

The background of the slide is a photograph of a wooden boardwalk on a beach. The boardwalk is made of weathered wooden planks and has a simple wooden railing. It leads from the foreground towards the ocean. The sky is a mix of orange, pink, and blue, indicating a sunset or sunrise. The ocean is a deep blue with some white foam from waves. The overall mood is serene and scenic.

pg

Peter Gilchrist

How to Present Digital VPA to Vendors

*A Peter Gilchrist Training
Session*

The Presentation Sequence

THE OPENING PROCESS

1. First Contact

2. Profile

3. 1st Inspection

4. Preparation

THE PERSUASIVE PROCESS

5. Table
Presentation
strategies

6. Set up

7. The market

8. The buyers

9. The price

10. Marketing

11. Saleability

12. Why us?

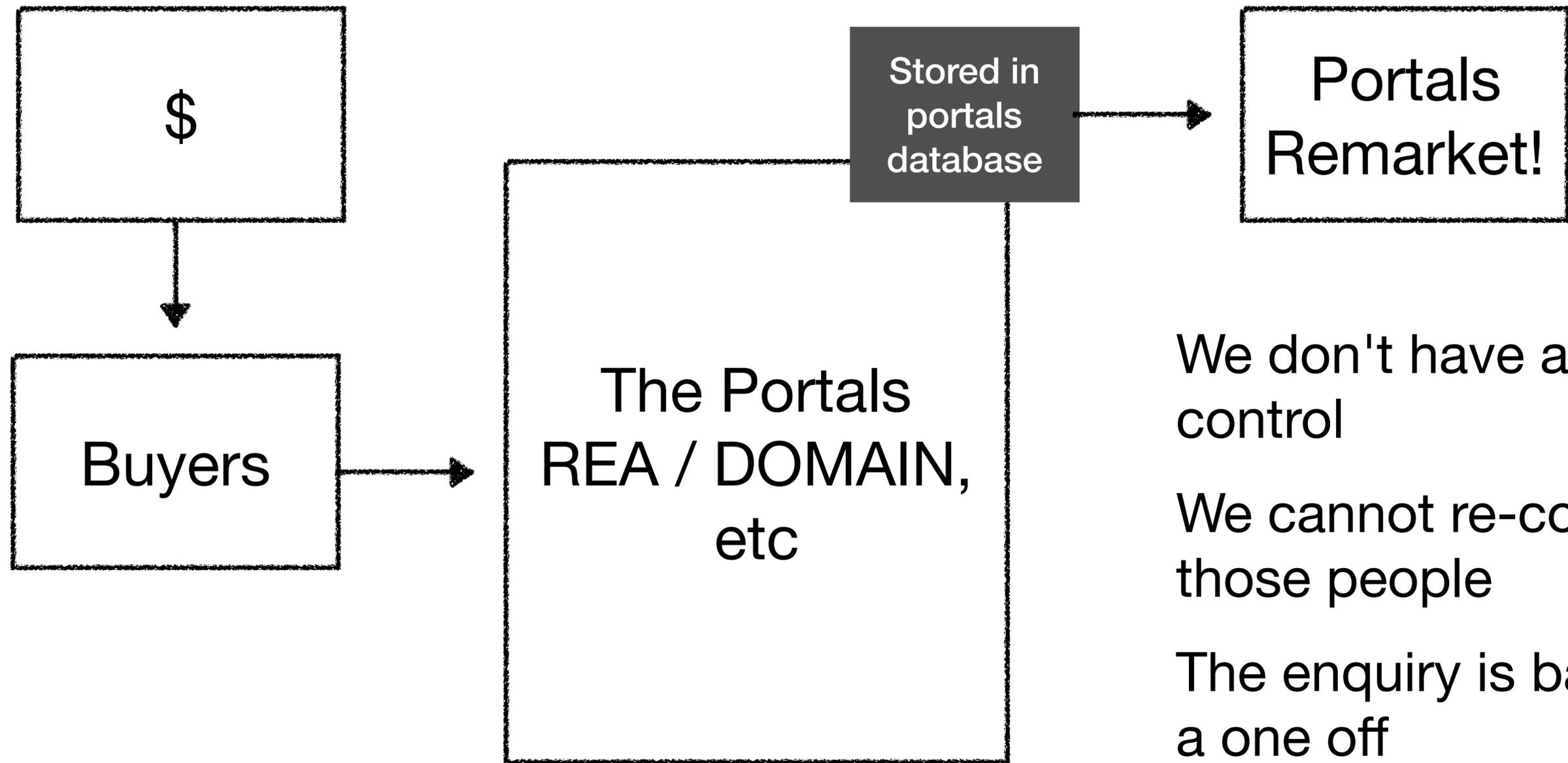
13. MAF

14. The
agreement

15. Expectations

- 1) Stay open and let's build the best for your house**
- 2) Let's look at the timing**
- 3) The publications available**
- 4) The size of the AD (Stories here)**
- 5) The price**
- 6) Answer questions**

<https://realdigitalagent.com.au/digital-marketing-agency/voom/>



We don't have any control
We cannot re-contact those people
The enquiry is basically a one off

And lost.

