

Prospecting 101

Manual

Quick Start 

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Peter Gilchrist 

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A note from Peter

Dear reader,

Firstly, thank you for investing in this Prospecting 101 manual. Prospecting comes in the category, for a lot of sales people, of those things we know we have to do but we don't like doing.

The first exercise in this manual is to change your mind on that!

This manual is worthless unless you have the attitude to double or triple your business through prospecting.

Firstly, read the Introduction and you will find out of how to use this manual to great effect in your business.

As always, Real Training International will support this manual. If you have any questions, thoughts or ideas that could go into a manual like this, please don't hesitate to call us or email us.

Good luck! Great prospecting and great earning.

Best wishes,



Peter Gilchrist.



1. Introduction

In the end, Prospecting is all there is in this business.

Over the years the industry got stuck with buyers where we became taxi drivers for several decades, and then we turned it around to focus on the vendors both in terms of listings and customer service.

Whatever market you are in – buyer's, seller's or balanced – you have a **listing issue**. At the time of writing this manual, in Australia, the market is turning towards a buyer's market and some agents are tempted to relook at spending more time with buyers. **wrong answer!**

It is always a listing problem. It is always prospecting that saves the day in a rampant buyer's market – finding the homes that will sell next month and listing them correctly is still the issue. So it remains a listing programme.

It's as simple as this. If you take the amount of serious prospecting you're doing, and double it, your income will double. The trouble is that most of us get stuck with the stuff that surrounds prospecting. We take a listing; we have to write it up. We have to get the cards in the window, do the advertising, we have to put it on the computer, get the signs up, and that takes us the rest of the day. So that we level out and come back to that plateau that I'm always talking about.

Your current income is made up of the number of listings you take, which is a reflection of the prospecting you do, and the stuff that goes with it. It's as simple as that.

Coincidentally, it ranks in the first two things that you drop and stop doing as soon as you get too many listings or become busy with contracts. You stop prospecting and you stop your personal life. **That's a tragedy!**

Both these things should become non-negotiable. Both of them are set in concrete in a seven- day or one-month plan and are adhered to strictly. The best in the business know this, they allocate the time and they stick to it.

You will, as you proceed with a new prospecting regime, get what I call moments of truth. That's where somebody says 'We're going to the pub, do you want to come?', just as you're about to make 20 calls. 'We're about to go look at a new listing,' just as you're about to go and knock on 20 doors.

So, as much as this manual will show you how to prospect, unless the attitude of non- negotiability is there, unless you're aware of these moments of truth and start to make change for the better, then nothing will happen.



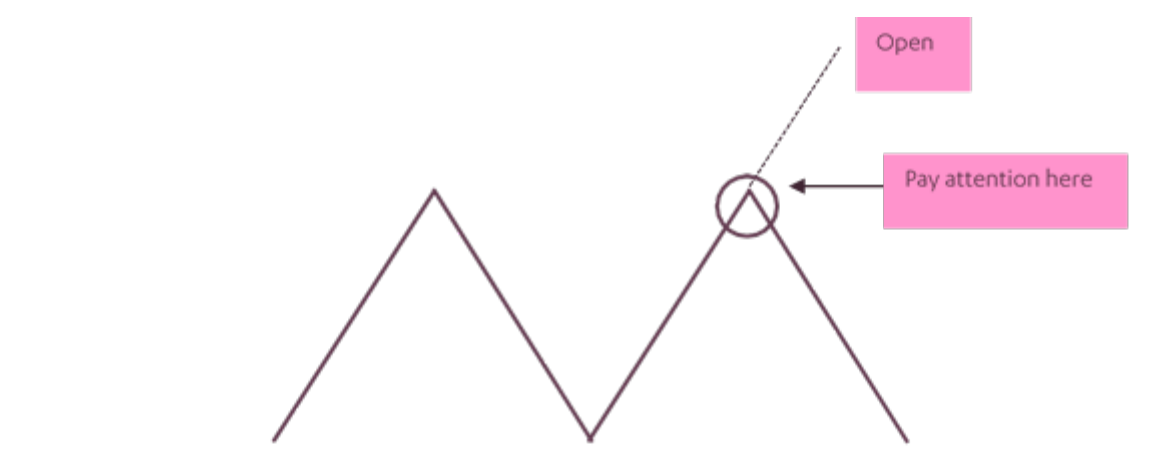
Download the MyScripts
APP from the google play
store on your android
device or from the App
Store on your Apple
device.

It's not how you prospect that is so important, it's turning up!

One of the basic rules of growth is that we must go to the places that we don't want to. This is our opportunity to grow a business, get more money, and go have a better time. That's what this manual is about.

You must watch your position. At Real Training International, we get a lot of phone calls from people saying that they've gone flat, nothing's happening. When we question them, we find that they were busy a month ago. The busy time is when you drop prospecting and start getting into the stuff, fully rationalising the fact that you've got no time for prospecting because you've got to get these contracts done, get the money organised, get deposits and look after your current clients. That is the start of the downturn right there. So the message here is to watch when you get busy, watch the top of the cycle (as in the diagram below). Don't wait until nothing's happening to try and do something about it.

Prospecting has to become a routine part of what you do and it is not up for negotiation as to whether you do it or not. It is also about not making a fuss when you do get on and do it, it is just taken care of.



Busyness is the Key

Every agent I have ever met has a number of listings they are comfortable carrying. What's yours? What I know now from coaching is you are either opening into growth or contracting with busyness. When you reach your "capacity" you subconsciously start to contract... until you're not busy anymore. This is how the cycle goes. So the key is awareness. Stay open when you get to the point you think you are busy – recognize it as a previous sticking point and just go through.

Required as prospecting strategic resources

These are the resources you will need to be the complete prospector – either you need them for yourself or your company provides them. Either way, they are not up for discussion – must have them in place.

	Done	To Do
Company profile. Personal profile.	☐	☐
Twelve-month contact plan (see later on in this manual).	☐	☐
Database that you can SMS, email or, at a bare minimum, get address labels from.	☐	☐
Attitude towards scripts and dialogues, role plays and practice that means you never stop it.	☐	☐
You need to know the numbers for your area so that you can get an expectation of what the prospecting should deliver for you.	☐	☐
You need a permanent source of thank you cards you can write on each day	☐	☐

Relate prospecting to your market place

Just be aware that some of the prospecting methodology here is related to no particular market; i.e., second-wave marketing, which I talk about on page 43 is only going to work generally in a buyer's market. So, as you go through this manual, just make sure there is some sense in carrying out a prospecting activity in your particular market place.

How to use this manual

1. Decide how long you should spend on prospecting each week. The recommendation is for new people, a bare minimum of five hours a day, and for some of the best in the business to create 60 minutes a day where they in fact act as though they don't have a listing in the world.
2. Put that time into the seven-day planner at the back of this manual.
3. Decide on the methodology you will use, which should be the majority of the ideas in this manual.
4. Fill in a regular time for each throughout the week. For example:
 - a. FSBOs 1.5 hrs/wk
 - b. Buyers 4 hrs/wk
 - c. Client base 5 hrs/wk
 - d. Appraisals 3 hrs/wk
 - e. Neighborhood presence 3 hrs/wk
 - f. ... and so on.
5. Study these 8 modules and lock them in one by one, making sure you tick off all the to-do lists in each chapter for each method you're going to use.
6. Allow time in the next two weeks to learn your scripts and dialogues and become confident at the prospecting method.

7. TURN UP!

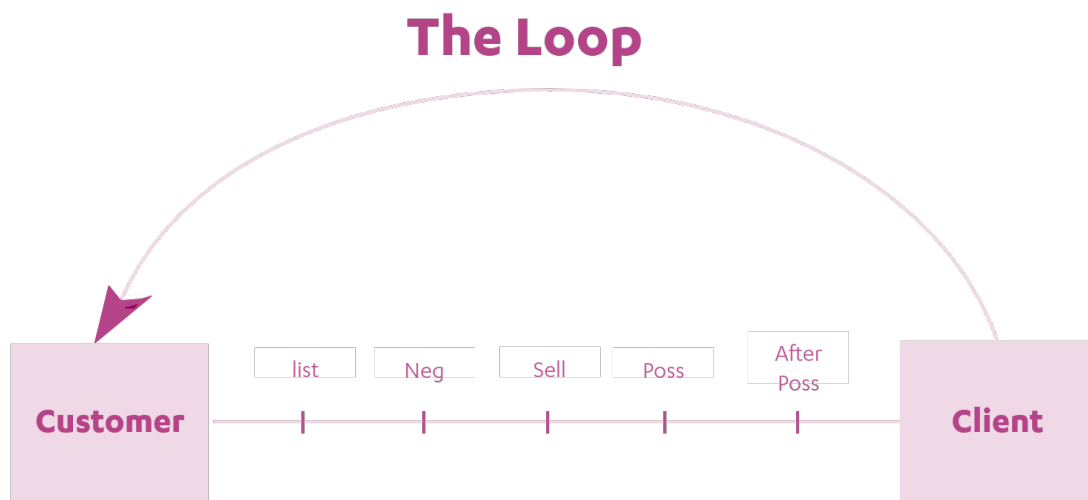
8. Make those prospecting times non-negotiable.

2. Customer Service

The way to get tomorrow's listings

It is official, the number one way to get tomorrow's listings, new or existing in this business, is not door knocking, is not client based marketing, is not leaflets or appraisals...

IT IS LOOKING AFTER THE CLIENTS YOU HAVE NOW.



Anybody who approaches your company, comes through an open day or rings in, they come on board as customers and it is your job to look after them so well that they become clients. As they go through the transaction, they will make a decision as to whether they will be a client or not.

Clients hand you from 90% to 100% of your new customers So, **new sales people**, before you start work, choose from the WOW! checklist that we have included in this module as to how you embellish your transaction to get you three little letters

The Math's can be changed

90% of business by referral as repeat is brilliant. But the number is too high. Keep the business you get from those great sources, but drop that number to 50% and you have virtually doubled your business!

Wow Listing!

DO NOT PLAN ON GETTING STARTED AND THEN DOING THIS. IT IS THE NUMBER ONE LISTING PROCESS YOU HAVE. DO IT ALL NOW BEFORE YOU START.

