needs of my eager clients. With demand high and opportunities abundant, let's explore if now is the right time for you to make a move.

Give me a call!



Kylan Gentry
888-888-8888
www.realestate.com



Buyer Needs Flyer



I HAVE A BUYER

Our clients are on the lookout for their dream home right here in your neighborhood, and they're eager to make a move in this bustling seller's market. With demand soaring and inventory limited, it's an opportune moment to consider selling your property. If your home boasts the features and amenities our clients desire, don't hesitate to reach out – let's explore the potential match and make the most of this advantageous market together!

Looking For:

- 4 Bedrooms
- 3 Bathrooms
- Kitchen
- Dining Room
- Living Room
- Laundry Room
- Swimming Pool
- Garage



123 Anywhere
St., Any City

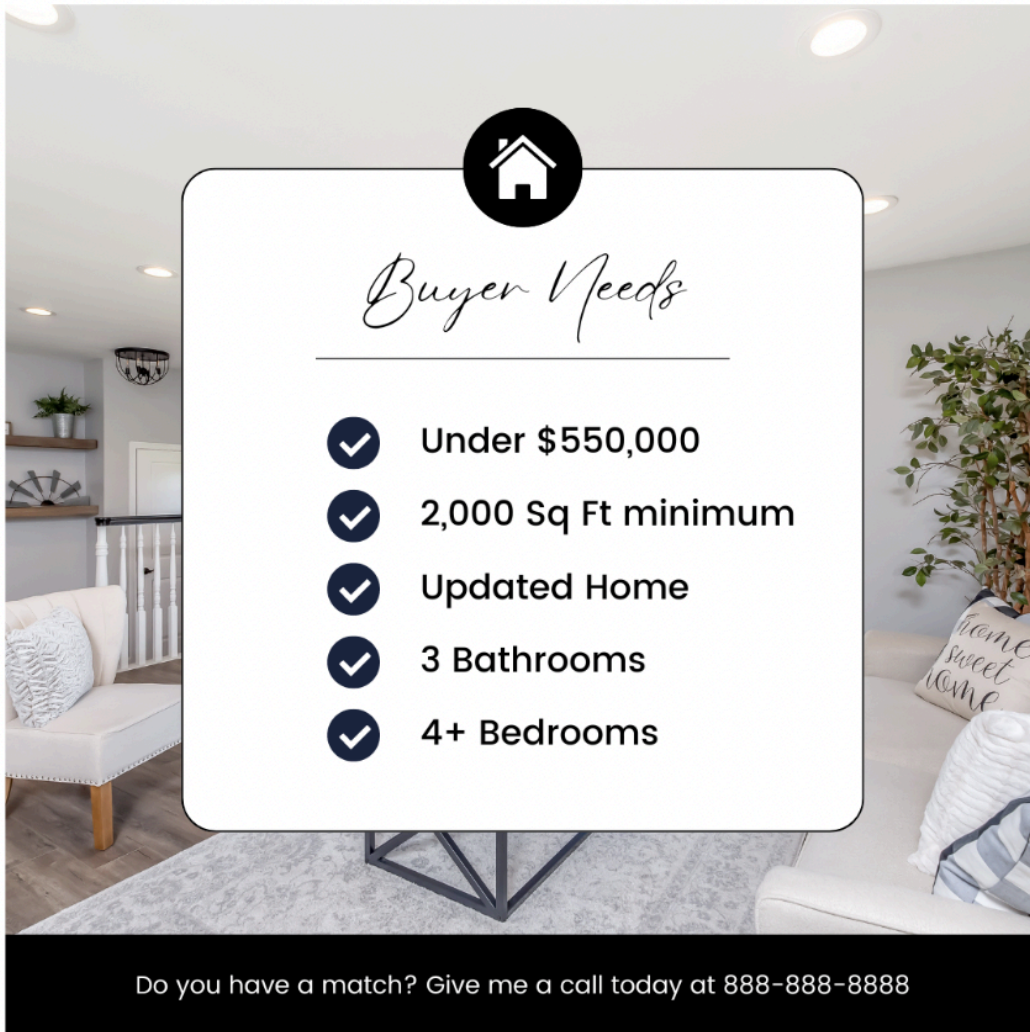



Kylan Gentry

888-888-8888

kylangentry@gmail.com

Buyer Needs Social





Buyer Needs

- ✓ Under \$550,000
- ✓ 2,000 Sq Ft minimum
- ✓ Updated Home
- ✓ 3 Bathrooms
- ✓ 4+ Bedrooms

Do you have a match? Give me a call today at 888-888-8888

Buyer Needs Systems and Best Practices

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Under Contract

Under Contract Openings

Conversation 1-

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

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

Conversation 2-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, my name is (name) with (ABC group) and we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

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Under Contract Dialogue

“(Compliment to Connect), (Clients name) are moving and have accepted an offer on their home. I was calling out of curiosity as we had (# of offers and/or # of showings) on their home, so there are (# of active buyers) searching for a property in your area. Would you or who do you know would consider a top dollar offer?”