There is a new way

Less \$

More direct marketing

FACEBOOK

Our Database

Your enquiry stored here

Re-marketing

Same buyers

How can we help?

2nd open day

Price reductions

Come to the auction

Huge Listing Tool

Fairer on Vendors

**VPA Down.
Commissions Up!**

*One sold \$96 another \$14.23
60 - 70% of buyers come from 10k radius
Try this first step 1 save 1000's
Goes out to the buyers. We don't wait
More enquiry. More to opens
Can do both. But why not try this first?*

VOOM

Our Property Marketing Facebook Package

\$495 + GST per listing

5k radius is what we find works

3 Ads over 3 weeks

- **Brand new listing**
- **Come to the open home**
- **Second open home this weekend**
- **Vendor report at the end of each week**

<https://realdigitalagent.com.au/digital-marketing-agency/voom/>

The Script

“So you have had other agents in?”

“Yes, we have...”

“And they have shown you the importance of advertising?”

“Yes, they have”

“So, things have changed in this industry, just like they have changed in every industry I know of...”

“Can I just take a minute of your time, to show you how the modern agency is working now?”

“Sure, go ahead...”

It will look like this...

N New Agent Name
Sponsored · 🌐 Like Page

We have just listed a home at 12 Yacht Street and thought you should be the first to know.
We will keep you posted as the sale progresses and you can see what it means for your homes value.
If you have any interest in this property please call me directly on 047772389



There is a new price about to be set in your street.
We will keep you posted as the sale progresses. I will let you know when the first open day is if you would like to see this home.
REALDIGITALAGENT.COM.AU

Like Comment Share

Just Listed

N New Agent Name
Sponsored · 🌐 Like Page

22 Yacht Street is being auctioned this Wednesday the 22nd of March. Its in our rooms at 23 Smith Street Main Beach
If you cant make it we will keep you posted on how it goes.
If you have any interest on this property please call me directly on 047772389



Auction on this Wednesday
Come and see what it sells for and how it impacts on your home's value.
REALDIGITALAGENT.COM.AU [Learn More](#)

Like Comment Share

Open Day

N New Agent Name
Sponsored · 🌐 Like Page

22 Yacht Street is open for inspection at 12pm this Sat.
Sometimes residence have family or friends they know would move into the area if the right home became available.
You can share the this home with anyone you like
<http://www.agentwebsite.com.au/22YachtStreetSouthport>



22 Yacht Street is open for inspection at 12pm this Sat.
Come and talk property in the area with us. Love to meet you there!
REALDIGITALAGENT.COM.AU [Learn More](#)

Like Comment Share

Auction

The Script

“The key here is to remember that in this case your enquiry comes to us and we go back and back to them.”

“Come to the open, come to the auction, etc”

“Does that make sense?”

The Script

So, step 1 is:

“I need a cheque for \$495 + GST tonight...”

“I will report back after each weeks marketing and we can make decisions from there, yes?”

Now hold that thought because.....

“There is other marketing we need to decide on as well in terms of the mainstream support advertising...”

The Script

“So, lets go through that now...”

Signs

Leaflets

Photography

And so on...

*We teach you how to do that using the diary in our program:

THE EDGE: NEVER MISS A LISTING.

The Script

“Now, as I said, we will report back to you as the marketing proceeds and we can then make changes as we go.”

“Each week we can make different decisions.”

If step 1 does not get the results we want, (but I do think it will in this market) then we can go full strength into the portals.”

“The package I would suggest we use is this one...”

Lay out your normal package here...

As an aside this is a great time to re look at your packages and make sure they are in line with this marketing...

Get your head around the shift that is taking place and organise them accordingly.

The Script

A combination of signage, the paper, the portals... and social media is still needed.

The Script

“Sometimes, the combination of both social media, traditional print and portals is the most effective.”

“Can you also see I have allowed for another round of the social media advertising at that stage as well? So we really do have it covered.”

If you are trying to take the listing you don't actually have to get in too deep on this marketing.