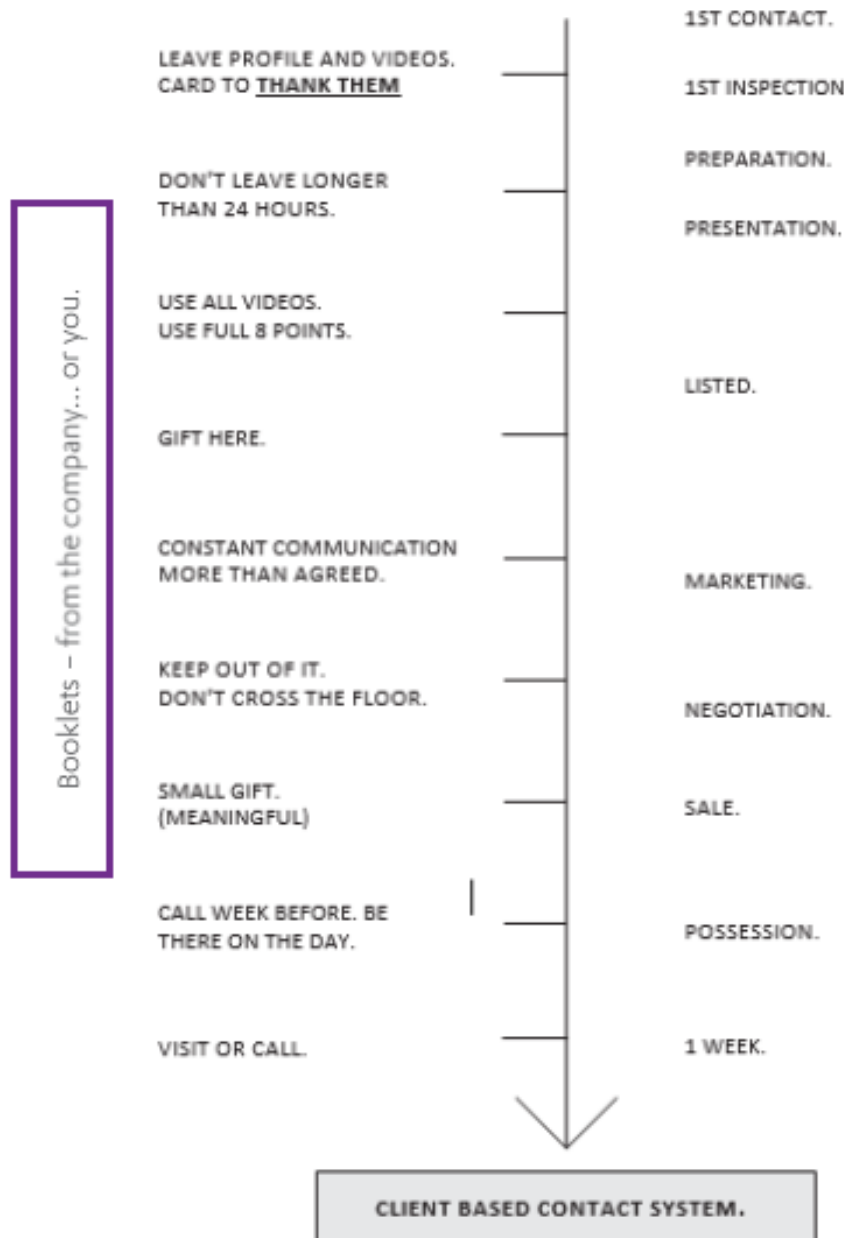
Use the diagrams on pages 11-13 to decide what you will do to wow your contacts. The WOW! listing (p11) shows what you can do. Complete your WOW checklist on p12.

Now set up systems to deliver every single one of the things you have listed in the WOW checklist and put on your transaction diagram on page 12. If you said you are going to deliver flowers when you list, decide where they are coming from, how you order them. If you said that you will get all advertisements couriered across, decide which courier you are going to use and how you are going to set that up. Write these details on the "Value-added prospecting" diagram on p12. You can use the business plan on our web site if you are a client of ours

Wow! listing

What do you do that makes your existing vendors say WOW!?

THINK... HOW DO I ADD VALUE... NOT JUSTIFY MY FEE WITH GIFTS...



There is an entire series of added value booklets to use on
www.scriptsclub.com.au

Added Value Prospecting

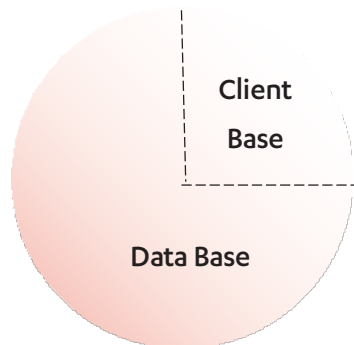
To be organised	Notes on how	By when	Help from

My Added Value Prospecting

Draw your own WoW listing in here.

3. Client – Based Prospecting

Note, there is a difference between a client base and a database.



Your client base is a specific part of an overall database.

Using your client base for prospecting is the second-best method of finding new clients.

It is Pull Marketing at its best.

In some cases, top sales consultant's report 100% of their new business coming from their client base!!

The overall idea here is that we spend time and money on those people that support us anyway and less time and money on those who do not even know us!

Let's get straight into prospecting using a client base.

How to implement client-based marketing

	Done	To Do
Read this entire section from start to finish	☐	☐
Go through the “Getting Started” list, on p16	☐	☐
Go to the example calendar, on p21 and browse.	☐	☐
Read up on each contact and decide if you want them on your database	☐	☐
Order the paper work – cards – invites – personal notes from your printer.	☐	☐
Put your 12-month plan into your diary, be it manual or electronic.	☐	☐

Once you start this system NEVER STOP!

Getting Started

If you are established as a consultant but have not got your client base up and running, here are the steps you should take:

	Done	To Do
Decide on the system you are going to use to store the information	☐	☐
Do not take six months to look at this – choose a system and get on with it. In the absence of others, use OUTLOOK. You can always download it into another system later.		
DO NOT WAIT ON MANAGEMENT. IF THEY HAVE NOT GOT THIS UP AND RUNNING, DO IT YOURSELF NOW!		
Buy a set of secretary cards – the small-lined cardboard cards available for \$3.20 at your stationery store	☐	☐
Transfer all records from your diary, the pile of clients in the back of your diary and those in your third drawer down, onto these cards. You can put a red sticker on the files you want to record and have someone else do it for you!	☐	☐
Just do your clients for a start. Go back over 2-3 years and put them all on – even if you had a good transaction with them but haven't spoken to them since. You can put them directly into the computer if the files are good enough	☐	☐
Now, once they are on the cards or you have the information together, you have to call them all and make sure the information is correct.	☐	☐
Two choices:		
a) you do it and say 'hi just updating my records'		
b) you have a PA or a temp do it.		

Script

"Good evening, I am calling on behalf of Pete Gilchrist. I am just updating Peter's customer records and wondered if I could have just two minutes to check we have all of your current contact numbers correct."

"Okay"

"So you are living at....."

"Your email address – do you have one?"

"Your cell phone number is....."

At the same time divide the group into the following fields.

Advocates – those who love you

AAA - those that have used you 2x;

AA – those that have used you once;

A - all other contacts

- buyers
- appraisals
- current Listings

To get their information into the computer

	Done	To Do
Do it yourself – not an option unless you are a great typist	☐	☐
You pay a temp to do it.	☐	☐
You pay a commercial house to phone your contacts, put them on the computer and store them for you as well. Ask them to quote you for keeping the base (data and client) and for supplying you with labels twelve times a year.	☐	☐

Choose one of the above options

Also get a quote for updating your client base every two weeks.	☐	☐
Give them a list with who to take off and who to add to your database.		

New sales people

If you are brand new, you don't have clients to put into the client base... yet! Put all your friends, relatives and past work mates into the client base first of all. Then add good buyers – people you meet as you go.

Taking care of those who take care of you

Once we have our database in place and we have the ability to get labels and to mail merge from it, then it is a matter of setting up a 12-month plan of contact and nourishing these people who are the backbone of our business.

You require a minimum of 12 potent contacts with your database each year

For some, like your advocates and triple A's, that is not appropriate and not enough. For others, like your A's or your contacts, it may well be enough

	Done	To Do
You need to sit and do your own plan, using the grid on page 22, for the next 12 months.	☐	☐
Once you have completed the plan and have decided what is required, the investment required and the action plan required, then a personal assistant can take it from there and run with it for the entire 12 months, only coming back to you for any guidance required or any changes that need to happen.	☐	☐
I would divide the work that you do with your client database into four areas, both on a company basis and a consultancy basis. They are as follows	☐	☐

Company Basis

Maintenance

This may be that, four times a year, these people receive a personally addressed mail out announcing changes in the market, to your company, saying Merry Christmas, Happy New Year, Happy Easter and so on



Giving

In terms of the company giving, it may be Easter eggs at Easter, it may be the full-on company movie night or announcing a grant to a school or kindergarten within the area you are working and so on.



Personal

A little bit harder for the company when they have a data base of 10,000, but has to be pushed by supplying ideas and supporting the sales consultants and their goal of personally touching everyone on the data base throughout a 12-month period



Entertainment

What comes under this for a company are things like mass speaking engagements by notable speakers; i.e. in our case, over a period of three years we had Alan Pease, John Tickell and Glen Singleman all speak at a local town hall. Christmas BBQ for clients, tours through the art gallery, golf tournaments, tennis tournaments, bowling evenings, taking over local theatres for a play that is appropriate and has some connection to real estate.



Consultants

Maintenance

Twelve cards a year. They have to be potent like the St John's cards that RTI Design Studio do or their new RSPCA ones. With 80% of New Zealanders and Australians having pets, these are very topical and do not go in the bin. Then cards that say Happy Easter, Happy Christmas, Happy New Year and so on.



Giving (Remember the best just give)

This is about gifts at Easter, hot cross buns, Easter eggs, (I remember the story of one consultant who gave baked clay hens colourfully painted in franchise colours), Christmas gifts, trees and so on



Personal

Visit the clients you placed into a property, 3 months, 6 months, 9 months ago. Take small gifts, like cuttings for gardens, seeds and that sort of thing. Personally handwrite notes to 20 on your client base, five a day, every single week. Make sure that on everything that goes out from you, that you write a note across the top of it. Make calls, just to see how the building is going, the extensions are going, or the new pool is going



Entertainment

Entertainment includes the Christmas party you have at home just for your clients. It includes movie nights twice a year, choosing the right movie (see notes later in this module), your personal golf tournament, tour through the art gallery, tennis tournaments, picnic and barbeque and so on. For the three or four things that your company does throughout the year, you personally invite your clients with handwritten notes or notes across the invitation.



