

# Listing Generation \$300,000 per year On 1 hour per day

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# Listing Generation

**\$300K per year**

**On 1 hour per day**

**First learned this system nearly 30 years ago – at that time it was called:**

**\$50,000 per year  
on 2 hours per day**

*(Real estate prices and commissions have come up since then.)*



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# Listing Generation

\$300K per year

On 1 hour per day

**It was a great system then – it's an even easier system now!**

**The tough part back then was the follow-up. It was tricky and time consuming.**

**Now the follow-up portion can be automated.**

***This system now only requires one hour per day!***



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# Automated Listing Leads!

No one has truly come up with an automated system for obtaining listing leads.

- ~ **Social Media:** Difficult to do at volume – no actual contact – still low results
- ~ **Mailing Programs (farming):** Long term, expensive, low response.
- ~ **Social Networking:** Still most productive, but again, limited by time and number of social contacts (real friendships) you can maintain.

The real problem is that most real estate agents socialize with other real estate agents.



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# Automated Listing Leads!

Number One Problem with all Listing Lead Programs:

## ***NO PERSONAL CONTACT***

- ~ **Social Media:** No personal contact
- ~ **Farming:** Mailers, postcards, letters, ads. No personal contact.
- ~ **Social Networking:** All personal contact – but not scalable.



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**Best and most  
effective system is:  
Personal Contact  
at Volume  
*“Hybrid System”***



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**Best way to get personal contact:**

**COLD CALLING**

**There is only one problem:**

**COLD CALLING SUCKS**



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# Listing Generation

## We all know Cold Calling works – so why don't we all do it?

- ~ **Rejection** – Fear, shame, diminished self-esteem.
- ~ **Mentally Draining** – Cold calling for hours on end becomes difficult and is ineffective.
- ~ **Low Success** (conversion) rate discourages us.
- ~ **Ego** – It is beneath us.



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## Listing Generation

# Making Cold Calling Work

**Rejection** – Minimize with high productive and inoffensive scripts.

- ~ More “Yes” and less “No” = **Less rejection.**
- ~ Inoffensive scripts draw less ire and negative comments and reduce feelings of rejection.
- ~ Rejection can not be entirely eliminated, but it can be reduced.



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## Listing Generation

# Making Cold Calling Work

**Mentally Draining** – Limit cold calling to only one hour per day.

- ~ After one hour – you are tired, frustrated, starting to feel down, and it comes across in your voice and response rates drop anyway.
- ~ Keep it simple and conversational.
- ~ Take breaks in a social atmosphere.



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## Listing Generation

# Making Cold Calling Work

Low Success (conversion) rate discourages us.

- ~ Use a script with a very high success rate.
- ~ “Give, don’t take” in your pitch.
- ~ Don’t ask them for anything – offer to give them something.
- ~ A high success rate will keep you encouraged.



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## Listing Generation

# Making Cold Calling Work

**Ego** – It is beneath us. This is the number one problem.

- ~ Some people will just get over it, but usually after they are broke.
- ~ New agents are great for this because they don't know it is beneath them.
- ~ Cold calling should always be done in groups – peer pressure and peer approval now working for us, instead of against us.



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## **SCRIPT:**

“Hello, my name is \_\_\_\_\_ with ABC Real Estate, and we are going to be in your neighborhood next week giving free market valuations to the homeowners.

Would you like to know the current value of your home?”

***THEN SHUT UP!***



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## **Objection Questions:**

**Q: Why are you doing this?**

**A: Several reasons, it keeps me up to date on your neighborhood. And, even though you may not be selling, if I do this for you and you like me, hopefully you will recommend me to your friends and neighbors. It's how I make my living.**

***(conversational style)***



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## **Objection Questions:**

**Q: I don't need to know the value of my home? (or) Why would I want that?**

**A: Oh, lots of reasons (pause). Have you checked to make sure that your title and homeowners insurance is up to date and at current market value so you are protected?**

**Have you checked to see if you are eligible to lower the interest rate on your loan and reduce your monthly payment?**



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## **Objection Questions:**

**Q: Why can't you tell me over the phone?**

**A: I wish I could. It would make it easier on both of us, but without seeing your home in person, I really couldn't give you an accurate value. It will only take about ten minutes.**

***(Then SHUT UP.)***

**If at this point you still can't get the appointment, say goodbye and move on!**



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## **Positive Response:**

**Set the appointment, use alternative choice close:**

**You: That's great – I will be in your neighborhood on Thursday afternoon or Saturday morning this week. Which would be better for you?**

**Ask for their email address so you can send them a confirmation.**

**This keeps control of your schedule and you can set 4-5 appointments in a 2 hour window.**

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## **The Appointment:**

- ~ **Make sure you have the neighborhood comped out ahead of time!**
- ~ **This is not a 2-step**
- ~ **Most will take 10-15 minutes**
- ~ **This is **NOT** a listing appointment.**
- ~ **DO NOT try to list the house.**



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## **The Appointment:**

- ~ Show up on time.
- ~ Introduce yourself.
- ~ Have the homeowner show you their home.
- ~ Be patient and friendly.
- ~ You are not here to list the house.
- ~ You are here to make a new friend!