“Just out of curiosity, who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

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Under Contract Mail Letter

Dear Owner,

We just put your neighbor's house at (insert neighbor's address) under contract! There were 11 offers and it sold for \$7,195 over list price, which means 10 buyers weren't able to purchase it. Would you be interested in selling your home at

(insert address) to one of these buyers?

If so, please call me at (insert your phone number).

Thank you,

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

Under Contract Postcard



Under Contract Flyer



X *Under Contract*

Congratulations to my buyers' for receiving an
ACCEPTED OFFER, to purchase their first house!

kw DBA NAME
KELLERWILLIAMS.
Each Office Is Independently Owned and Operated

Agent Name
contact details
website
email/ social media info



Under Contract Social



Under Contract Systems and Best Practices

Mailer Options:

- Postcard Mania
- Ballpoint Marketing
- Yellow Letter
- Theaddressers.com
- MLS CRS Tax Records
- Your CRM (with print options)

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

- 3x or more attempts per list

Farming

Building a Farm - Geographic

Best Practices Getting Started:

- Start small, then go big.
 - 1,500 homes is big enough to start small with room to expand
 - Neighborhood, School District, Zip Code, Suburb or Community
- Avg. Price Point that you WANT.
- Avg. DOM (Days on Market)
- 4% or higher Turnover Rate
 - # of homes in area/# of homes sold in last 12 months
- No Signage Restrictions
- No Solicitation Restrictions
- Walkable for door-knocking
- No agent currently dominates that specific area
- YOU LIKE THE AREA!!!
- Where do I go to find information?
 - Title Company, Assessor's Website/Office, MLS
- Run a DATABASE PLAN on your Farm - think 36-touch

Building a Farm - Geographic

Building Your Farm Touch Plan

TCPA-compliant Call/Text/Email Topics:

- Newsletter
 - Listings
 - Community
 - Market Update
 - Culture
 - Charity
- Client Stories and Testimonials
- Message of the Market
- MOFIR
- Events
 - Personal, Educational, or Community
- Giveaways
 - Call in to win, Register to win, Pop-in

Building a Farm - Geographic

Building Your Farm Touch Plan

Popular Direct Mail Services:

- EDDM
 - Every Door Direct Mail
- PostcardMania
- Wise Pelican
- Corefact.com
- Command
- Your CRM
 - Can Design in Canva and upload

Direct Mail Ideas:

- Just Listed, Under Contract, Just Sold
- MOFIR/Message of the Market
- Holiday
- Month, Quarter, or Year Update
- Events
 - Personal, Educational, or Community
- Giveaways
 - Call in to win, Register to win, Pop-in
- Local Business Spotlight
 - Can attach coupon
- Newsletter/Magazine

Building a Farm - Geographic

Building Your Farm Touch Plan

Popular In-Person Ideas:

- Mega Open House
 - Include Food Truck, Ice Cream Truck, etc.
- Pop-By's
 - You bring them an item of interest
 - CMA
 - Door-Hanger
 - Treats
- Community/Charity Events
 - Food Drive
 - Run in the Neighborhood
- Neighborhood Events
 - Block Party
 - Pool Party
 - Food Trucks

Popular Digital Ideas:

- Neighborhood Social Group/Page
- Posting Regularly
- Email Monthly Market Reports
- Newsletter
- Share other listings and let the seller know
 - Reach out to other agent for permission first
- Connect on social

Building a Farm - Demographic

Best Practices Getting Started:

- Who is my ideal client?
- What is their biggest problem/pain point?
- How do I solve this problem/pain point?
- How do I get in front of these clients more?
- What messaging attracts these clients?
 - Offer a Simple and Stress Free Solution
- Stay Consistent
 - Consistency Compounds.

Building a Farm - Demographic

Popular Demographics for Sellers:

- Boomers Downsizing
- Seniors Transitioning
- Families Inheriting Properties
- Relocation Specialist
- Military
- Upsizing Sellers
- Divorce
- Debt
- Short Sale
- Pre-Foreclosure
- Cash Offer
- Development

Building a Farm - Demographic

Popular Demographics for Sellers Marketing:

- Direct Mail
- Professional Referral Partners
- Paid Ad's
- Seminar's
- YouTube
- Social Media Storytelling
- Blogging

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 -

“REFERRAL RELATIONSHIPS THAT CREATE CONSISTENT REFERRALS

- 1. Professional Referrals**
- 2. Allied Resources/Vendors**
- 3. 3rd Party Referral Parties**