We want to build our database and put resources into it...

Work out the % of e-mails/phone numbers you have for your core area.

If it's not 70%, you have work to do!

Your 12 Month Plan

The following pages have an example of the ideal 12-month contact plan, plus a blank plan for you to design for yourself, the ideal client contact year.

P Call = Personal Call

Prox Cards

P Note = Personal Note

Pages 24-25 contain lots of ideas about contacting your client base. More information about these ideas can be found in Chapter 13, "Prospecting Ideas", page 72.

For details on mass marketing to your database, see "Mass Prospecting", page 50.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Advocates	P Call Happy NY Prox Cards Video Update	P Note Prox Cards Video Update What's on	Easter Card Movie Night Prox Cards Video Update What's on	P Call ProxCards Video Update What's on	Prox Cards Video Update What's on	Prox Cards Video Update What's on	P Call Winter Gift ProxCards Video Update	Video Update What's on	Video Update What's on	P Call Video Update What's on	Xmas Party Video Update What's on	Call Merry Xmas Gift Video Update
AAA	P Note NY Card Prox Cards		Easter Card Movie Night	P Note			P Note Winter Note Pro Cards			P Note	Xmas Party & Gift	
AA	NY Card Prox Cards	P Note	Easter Card Movie Night		P Note		Winter Card	P Note			Xmas Party P Note Xmas Card	
A	NY Card Prox Cards		Easter Card Movie Night				Winter Card		Rubbish Collection in Farm Area		Xmas Card	
Buyers	NY Card Prox Cards		If you can Easter Card				Winter Card				Xmas Note	
Sellers	NY Card Prox Cards		Easter Gift Movie Night	t			Winter Card				Xmas Note	
All	NY Card Prox Cards	F Cards	Movie Night Prox Card	Prox Cards	Prox Cards	Prox Cards	Booster Winter Card ProxCards	Booster Pro Cards	Spring Seeds & Note Prox Cards	Prox Cards	Prox Cards	Prox Cards

AAA

AA

A

All

Ideas for contacting your client base

1. Profile of you	2. Office profile	3. Do you know a buyer for this home	4. Do you know a house for these buyers
5. Market information	6. Thanks	7. Book Club	8. Colouring Competition
9. Xmas Party	10. New salesperson party	11. 10 year party	12. Calendar
13. Houses we have seen	14. How to buy at auction	15. Buyers qualification form	16. Invite to a sellers evening
17. Packet of seeds	18. Personalised Pads	19. Fridge calendars & magnets	20. Company Newsletter
21. Personal newsletter	22. Property preview invitation	23. I love referrals	24. Favourite restaurants
25. Updating customer service call	26. Buyers update	27. Entered the real estate industry	28. Monthly card system
29. Neighbourhood watch scheme	30. New years letter	31. Valentines day letter	32. Fathers / mothers day letter
33. Christmas tree letter	34. Easter letter	35. Shortest day letter	36. Halloween
37. Daylight saving time	38. First day of spring	39. What is happening in your area?	40. Rubbish pick up
41. Movie night			

The Booster

The idea of the booster is that you get up close and personal with your client base very quickly by sending them information once a week for five weeks at any particular time of the year. There are three times when you would use this:

	Done	To Do
1. When you change companies:		
• you would announce the change	☐	☐
• do you have a buyer for these homes?	☐	☐
• thanks for your help	☐	☐
• do you know a house for these buyers?	☐	☐
• offer water blasting or something equivalent.	☐	☐
2. When you are getting started:		
• Tell them what you are doing and how you have established yourself and are going well	☐	☐
• Do you know a buyer for these houses?	☐	☐
• Do you know a seller for my buyers?	☐	☐
• I love the referrals, keep them coming	☐	☐
• A massive thank you for your help – rookie of the year award	☐	☐
• Any award you have won	☐	☐
3. When you have left your client list too long:	☐	☐
• I'm updating my customer service system – you will get a call	☐	☐
• Call them:	☐	☐
• Do you know a buyer for these houses – do you know a seller for these buyers?		
• Referral		
• Thank you for your help		

They then go into the normal 12-month plan that you have started.

You do not do the booster until you have an efficient computer based system for keeping your client base contract going.

Client profile

On page 26, you will find an example of a client profile form. It is the future of client bases. It should be filled out on taking a listing or selling to a buyer. It contains a lot more information than just when they want to buy or what they bought. As you will see, it has the resident type they are in, it will have the property owned and any other property owned, it has their interests, which we will get to shortly, and their pastimes.

You will also see at the bottom is the Kids Club, which I talk about shortly as well. This profile gives us the ability to:

- Push a button and see who likes golf
- Push a button and see who likes tennis
- See the other interests of our clients are
- Find out how many children are listed with us
- See the ages of the children, listed with us and so on

Done

To Do



It must be able to be sorted based on all of those headings.

Client Profile

☐ Mr.	☐ Other
☐ Mrs.	
☐ Ms.	
☐ Miss	
☐ Dr.	

First Name: _____

Surname: _____

Street number & name: _____

Suburb: _____

City: _____

Country: _____

Post Code: _____

Home phone: _____

Mobile _____

Fax: _____

Email: _____

Work phone: _____

Work place: _____

Occupation: _____

Date of birth: _____

Spouse/Partner: _____

Client Profile should be filled out on taking .a listing or selling to a buyer

Residence type

☐ Own home
☐ Ownership Unit
☐ Renting
☐ Other

Property owned

☐ Family home
☐ Rental
☐ Flats
☐ Section
☐ Other

Interests (sports)

☐ Golf
☐ Swimming
☐ Tennis
☐ Other

Interests (pastimes)

☐ Art
☐ Music
☐ Travel
☐ Other

Previous connections with
Real Training Ltd.

☐ Bought
☐ Sold
☐ Looking
☐ Friend

The Kids Club

Children names

Children DOB

☐	☐
☐	☐
☐	☐
☐	☐

More ideas on how to look after those who look after you

	Done	To Do
1. Daily – send 5-10 personal notes to those on your database (see below as to how to write a personal note)	☐	☐
2. Weekly – part of your prospecting time should be actually calling on your past clients. You call on them to say hi, not to list their house or any of their friends' houses; you just call as a matter of saying 'I am interested in what you are doing – did you build a garage – did you add onto the bedroom?' etc	☐	☐
3. You can take a small gift like a cutting that you might think would be good up against the garage or some chimes that would hang off the back door, that sort of thing	☐	☐

DO NOT ASK FOR BUSINESS; THAT IS NOT WHY YOU ARE THERE!

Sending personal notes

- They are not written with a ball point pen; they are written with a wide-based pen.
- You start them off with the time and day that you are sending them and then go onto a personal hi.
- You may enquire about something – did you build; did you change?
- Try and establish a specific finish yourself, for example:
 - With kind regards
 - Cheers
 - or something that fits in as authentic to the way you speak.

Example of a personal note:

Wednesday 16th

Hi Jack, just went past your home last night and saw that you have started the garage, absolutely superb, looks like it is going to be great and I look forward to calling in and seeing it when it is finished.

With best wishes and kind regards

Peter.

Just do that!

Personal note samples

1. It was a real pleasure meeting you today. I will definitely be in touch soon.
2. I was thinking about you today and thought I would just drop you a quick line and say hello.
3. Thanks for your (call, visit, letter etc.) today. I really appreciate you thinking of me.
4. Here is some information (news article, comic, quote etc.) I thought might interest you.
5. Thanks again for the great service today!
6. I thought you might like to get something in the mail that wasn't a bill or asking for money. Hi!
7. It was a great (game, meeting, party) today. I'm glad I got to see you again.
8. I was going through my files today and realised I haven't talked to you for quite a while.
9. How is life in the new neighbourhood? Is there anything I can help you with?
10. I saw your name in the (newspaper, newsletter etc.) and thought I would drop you a note.
11. I tried calling you today but you were out. I just wanted to let you know...
12. I dropped by today but missed you. I was just wanting to know (how things were going? what you have been up to? etc.).
13. I noticed your (son, daughter, wife, etc.) is (playing on the school team, elected to club position, etc.). I know you must be proud of him/ her.
14. I am really looking forward to seeing you on/at (appointment, meeting, special event).
15. Someone mentioned your name the other day and I realised it has been...

4. Buyers and Open Days

The general buyers pool

There are unlimited vendors available amongst your buyer's pool and this is one of the first places you should be looking to create business.

Things have changed over the last ten years. It took 20 years to teach the industry to focus on listings and not so much on the buyers; now things have turned around a little. We have gone too far, we have not supplied the buyers with good systems or good service and this is changing.

It requires a system where you do not need to spend hours and hours taking buyers out or wasting your time acting as a taxi driver, driving would-be buyers all over the city.

Less will do more

It is my opinion that the future is about less sales people doing way more sales. One of the reasons for this is the computer systems now available can generate automatic emails and SMS's to literally thousands of buyers at a time.

When one considers that, in some areas, 80% of these buyers will make a decision that will include selling, then best we look at having good systems to take care of these people and give them what they want.

We need to treat them as two people – one as a buyer and the other as a potential seller.

On pages 32-38, we talk about creating vendors through open day systems in terms of the general buyer systems. But once these people have been on your database for a while, then we need reasons to call them back.