“I just need a cheque for the sign, the social and the photography.”

The Script

“So, tell me, did the other agents mention all of this??”

“Well, they said yes they would... is it boost it?”

“One agent said they get huge audiences by boosting...”

“Yes, we can all do that pretty easily really. The trouble is, it is seen but we don't know by whom. And that is the end of it.”

“You cannot go back to those people. I want 1000 people in this area to see your home and respond...”

“One of the reports we can do for you is tell you how many people actually watched more than 10 seconds of the video. It's pretty cool. We definitely go back after those people”

Big script coming up!!!

“Please, do not list with ANY agent who has not talked about capturing the enquiry. It may not be me, but please list with someone who knows what they are doing in this space or you could waste a lot of money...”

Make a note. they need to understand that there are 3 parts to this...

1. Getting to the RIGHT audience

2. CAPTURING the data!

3. Going back to those people that have investigated your home, until they ENGAGE!

The Script

“Now, Mr and Mrs Smith, this is interesting...”

This pixel, this database I am talking about, we ALREADY have over 2000 buyers stored, that I can go back to... They are potential buyers in this area, that have checked in on other homes we have had for sale... Let's go to them first, BEFORE we spend big \$ on ADs finding new buyers...

Agents: HUGE DIFFERENTIATION!

Objection Script

“But don't all the buyers look at portals??”

“No, they don't”

“We believe there are 4 types of buyers”

- 1) Someone desperate to buy
- 2) Someone who would like to buy in the next 5 - 6 months
- 3) Someone who is on the lookout but all theatres need to align
- 4) Someone who has no intention of moving. They are still a possibility.

“This form of marketing gets in front of ALL those buyers. At a fraction of the cost.”

Objection Script

“Tell me are you on Facebook?”

“Yes, of course we are Peter”

“Great... look out for your property on there in the next couple of days. That is how fast we can get in this game!”

“Can we do them both at the same time?”

“Absolutely, you just tell me what you’re thinking and we can quote it and make it work”

“I would be failing in my duty if I didn't tell you what is working for us right now. And give you the options.”

“What would you like to do?”

Objection

“What if it doesn't sell in this 3 weeks social media marketing?”

“We have a regular strategy meeting which I will go through with you shortly.”

“We will be right across what is happening.”

“We will have the same 2 options actually...”

“Go again with Social media package, or go to the portals...”

Question Script

“Will this work in this market?”

“We believe there are 3 types of markets:”

1) is a buyers market. (Quote the characteristics)

2) is a balanced market. (Quote the characteristics)

3) is a sellers market. (Quote the characteristics)

“In a buyers market. the average time it takes to sell is longer.”

“We believe it has gone from 23 days to nearly 60 days in this area. So we need to stay in buyers faces over a longer period of time.”

Question Script

“This is where the re-marketing comes in.”

“We go back and back to them until they come see it, for a fraction of the price.

“And in this market we are not waiting for the buyers to come to us, which they may NEVER do.”

“We go out and find them...”

“In a balanced market this is absolutely worth doing. It means there are buyers out there for most houses and we just have to find them.”

“In a sellers market which we are in this is absolutely the way to go. the saving on marketing can be huge here. And this form of marketing can be more direct, faster and more effective..”

Note to agents...

**You may do a 6 week program here for \$980 + GST, so you stay in front of the buyers in the area and go back and back to those who showed any interest.
Much better for the vendor....**

Objection Script

“Peter we are in a huge hurry here.”

“Yep, get that so let’s attack on both systems. Let's give it all we have got...”

“Wanna do that??”

So finish it off with this. if it fits for you.

“I can see that you're thinking about it. Let me make it easier for you...”

“As long as you think it's the right way to go and I certainly do in this market...”

“Give me a cheque tonight for the \$495 + GST, plus the signage and everything else we have agreed on...”

“If, as I think we will, we sell your home, I will give you back the \$495.”

“So, no advertising cost for your sale at all...”

Another way to do it is...

"I am so confident on this, that I will pay for it."

I believe that we are heading back to agents paying for the marketing, because we will be able to do it with either Facebook or Amazon when it comes into play.

It is a fantastic strategy because it means we can finally...

...keep our commissions HIGH!!!

Less marketing means they won't be so tough on us, re our comms!

<https://realdigitalagent.com.au/digital-marketing-agency/voom/>

So make sure you adjust what you are asking for

“Peter, 3% is high...”

“With us taking on the marketing?”

“And... having the know-how to do this without the normal massive marketing cost?”

“I think it's a great deal!”

Now, carry on with the rest of the presentation...

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