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## **The Appointment:**

About  $\frac{3}{4}$  of the way through the home, usually at the 2<sup>nd</sup> or 3<sup>rd</sup> bedroom – float a “TRIAL BALLOON” close:

**“By the way – where are you thinking of moving to?”**

**Then SHUT UP!**



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## **The Appointment:**

**“By the way – where are you thinking of moving to?” (Then SHUT UP).**

**Listen CAREFULLY.**

**This is your qualifying question and determines your next move.**

**Answers will vary – and so should your responses.**



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## **The Appointment:**

**A: We are not moving anywhere.**

**R: Let it go and move on – finish up, give them a value and get out.**

**A: We are thinking about moving to Florida.**

**R: Further qualify – “Really? When?” – note time frame, strong follow up – finish up, give them a value and get out.**

**A: I just accepted a job transfer (*This really happens.*)**

**R: Roll right into a listing presentation.**

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## Value (the way I was taught to do it):

**If no motivation** – Take the value of their home and add 10% i.e., worth \$200K, you tell them \$200K

**“Based on the terms and conditions of sale you could get as much as \$220K.”**

**If motivation is within six months** –  
Same response, but with a 5% bump

**If motivation is immediate** –  
Current value so you don't end up with an overpriced listing.

***\*\*Don't forget to get their email address if you don't already have it.***

**“If you don't mind, I send out a monthly update on recent transactions in your neighborhood – this way you will always be up to date on what's going on.”**

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## **Results**

**This system is all about follow up.**

**About 50% of the people that you get an appointment with will list their home within 2 years –**

***that is why they said “yes” to the appointment in the first place!***



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**Results based on 100 calls  
each week:**

**Results depend on the number of calls.**

- ~ 1-2 will list within 30-45 days.
- ~ 2-3 will list within 90 days
- ~ 4-5 will list within 6 months
- ~ 8-12 will list within the year.

*\*Remember, an average of 20-30% of all homes in  
a given neighborhood turn over each year.*

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**When to Call**

**MONDAY – THURSDAY**

**Between**

**6:00 pm and 8:00 pm**

***Make exactly 25 calls  
then STOP.***



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## **When to Schedule Appointments**

**Schedule them all together:**

**One weekday  
afternoon/evening**

**Or, Saturday morning**

**Then, give them a choice.**



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## **Follow Up**

**Original system was 2 hours per day.**

- ~ **1 hour for cold calling**
- ~ **1 hour for follow-up calls to keep rapport and build relationship.**  
This was the hardest part, as most people are not very good at this!  
This is no longer necessary – hence the 1 hour per day.

**RIO Genesis now does the follow up.**

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## **Follow Up**

### **RIO Genesis Drip Campaigns**

Feed them information monthly – weekly is even better:

- ~ **Recent home sales and new listings only!**
- ~ **Real Estate Only!** No stupid articles, no recipes or calendars, etc.
- ~ All follow up must be **short and sweet** and pertinent information only!
- ~ The must associate you with **REAL ESTATE!**

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## Follow Up

- ~ Just listed
- ~ Just sold
- ~ Monthly report showing all transactions in their neighborhood
- ~ Choose your Neighbor Letters – easy buyer deals

*These do not need to be your or your office's deals!*



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## Follow Up Drip Campaigns

- ~ Simple, one topic, short emails
- ~ No graphics – text only
- ~ These are not flyers
- ~ Just information
- ~ **Agent photo required!** This is the only time an agent's photo is actually useful and it should be small and in the signature line.
- ~ RIO Genesis is set up to do it this way.



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## **This is a Pipeline**

**Building a Pipeline is a Long term Commitment**

**You will usually see results in the form of at least one listing within 30 days**

**As the follow up program works over time - results will continually increase –**

**Greatest results will be achieved after six months and continue to increase and then remain constant after one year..**

**Keeping agents motivated during the first 30 days is critical!**



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## **Miscellaneous Tips & Tricks**

Always refer to homes by owner “name” and address.

Title company will get you scrubbed phone lists, i.e. excluding DNC list.

Make this a group activity amongst your agents.  
Appoint a leader and compensate them.



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## **Miscellaneous Tips & Tricks**

**Lead from the front and by example – You participate once in a while as well.**

**Use contest format – prize or recognition.**

**Pair up new agents with a mentor.**

**Choose neighborhood based on “velocity” not values!**



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## **Why this works so well:**

**Lower rejection on phone – greater results, less discouragement, more calls will get made and agents have an easier time sticking with it.**

**Does not require strong listing skills as it is an easy listing appointment when it comes. (higher conversion).**

**Phenomenal confidence building tool.**

**Phenomenal experience tool.**

**Increases office market share and visibility which directly enhances recruiting.**

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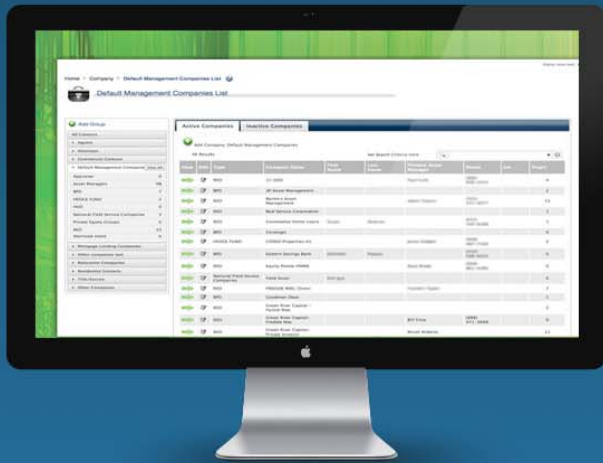


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