Here are 13 reasons to call buyers:

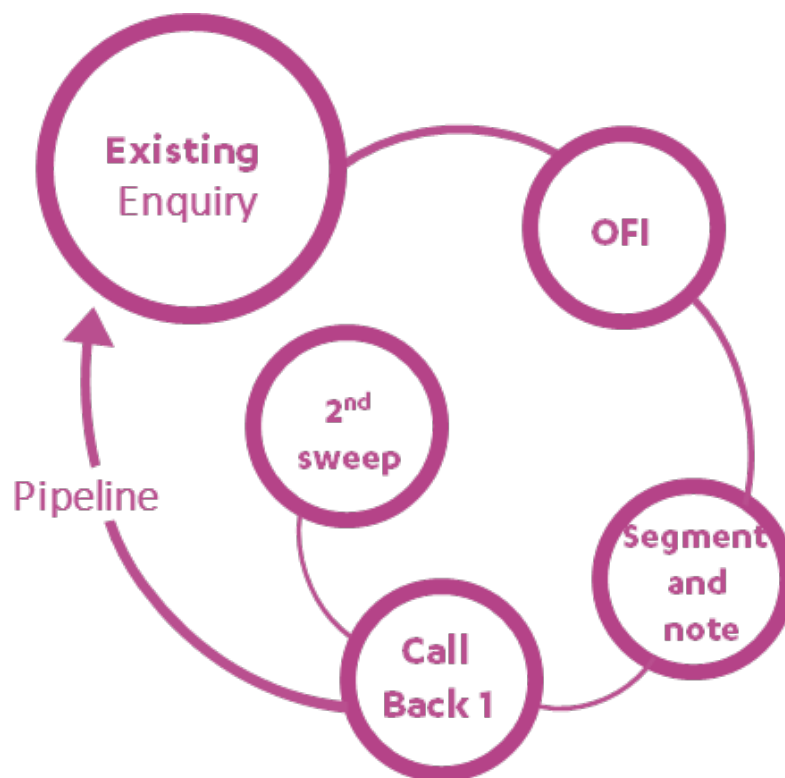
1. We have no homes that I believe are suitable for you, but I have been sending you our listings as they come in. Has anything caught your eye that I can talk to you about?
2. I am coming out your way tomorrow and we have a pre-listing presentation that may be of interest to you (this is covered under open day phone b a c k s.)
3. Somebody has asked me specifically about your street and I wondered how your thinking was going in terms of selling your own home?
4. Just looking at several buyers that may be interested in your home and wondering when you will be coming on the market?
5. I was just wanting you to know that you are now in our system and you should receive SMS's and emails based on the information I have put in. If you don't hear from us over the last couple of weeks, could you let me know?
6. You are on our system and just wanting to know if you were getting our information.
7. It has been a month or so, I was just wanting to know if there is any change in details that I could add to our buyer's system, sometimes it is plus or minus 20% and this could make a difference as to which properties you are getting.
8. There is a specific listing coming up that I think you should know about.
9. I am running an open day and thought that you might like to come and visit.
10. I am running an auction; it would be a good time for you to see how an auction works.
11. Your name just came up on my desk and I wondered how your search for a home was going.
12. Just scrolling through our computer and your name came up; I wondered how you were going with the sale of your property.
13. We just sold a property similar to yours around the corner and thought you might like to take a look at it to give you some guide to pricing.

Getting Started

	Done	To Do
• You could ask other salespeople in your office. You can run open days for them	☐	☐
• You could get the buyers list of sales people who have left the company	☐	☐
• You could discuss with top sales people what they do with all their buyers who they can't get back to	☐	☐

There is a section in the back of this manual about mass marketing, which further involves prospecting to your buyers list.

Open Days



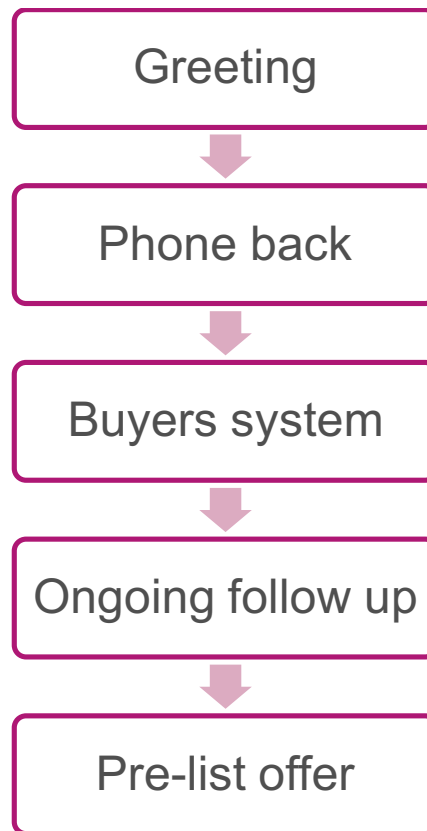
There are five steps in open day prospecting:

1. Greeting
2. Phone back
3. The buyer's system
4. Ongoing follow-up
5. Offer of pre-listing presentation

Required to put this whole system in place:

	Done	To Do
1. You learn all scripts for all parts of the 3 strategies	☐	☐
2. You require leaflets on the following:	☐	☐
• How to make your best offer	☐	☐
• How to buy at auction	☐	☐
• How to present your home	☐	☐
• Personal profile	☐	☐
• Company profile	☐	☐
3. Ability to mass email listing update	☐	☐
4. The booklet "Homes we have seen"	☐	☐
5. Ability to send out mass times for open days	☐	☐

Flow chart of open day prospecting



Prospecting through open days

Stage 1: The Greeting

Part of an open day is you being 'on show' to potential vendors. It is great if you can sell the house, but it is the opportunity for potential vendors to 'vet you' and see who they may be dealing with ongoing.

So just be careful of your state; ensure that you are incredibly positive, that you are upright, smiling and are very well presented.

You should be standing at the front door with a brochure in one hand covering the hallway, not letting anyone through, even if three people arrive at once. You have a duty of care to the vendor to make sure you get information from these people. A suggestion for your welcome is:

"Hi and welcome to another open day. My name is Peter Gilchrist. Before I give you this brochure on the property, I would like you to sign in for security reasons."

Note there should be two levels of signing by a buyer.

Level 1

Done

To Do

You should have the ability to sign them up for a buyers system; i.e. the fact that you will send them ongoing SMS or email messages of properties as they come to the market. Your script and dialogues for this should be something along the following lines.



"Hi and welcome. Tell me, are you folks on our blue ribbon buyers system?"

Answer comes back "no, tell us about that?"

"This is where we will send you new listings as they come on the market, prior to them actually reaching the market place by way of advertising. You can receive either a SMS to your phone or an email to an address telling you that this property is now for sale. On top of that, we do have previews from time to time, where we invite buyers to new listings throughout the week. (Once again, this is prior to them coming on the market properly by way of advertising.) Does that sound like something you are interested in?"

The answer comes back yes. Then you hand them a form. You don't just get them to sign in as per any old open day. You hand them a form, where they fill out their name, address, phone number, what they are looking for and so on.

Level 2

Done

To Do

"Are you people members of our blue ribbon buyer's system?" "No we are not, and we don't need to be thank you."



"Fantastic, if you wouldn't mind just signing in here for security purposes"

And then you would carry on to say the following...

"Now listen, as you go around the property, note the three bedrooms on the right hand side, the living areas are on the left and upstairs there is a large games area and a separate bathroom. Make sure when you get out the back door you notice the wonderful barbeque and the garden shed."

I look forward to hearing your comments on the way back through."

Serious Questions

It is entirely appropriate, especially if you are busy, that you start the process of segmentation by having questions to ask that rocket the buyer's thinking forward as to what they are doing with their own home, so you can see whether there is any chance of a listing.

These sort of questions are as follows:

- When do you hope to be in your new home by?
- Which part of the year do you folks hope to move in by?
- Which stage of the home buying journey are you at?
- When do you want to be settled by?
- Do you have a home to sell?

Some slightly less serious questions are:

- Where are you from?
- Have you looked at many houses?
- Have you seen anything you like yet?
- What else have you seen today?
- Why are you moving (main reason?)
- Have you a deadline to be moved by?
- What is your main criteria for a home?
- In terms of buying and selling is there anything I can help you with?

Straight away we have some idea, with a bit of luck, whether these people:

- have a house to sell, and
- are serious and motivated on the whole buying and selling question. This is a great place to prospect.

Stage 2: The Phone Back

"Hi, Mr. Smith, it's Peter Gilchrist speaking. You attended an open day of mine up in Maori Hill on Saturday and I was just hoping I could spend a couple of minutes finding out what you thought of the property. Is it a convenient time for you?"

"Yes it is."

"One of the things the vendor relies on us for is feedback about how people who come through the open days found the home. How did it suit your requirements?"

"I would say it wasn't particularly good for us. It only had two bedrooms."

I would then launch into something along the following lines:

"Look, one of the things I find in real estate, after being in it 5 or 6 years is that probably 95% of people who come through an open day don't actually buy the house they come to see. Do you mind if I just ask you a few questions now to see if there is anything else we have that may suit your needs?"

Now they are either going to say:

"No we are not interested in looking at the moment."

In which case, you will say:

"Well, when would you be looking to shift?"

Or they say:

"Yeah, no worries."

In which case, you head straight into question mode.

"You told me you wanted something over the next 3 months. Perhaps you could give me a description of the sort of home you are looking for?"

"Great, thanks for that. Does the area bother you? Which areas would you look in?"

Stage 3: The Buyers System

It is pretty obvious that while you are looking at this exercise in the way of prospecting, you also have to give good service to these folks as buyers or there is no way they will ever list with you. The basics for treating buyers well would be as follows:

	Done	To Do
They get a full list or access to everything that is for sale through you and your company either by way of booklet or access through a push of a button to a website with all properties on it.	☐	☐
They receive, on an ongoing basis, every new listing as it comes into your office. If they were on the special buyer's system, they would receive this by SMS or email.	☐	☐
They receive invites to property previews; that is, homes that are listed on a Tuesday but opened to buyers on a Wednesday or Thursday prior to these properties being advertised in the paper.	☐	☐
They receive a full list of all open homes that you or your company are running every Thursday, in plenty of time for them to decide which open days they will go to	☐	☐

Again while you are taking care of these people as buyers, you are also looking to impress them enough to be the eventual lister of their property. You should at all times follow up any views, phone calls with personal notes saying thank you for your call.

Stage 4: Ongoing Follow Up

Once you've finished with them as a buyer, you could offer them other things. So you go into the part of the phone call that says:

"Look, we have several products that may be of use to you. Mr Smith, are you looking at auction properties at all?"

"Yes we are."

"Well, we have a pamphlet available on How to Buy at Auction. Would that be of use to you?" "Yes it would."

"Great. I will get it into the mail for you right away. Expect to get that in the next couple of days. It's been really nice talking to you."

Just leave it at that. You send them that and then you put it in the Bring-Up File to phone them in four days. You phone them in four days, if you haven't already had them out, and you say:

"I sent you the pamphlet on How to Buy at Auction. Did you receive that?" "Yes we did."

"What did you think of it? That's great. I also have put my hands on a pamphlet on How to Make Offers on Properties. I will put that in the mail to you as well."

Again, another phone call. It's at this stage that you are looking at opportunities and they will open up to you eventually I guarantee you. You are looking for opportunities to break out of the buyer cycle and into the vendor cycle.

"Tell me, do you mind if I ask you (this should be done in the first phone call obviously) do you have a home to sell?" "Yes."

"Do you mind if I ask you where it is?" "I live in Waverley."

"That's great. Have you done any work on getting your home on the market?" "No, we are not going to do that until such time as we find a property." "That's wonderful."

Other appropriate contacts would be:

1. Advice on how to purchase a property.
2. Advice on the house they are looking at. For example, you could use the script:
"If you find something that you like, and like the way I work, and like my style, I would be glad to come and look at it as an independent person and give you my advice on it."
3. You could send them ongoing pamphlets that are available through Real Training; i.e.,

	Done	To Do
How to buy at auction	☐	☐
How to present your home	☐	☐
You could send a profile on yourself A company profile	☐	☐
Buyers qualification form that Real Training has available	☐	☐
A booklet called "Homes we have seen." It is a simple sheet where they keep notes on properties they have been to	☐	☐

STAGE 5 OFFER PRE-LISTING PRESENTATION

You can offer a pre-listing presentation where you offer four things. You could say:

"Listen, one of the products we have in our office is a pre-listing presentation. I realise you are not ready to go on the market yet (and, by the way, you must keep saying those sort of things so they don't feel pressured that you are just coming to list their house) but this product has four parts to it that you may find of interest.

If you let me come out and have a look at your home, what I can then do is present you with some information on the market that you are both buying and selling in and that must be of interest to you. I will tell you what has been happening out there over the last 12 months.

The second thing is I can show you your options for marketing. There is a lot of talk at the moment about auction and set sale, and negotiating these sorts of things. I could take you through those and get your mind working towards how you are going to sell your property.

The third thing is I can give you a price, an appraisal, which may alter what you are looking for. It may mean you can buy higher or it may mean that you have to cut back a little bit but it would certainly be worth at least knowing about it right now.

The fourth thing that is very important is that I can tell you anything I think needs doing around your home. Now there is an interesting trend that has happened in the real estate industry in the last 10 years and that is that finance has become easier to get. When you find a home, the chances are, if you are under competition for it, you may only have a couple of days to put your best offer in and you may decide to go cash and sell yours. This will mean that you are in a hurry to get yours on the market and get it sold. Anything that needs doing that may substantially increase the value of your home may take a little time, so what would be good is that I could point out some of those things, and I am very good at that, it's my job. I would point out some of the things that I think would improve the saleability of your home, that would help it sell quicker or have it realise more money and I am sure that would be a help to you as well.

Are any of the things that I have just mentioned of use to you? Great, I am in your area tomorrow so would 4 or 5 o'clock be better for you?"

5. Appraisals

A note from Peter on appraisals

This industry is becoming obsessed with appraisals. It is a way of hiding what you are actually doing if you are busy, busy, busy doing appraisal after appraisal.

What is worse is if you are actually offering free appraisals and are spending your whole time doing them for no reason at all.

I have been told that if you do 40 appraisals (and some are) that, out of that, your listings in the following months and years will come. If it was totally effective, then you would be listing within one, two or three years, and you would be listing 40 a month, and that doesn't happen. So what I ask you to do, if you are an experienced agent, is to question the number of appraisals that you are doing. Consider the idea that, if you are doing 40 appraisals, you can with a couple of questions find out who is going to be selling and who is just being nosy as to the value of their property.

An appraisal done for just an appraisal's sake is of no value at all! It is very seldom, unless we are offering free appraisals, that somebody who is thinking of selling actually asks for a straight out appraisal, except now we have trained the Australasian public to do that. What they really want though is a full presentation of which an appraisal is just a small part.

I would rather you did 10 full presentations to take 8 listings, than did 40 appraisals to get those same 8 listings.

So, if that is the case, how do we deal with the appraisals we are asked for?

The best in the business tell me that you simply ask the vendor a couple of questions.

"So, you would like an appraisal. When would you be selling your home, sir."

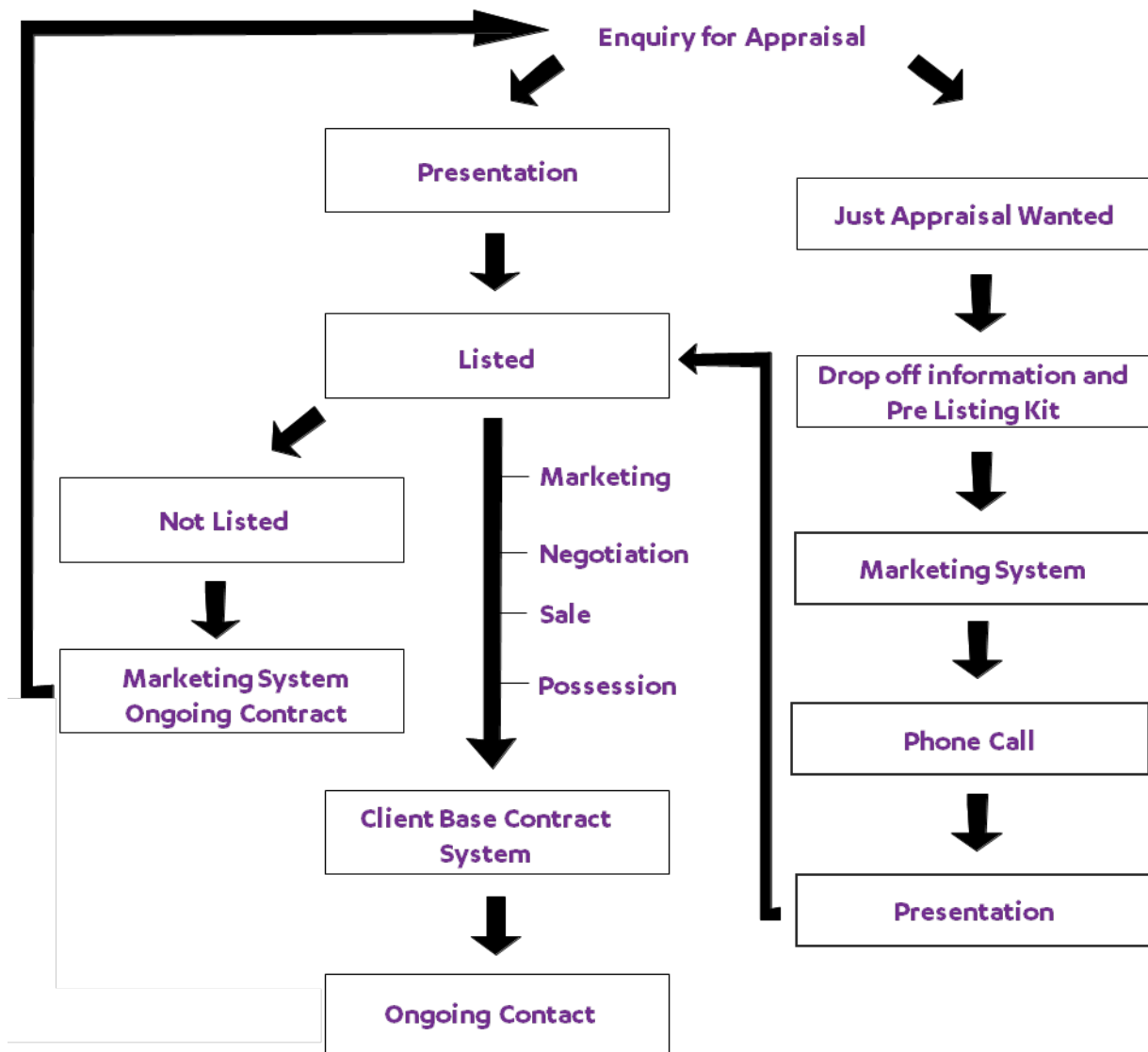
"So you would like an appraisal. Most people have a reason for wanting an appraisal, can I ask what yours is?"

Once you get the answer you can decide if you are going to put lots of time into it or deal with it simply as an appraisal.

Those who do ask for appraisals, of course, may be selling sometime in the future and, if they have gone to the trouble of asking for an appraisal, then it is definitely worth keeping in touch with them. What I am saying is it is not worth spending hours and hours in a day to come up with a very close appraisal unless they are coming on the market shortly. The reasons for this are:

- You will only have to do it again when they decide to sell in 12 months' time.
- If you get it wrong now by giving them a price (those of you who have heard me speak, no, I don't like to focus on price) – if you get that wrong, you are out of there. They will simply not ring you back.
- If you give them a price that is reasonable now, but in one year's time they think it has gone up heaps (and it may in fact have done so), they may not ring you back because they think that you won't increase it as much as they want you to.

So there are all sorts of reasons not to simply do appraisal after appraisal after appraisal and I am challenging even the top performers in terms of this.

Here is how the overall system would work:

As you will see, the idea is to split them into whether they want an actual presentation for a home that would be sold, in which case you go ahead and either list or not list. If you list, they go through the sales process into your client base.

If they are not listed at that time, then you head them into the maintenance system that has been talked about throughout this manual.

On the other side, if it is just an appraisal that is wanted then, rather than go to all the trouble of spending hours on a presentation, suggest to them that you would like to drop off some information about what is happening in the market place, as you are coming past their property tomorrow afternoon. They should be able to get an idea what is happening in terms of values out there. The drop off you make will also have your pre-listing kit with it, personal profile, company profile, why they should list with you and so on.

From there on, they go into a maintenance system that includes:

MAINTENANCE SYSTEM

- Your profile
- Company profile
- Information on the market
- How to buy at auction
- Homes I have looked at
- Newspaper cutting

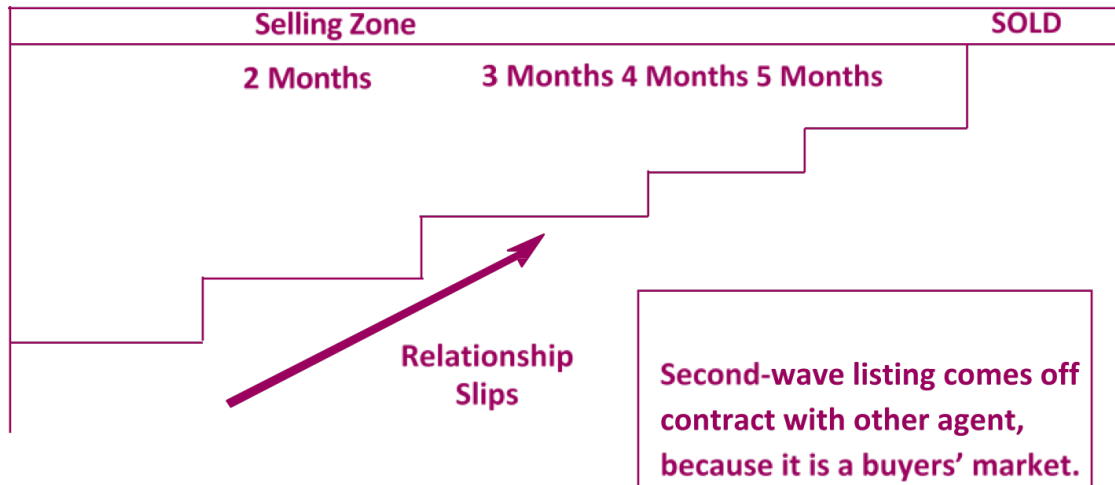
You keep them on that until you call them back within a month. From there, you either leave them on the maintenance system or you can make a presentation

	Done	To Do
1. You need a maintenance system for this.	☐	☐
2. You need a full database system where you can place people who have had appraisals into a field and keep regular contact through the maintenance system.	☐	☐
3. You need the scripts and dialogues to call these people back. This manual contains some 20 reasons to ring back somebody who's had an appraisal done by you at an earlier time.	☐	☐
4. Your personal assistant can run this system for you.	☐	☐
5. You need scripts for a pre-listing presentation, which is in the buyer's system of this manual.	☐	☐

6. Second wave Prospecting

The point of this second wave is that, in a buyer's market, companies who take 90-day exclusives but have no idea of good price reduction methods, will not get a property sold unless they get it into the selling zone. All that happens is they chip away at the price but, when it doesn't reach the selling zone, the salesperson's relationship with the vendor has dwindled over the 90 days to the point where the agent is, in a lot of cases, happy to get rid of the listing.

The fact is that a listing after 90 days that is nearly in the selling zone is way more valuable than a listing that has just been taken but is 20% above market value (see diagram below)



Your job here is to track literally dozens of these properties through to the point where they are sold, withdrawn, or ready to list with another agent.

The System

You require a database system for this. You simply use the reverse strategy to find names. Put them alongside the addresses of people who have come on the market.

You should make contact with these people reasonably early on. The script could go something like this:

"Good morning, my name is Peter Gilchrist, I'm with ABC Realty and I won't take more than a minute of your time. I know you have listed with another company but I'm wondering, I have several homes for sale in the area where you're living and I am wondering if you are looking to purchase a property as well as sell your own?"

Then deal with them as buyers, take details and what have you, and then carry on with:

"And tell me, just a couple of questions on your property. Why are you selling Sir? And if I may ask, how long have you listed with that particular company for? ... Fantastic Mr. Smith. Well as I say, I have several properties around your area for sale. I certainly will be getting enquiries on those. That will be interesting to see how they compare. So from time to time I might even call back and just let you know what's happening in the neighbourhood. Nice to talk to you. Enjoy the rest of your evening."

You should put them into the system ongoing that reminds you to send them various information over the next few weeks, heading towards their deadline of relisting. The sort of thing that you can send would be:

- Your profile.
- Information on properties listed around the area.
- Company profile.
- If they are a buyer, you can send them 'properties they have seen'.
- Summation of what's happening in the market place, pie graphs, average values.
- Newspaper clippings on the market.

If you do not have a computer system that will handle this, then a simple bring-up file, tickler- file, where you lay out a colour-coded piece of paper with a photo of the house on it (the opposition's ads), and underneath a note of all contacts made. As you make one contact you simply slip them forward into the tickler-file as to when you want to contact them next.

A personal assistant can do this for you.

Now let's look at how you are going to prospect...

Expired and withdrawn listings

There are very similar systems involved in the whole second-wave system of marketing, but we are clearly talking about listings that have been withdrawn from the market because they didn't sell within the period of the authority with another agent.

SCRIPTS FOR APPROACHING THESE PEOPLE

You are approaching these people on three levels:

1. Firstly, whether they are still looking to make a real estate decision.
2. Secondly, whether they are looking to buy.
3. Thirdly, whether they are interested in becoming active again on the market in terms of selling their own home.

You would approach it like this:

"Mr Smith, my name is Peter Gilchrist and I am from ABC Realty. This is a business call and I will keep you only a moment. I noticed that you did have your home for sale a month ago, two months ago, six months ago, and that you withdrew it for sale. Do you mind if I ask you what the reason for that was?"

"Well we tried it. We certainly were not getting anywhere close to the price that we wanted, so we decided to take it off the market."

"Mr Smith, can I ask you what was the original objective you had when you first placed your home on the market? Why were you doing that sir?"

"Well, we had intended to move to a larger home in the area." "So your home is too small?"

"Well, it is a little too small, but we decided we could stay here in the meantime."

"Sir, if you could find a property that was big enough for you and if you were able to make something work between your home and the one you want to purchase, would you still be interested in a real estate transaction?"

"Yes, we would."

"I wonder if I could come and see you and discuss just what it is that you are trying to achieve and what your goals here are. Could I also tell you that I have another reason for this call tonight? That is that I have somebody who would love to look through your property. They have been looking for a while now and have pointed out your area and I have had them past your home and they would certainly be interested in seeing if it fits their requirements."

I certainly don't want to do that at the moment; it sounds like it would be premature. But if I could have a discussion with you and perhaps look at your home, I could also see if we can't help you in terms of buying another property. I am coming out your way tomorrow afternoon. I will be there around 5.30 or would 6 be better for you?"

ALTERNATIVE SCRIPT

"Good evening Mr Smith, my name is Peter Gilchrist and I am with ABC Realty. This is a business call and will take only a moment of your time. I noticed that you had your home for sale earlier this year and that you have withdrawn it from sale. Have I got that right sir?"

"Yes you have."

"Things have moved quite a bit in the last 4 or 5 months in this area and I wonder if it might be worth meeting with you to establish what your original goals were in terms of moving and seeing if the market change or the different properties that are now available has effected what you were originally trying to do. I will be out your way tomorrow at 4 o'clock or will 5 o'clock be better for you..."

"No thanks, we have decided that we are going to stay here."

"Sir, can I ask is that a permanent decision or will you be moving in the next year or two?" "Yes, we may reconsider it in the next year or two."

"Then I wonder, Mr Smith, if I may keep in contact with you to keep you up to date with what's happening in the market place, properties that have sold, properties that are listed and the situation out there over the next few months. It may help you with your decision, bring it forward, and you may consider using me as your realtor when the time comes."

"Yes, that would be fine."

"Thank you sir, I'll put you on my database and I look forward to talking with you from time to time over the next few months. Have a pleasant evening."

You would put them into a maintenance system from there on. Make sure they get the right information about what's happening in the market place.

7. Resort Prospecting

Background

There is a big difference between listing a property for somebody within your home town and listing one for somebody who owns a property in your home town but lives somewhere else. These people must be created as a field in your database. The following are some of the ideas that you can apply to listing their properties.

1. You should know who's a four out of five in terms of motivation or potential to come onto the market. For example, if somebody says they'll sell one day, they may be a one or two; if somebody says they'll be selling before the end of the year, they become a four or five. The mail out for those two people is different.
2. You use a series of mail outs and phone calls, which we will go through in this module.
3. Be aware that there are special listing times for re-sorts. Quite often you have a heavy marketing period around Easter and that is an ideal time to simply telemarket every single out of town prospect you have, prior to that special marketing period.
4. You should have these people on a database where you can mass email them what is happening in your re-sort, with regard to values, what's been sold, what's been listed, the resale prices, and the house maintenance system (see no. 8 below).
5. You would follow that up with telemarketing.
6. Please note that there's a different methodology in presenting to these people. It is not the purpose of this manual to talk about presentation to out of town vendors – that is covered in the Scripts and Dialogues manual – but be aware that it is a different system as soon as you do get onto a listing.
7. A good idea is to hold an open office in an associate office in the city where most of the out-of-town vendors live. For example, in my home town of Dunedin, it surprises me that agents from Central Otago, just three hours away, and where a lot of Dunedin residents own property, do not seem to have open weekends on their listings in Dunedin city. This means that you would set up photos and information in an associate office in Dunedin and put ads in the Dunedin paper saying, 'come talk to us about your property in Central', if you've ever wondered about buying, we'll have a mortgage broker there' and so on.
8. The best ongoing contact you can have with out-of-town vendors is to set up a maintenance option for them; i.e simply write to them and tell them you now have somebody who can mow lawns, who can do small things, like changing locks and so on – obviously at a cost. This would be a wonderful way to stay involved with those people.

Scripts and Dialogues

INTRODUCTORY PHONE CALL

"Good evening Mr Smith, my name's Peter Gilchrist I'm with ABC Realty. This is a business call but I will take only a moment of your time. You own a home in Andersons Road, Wanaka, is that correct?"

"Yes, we do."

"Sir, there are some exciting things happening in this market at the moment and we have buyers waiting. I wondered when you folks would be making a selling decision there?"

"We won't be in the near future." "OK, I guess you love it do you?" "Yeah, we love our house."

"Fantastic, it is a wonderful place to own property. Sir, as I said, there are some exciting things happening here at the moment. I wonder if I could include you on my database? It would cost you nothing. I'd like to keep our clients up to date with what's happening, with sales, special sales, and with market movements. Would that be of interest to you?"

"Yes, it would."

"Can I also tell you that we now have on board, as a team member, someone who's capable of mowing lawns, changing locks, doing those fiddly little things that you can't be bothered with when you want to just get up there and put your feet up. You know the sort of things I mean?"

"Yes I do."

"We have somebody on board that can do that. I'd like to send you some information on how you can contact them if you need them. Would that be OK with you?"

Yes, it would."

"Sir, it's been nice talking to you. If you ever have any reason to use a realtor, once again my name is Peter Gilchrist and I'm with ABC. You will be getting information from me over the next few months. Tell me, would you rather have that in the letterbox or can I email it to you?"

"You can email it to me."

"And your address is, sir?... It's been nice talking to you. Enjoy your evening."

FOLLOW-UP PHONE CALL

"Good evening Mr Smith, my name's Peter Gilchrist. I'm with ABC Realty. This is a business phone call and I will take only a moment of your time. You enquired at this office about 7 months ago about purchasing a property out in the flat lands. Have you purchased anything in the time between then and now, sir?"

"No, we haven't."

"Well, the purpose for this call is to see whether you're still in the market and where you're looking to buy."

"No, we decided to do nothing in the meantime."

"When you say in the meantime, sir, is that a permanent thing or would you be looking to do something in the near future?"

"No, not at all in the near future. We won't be doing anything." "Sir, you already own property up here?"

"Yes we do, we have a property at Blacks Road."

"Fantastic. Is there anything I can do to help you with that? When is the last time you had an appraisal on that property, sir?"

"Um, actually we haven't had it appraised for some time, I must admit."

"Sir, the market has moved over the last 6 months. Would you like me to carry out an appraisal just to update you as to what your property could be worth on the marketplace today?"

"Yeah, I guess so. That would be good."

"Fantastic. Let me just get some details off you, sir."

Obviously, after both of these contacts, you are going to keep them in a follow-up 12-month system.

The idea here is that computerisation has allowed us to contact more people for less investment, and on a very regular basis. It's as easy to push a button and reach 400 people as it is to write to five people.

8. Mass Prospecting

The idea of mass marketing is that we use computerisation to offer, en masse, to our buyers, our potential sellers, our new home buyers, people who want to sell down, sell up and so on; the option of coming to hear, with no obligation, about marketing methods, what's happening in the market place, how to price their property and so on.

This can be offered to the following sections in your database.

- Past appraisals
- All buyers
- Potential sellers you have
- New home buyers
- Second-home buyers
- People who want to sell down
- People who want to sell up.

You invite them to an evening where you talk about the marketplace and selling their homes. There is an invitation to one such event, run by one of my clients, included in the contact examples in the last section of this manual "Prospecting ideas" number 16.

Requires

	Done	To Do
Database – contact example	☐	☐
Invites	☐	☐
Telemarketing script – see below	☐	☐
Script for each evening – see below	☐	☐

The idea is that you send the invites out and follow it with a telemarketing phone call to see if they are coming to the evening. Once they are there, talk generally about what is happening in the marketplace.

I can tell you that one company that did this created \$80,000 commission in the month after running a mass prospecting evening like I'm suggesting.

A sales consultant could do exactly the same thing on their own. In fact, when it was first done in Australia, it was a salesperson who ran this system by themselves with some 40 people turning up.

You are better to do this with smaller groups, I believe. If you could get 40 people in each group then close it off, then get another 40 the following week, that would be better than having 80 to 100 in one group.

How often can you run these? I would suggest to you that monthly would not be too often.

Telemarketing script

"Good morning, my name's Peter Gilchrist. I'm with ABC Realty. This is a business call, I won't take a minute of your time. We sent you an invitation a short time ago, to an evening we are running on tips and suggestions for a successful sale of your home. Did you receive that?"

"Yes, we did."

"Sir, I wonder if you'd like me to go ahead and reserve two spaces? Would your partner come with you?"

"Yes, she would."

"It's going to be a very informative evening. There will be no obligation on anyone who attends. It will be covering things like pricing your home, creating a more saleable home. Our boss Peter will be going through the various methods of sale and taking questions. It starts at 7.30. I can reserve those seats and we look forward to seeing you there."

"Yeah, OK, I guess we will come."

"Fantastic, look forward to seeing you on Tuesday."

Script for the actual evening

This can be done several ways. If it's being run by the company, then management should be speaking. Some ideas for what would be covered in this evening are as follows.

Introduction and welcome – set out what the evening is about.

You could start by discussing the marketplace, whether it is a buyer's, seller's or balanced market. Use any overheads or Power Point in terms of average time on the market, average sale prices, increase in the market in the last 12 months/24 months and what's happening in the last one month, two months, three months, is appropriate here.

You go from there to numbers of sales.

Talk about different types of listings; i.e. auctions, by negotiation, exclusive versus open listing, tender and so on. As you do this, be careful to be neutral, not recommending any particular way. You are simply giving pros and cons.

Talk about pricing. Discuss, at a basic level, how price works by comparison, how valuers work, how they compare age and size of home, size of lots and so on. Again, nothing about reducing prices or anything that scares these people.

You could, in a natural way, discuss that the price needs to be kept within a 5% of market value.

You could discuss the marketing options they have; i.e. advertising opportunities. You may discuss why they should consider investing in marketing and the reasons for that. You would talk about how that is applied, and the fact that they get rebated if they don't spend the full amount.

You could talk about preparing the home for sale and give them some of the lists that are widely available by Power Point, to make sure their home is correctly presented for maximum value.

Overall, you could talk about what to look for in a presentation, which you can get out of the back of the 6 Steps Booklet, and put them on Power Point and just have a brief discussion about each one.

You can take questions. You could close the evening by talking for just 2 or 3 minutes about your company, why someone should consider you, introduce your agents sitting around the room, any new agents, talk about any new innovations you have, whether you are tending to go towards auction or by negotiation and then close the evening out.

9. Farm Areas

This type of prospecting must have a plan of attack that is adhered to consistently. Consistency is the name of the game here.

If you begin to work an area like this, it can be many, many months, or in fact one or two years, before it really pays off. So you cannot stop!

The focus on this type of prospecting is to build a presence and a reputation as someone who is doing the business in an area. You want to make sure you are behind a degree of name awareness in that area, so if they should want to list, or know of someone who wants to list, then you have an opportunity to present to them. You become somewhat the expert in the particular area. We will discuss four variations of farming an area.

1. Directmail
 - General
 - Around your sales
2. Door knocking
 - Specific door knocking
 - General doorknocking
3. Telemarketing
 - Specific
 - General
4. Focused marketing around your listings

9(i). Geographic farming

REASONS FOR HAVING A BUSINESS DEVELOPMENT AREA

OVER 75% OF ALL SUCCESSFUL AGENTS WHO FARM, USE A GEOGRAPHIC FARM.

Plus it...

1. Provides a constant and never-ending source of listings. (\$\$\$)
2. Gives you the ability to do focused marketing so as to quickly gain marketplace awareness of you.
3. When worked consistently, helps to increase awareness between you and the people in your farm area.
4. Can result in more listings, once activity is seen to be happening (one action starts another). This is when the snowball effect kicks in.
5. Focuses your success on one area, which can rapidly increase your visibility.

Note: you cannot seriously become a good farmer until you assume personal ownership of the territory.

How big should it be?

There is no set amount here. However, know your numbers for the area:

- What is the average selling price?
- What is the average selling time?
- How many properties sell each month/year?

It must be manageable.

BETTER TO BE SMALLER BUT WITH A CONSISTENT AND MEASURED PLAN THAN LARGER WITH LESS FREQUENCY AND NO PLAN. (YOU CAN ALWAYS EXTEND IT LATER.)

Too big can become De-Motivational.

Working your farm area

People sell, on average, 1 in every 7 years (varies in areas)

Therefore 1 in 7 = (A) 14%

The number of homes in my farm area is (B)

Therefore, the likely number of homes that will sell in my farm area this year is $(B) \times 14,100 \times 1 =$ (C)

70% of people are real estate orphans. Farming can adopt some of these orphans. (D)

Therefore 70% of these available homes that will be sold this year is the number of orphans in your farm area = $(C) \times 70,100 \times 1 =$

(D) is the likely number of listing opportunities in your farm area. (E)

Your goal should be to have the presentation skills to list at least 1 in 3 homes, that's 33%. Therefore $(D) \times 33,100 \times 1 =$

(E) is the number of listings you should get. (F)

I/we take a very conservative 80% success rate for listings taken to sales made, then $(E) \times 80,100 \times 1 =$

(F) = the likely number of sales you will make. (G)

The average commission in your office (net to the salesperson) =

Therefore $(F) \times (G) = (H)$ available income in your farm area alone (H)

Knowing your numbers is a big part of this business. your principal signs the cheque – you put the amount on it.

9(ii).Direct Mail

This is a major exercise that needs to be done in conjunction with company management. This is where you address mail to the home owner. It is getting harder and harder to do this in some areas, and in some countries with a Privacy Act. However, in some areas, names and addresses are still available and, if so, the idea is that you get the name and address of the owners of the 1000 houses that you are working with and literally write to them, personally addressed, regularly.

You can choose from the mail out ideas in this manual, but they should be personally addressed.

Obviously, the new version of this is to do it by email, but to get email addresses is not so easy in some cases.

The ideas that you can use to mail directly to home owners would be:

- What is happening in your area over the next month.
- News of a sale in that area.
- News of a listing.
- News of an auction coming up.
- News of open homes.

This can also be used in conjunction with direct mail for listings and sale days. For example, you can send mail to 400 home owners directly about a listing to say:

"Just listed"

"Come to the open day"

"The auction is Saturday"

"We just sold it"

For more details on focused marketing around a listing, see page 63.

Tips on creating Direct Mail

Write for the reader, not yourself.

Use language and style that's likely to match your intended readers. Avoid jargon. Involve the reader through using "you" rather than "I".

Don't irritate readers.

Never use undersized type. Follow through on offers.

Use headlines effectively.

Effective headlines are typically benefit orientated, focused on selling rather than entertaining.

Emphasise time limits.

Focusing on time limits for special offers will encourage prompt response. Emphasise benefits first, then time limits.

Have clear instructions.

Be sure your readers can easily follow instructions on how to respond to your offer. Be simple, clear and concise. Allow a comfortable writing space on forms.

Use testimonials.

Genuine testimonials from real people to build valuable credibility. Get written permission first.

Use numbers and statistics.

If used wisely (and not too many), they can add credibility to your message.

Encourage action with premiums.

Premiums are extras, such as gifts or discounts, for responding within defined time limits.

Highlight honest guarantees.

Clearly explain guarantees, without small print, build confidence.

Emphasise specials.

Reinforce promises.

Check carefully.

Check for facts or copy errors, compliance with legal requirements and comprehension.

Test and evaluate.

Read your copy as if you are an interested but cautious client who is looking for a possible catch. Clarify any unanswered questions. Test a copy on outside people who are representative of your target audience.

Learn from others.

Evaluate what other agents are doing, especially those whom you believe to be successful.

9(iii). Door knocking

There are two parts to visiting the homes of people in your area:

1. looking for a specific listing
2. generally introducing yourself.

The following needs to be taken into account when you are approaching home owners on the property:

- Always be enthusiastic.
- Stand back from the door as you hear them answering. It is best to be looking away – at the street or some part of the house, but show a side profile as they open the door.
- If possible, wait for the owner to say something first before turning to address them.
- Always great to have something to hand to an owner. This should be something that you are giving them, some information on the marketplace, some statistics on the marketplace, a list of important phone numbers in the marketplace, the doctors' phone numbers etc.
- Be careful of your body language. It should be not too aggressive, not too soft; a natural body language. Certainly, hands out of pockets and stand up straight.
- Your introduction (see later in this chapter) should not be more than 60 seconds long.
- It can be quick and fun. Tom Hopkins used to have a system where he believed that knocking on 20 doors would only give you one lead, so every time somebody said "no thank you" he thanked them for getting closer to the goal of finding a listing today!

SPECIFIC HOME VISITS

The idea here is that you knock on the door and that you are looking for a specific house for a specific buyer in a specific street.

The script could go something like this.

"Good evening, my name is Peter Gilchrist. I am with ABC Realty and I certainly won't take up much of your time. I have a buyer with \$1million in their pocket and they have specifically pointed out this street as a place they would like to live, and I wondered when you folks would be making a move."

This is a good question that gets straight to the point and you will receive an answer along the lines of:

"not in the near future" "not for a couple of years"

"not for a good ten years" and so on.

This is a great chance to get specific about a house in the area; for example,

"I noticed number 10 is empty at the moment. Would you know what is happening with that house?"

You finish with ...

"Well, thank you for your time. I am doing a lot of work in this area. Allow me to leave my card. There is a little bit of information there on what is happening with values in the area and the average time it is taking to sell a home, which may be of interest to you. Enjoy the rest of your evening."

A VARIATION

"Well good evening, my name is Peter Gilchrist, and I am with ABC Realty. I won't take more than a minute of your time. It is Mrs Smith isn't it? (you have already looked up and found the homeowners name) Mrs Smith, I have to tell you that you live in a very popular part of this city at the moment. So popular in fact that my company has some buyers from Melbourne and out of town that have specifically stated they would love to live in this area and, in fact, in this street. So the good news is that you live in a high demand area. At the same time, my mission tonight, this is a business call, is to see when you folks will be making a move."

It is an imperative part of visiting homes that, the same day or following day, you write them a personally written thank you note that is set out as follows:

ABC Realty

Melbourne

Phone: 852 4697

Wednesday 3pm

Dear Mrs Smith

Thank you so much for your time at the door last night. I did get several leads in your area for my potential buyers and would like to keep you in the loop as to what happens there. Meanwhile if things change, or if there is anything I can do for you in either buying or selling, do not hesitate to call me.

Kind regards

Peter

You could include a scratchy. You could include information on the market.

HOME VISITS AROUND A LISTING

Instead of putting leaflets in letterboxes, a good way to tell your neighbourhood that a property has come on the market for sale, or there is an open day on, or that there is an auction due, is to actually visit a home and tell them about it. This could go something like this:

"Good evening, it is Mrs Jones isn't it? My name is Peter Gilchrist, from ABC Realty. I am doing a lot of work in your area at the moment and I just thought you might like to know that number 3 down the road has just come on to the market. Have you seen the sign?"

"No, I haven't."

"I have a flyer here on the property, just in case you had any interest yourselves or you had any family or friends who may be interested in moving into the area. I quite often find that is the case. I will keep you posted as to what happens, but can I just say the first open day is this Saturday at 3pm and it would be great to see you come along. Would you folks have any interest in moving right now?"

"No, not really."

"Well, sales in the area are a very good indication about interest in your street and this area, and of course the price indication is something that you can use to get a guideline on how values are going on your own property. So I will keep you posted over the next few weeks. If I can ever help you with a buying or selling decision, don't hesitate to call me. Here is my card, and here is a flyer on the property. It is nice to meet you. Enjoy the rest of your evening."

Introductory Home Visits

The idea of this is as follows.

1. You visit, in a short space of time, every house in your management area.
2. As you visit each home and meet the owner, you make notes on a listing card or in a computer system. You will then have an idea as to whether a property is brick and tile, roughly how big it is, how big the lots are, double or single garage and the approximate value that you would assign to that property. You gather all this information on your 1000 houses.
3. On asking the question, “when will you folks be making a move?”, you get an answer that you’ll rank from 1 to 5; for example, ‘they will be carried out in a box and they look well and healthy’ is a 1. “In the next year or so; my partner is a bank manager and we move around quite a lot”, becomes a 4. “Actually, we will be putting our home on the market before the end of the year” becomes a 5.
4. Having rated all these properties into 1 to 5, you can, when you get buyers, go through your farm area looking for properties that may suit in the 4 or 5 category. You can also build a database of the 4s and 5s to a point that you know who is moving in the next 1 to 2 years.
5. You can include a digital photo of your entire farm area. So the information you might glean on a property may be as follows:
 - brick and tile
 - 1930’s
 - excellent condition
 - has been refurbished throughout
 - looks like 3 bedrooms
 - double garage and large back yard
 - sunny and great views of the harbour
 - around \$250 to \$300.

DIALOGUES

"Good evening, my name is Peter Gilchrist. I am with ABC Realty and won't take up more than a minute of your time. I am doing a lot of work in this area, becoming somewhat of a specialist in terms of real estate transactions in this neighborhood, and thought I would introduce myself. Once again, my name is Peter Gilchrist, and your name is?"

"Mrs Smith."

"Nice to meet you Mrs Smith (shake hands). I have some information on transactions in the area you may be able to use as a guide to the value of your own home. What I would like to do is keep you in the loop as to what is happening with sales in the area. Would that be OK with you?"

The answer comes back. "Yes, no problem."

"OK, in terms of making a move yourselves, when would you be selling your home?" Or "When would you folks be making a move next?"

Answer comes back, "Not for many, many years."

"Alright, you like it here?"

"Yes, we do."

"Fantastic. Well I am certainly pleased to be involved in marketing real estate in this area and look forward to meeting you again."

VARIATION

"Good evening, my name is Peter Gilchrist. I am with ABC Realty and, can I say, what a beautiful area you have chosen to live in. It has become my pleasure to be involved with people doing transactions in this area on behalf of our company, ABC. I would like, tonight, to just introduce myself as a representative of that company in this area should you be looking to make any real estate decisions either buying or selling. As part of that process, I get to see a lot of the transactions that are happening and would like, over the next few months, to keep you in the loop as to sales and information that may affect your own home's value, if that is OK with you?"

The answer comes back, "Yes, sure."

"Just so I have an understanding of your thinking, when would you folks be making a move next?"

"We will probably be moving in the next 12 months."

"Alright, well I realise you have a choice of agency, so what I would like to do is keep in contact with you, keep you up to date, in the hope that when the time comes for you to be moving, you would consider giving me a call. With my compliments, have this sheet, which gives you some information, the average sale time, that sort of thing that is happening in this area that may be of use to you. I look forward to meeting you again and, from time to time, you will get updates from me. Thank you for your time, and enjoy the rest of your evening."

From then on, they see – "just listed", "just sold", "come to the auction", they see the rubbish clean up, they see Easter, they see Christmas, they see a whole raft of contacts from you throughout the year and you can very quickly become the realtor of choice in an area.

Note: After every single approach to any door, you must send a thank you note the following day.

9(iV). Telemarketing

TWO TYPES – A) SPECIFIC, B) GENERAL.

I am not a huge fan of this but decided to include it in this manual for the sake of completeness. The scripts are very similar to door knocking, obviously.

I have not heard of too many people having a lot of success by ringing through phone books and so on. For new people, it can be discouraging but for the odd person that has created a business, it has let them move on to better ways of prospecting once they got established in an area.

TYPICAL TELEMARKETING SCRIPT

"Good evening, my name is Peter Gilchrist and I am with ABC Realty. This is a business call.

I am speaking to Mrs Smith? I would like to tell you that you live in a very popular area. So popular, in fact, that we have 3 or 4 buyers who have specifically asked us to contact owners in your street to see if they would be making a move in the near future. When might you folks be looking to move?"

VARIATION

"Good evening, my name is Peter Gilchrist and I am with ABC Realty. This is a business call. Last week, just around the corner from you, we sold a property for \$675,000 at auction. Sadly, at the auction there were two families that missed out on that particular property. They have told us that they would still like to live in this area. So, my call tonight is to see if you folks might be looking to move."

VARIATION

"Good evening, my name is Peter Gilchrist and I am with ABC Realty. This is a business call. Just yesterday I had a buyer through a property around the corner from you. The property we looked at did not meet their needs and they have asked me to approach home owners in the area to see if anyone might be looking to make a move."

"Well, not for quite a while."

"When you say 'quite a while', Mrs Smith – it is Mrs Smith, isn't it? When you say 'quite a while', what sort of time are we talking, one or two years?"

"Probably more like five."

"Thank you so much. It is nice to meet you, albeit over the phone. I do quite a bit of work in your area and would like to keep you in the loop as to what is happening with prices in the market place and so on, if that would be ok with you? Would that be in order?"

"Yes, that would be fine."

"Thank you. I will keep on with my hunt for the right home for this family. Enjoy the rest of your evening."

Introductory Telemarketing

VARIATION

"Good evening, my name is Peter Gilchrist and I am with ABC Realty. This is a business call but I am not looking for you to commit to anything tonight, either buying or selling. How is your evening going so far?"

"Good thanks."

"That is fantastic. All I would like to do is introduce myself by phone. My name is Peter Gilchrist. It's Mrs Smith I am talking to?"

"Yes, it is"

"Fantastic Mrs Smith. I am doing some work in your area at the moment..."

9(V). Focused Marketing around your listings

BACKGROUND

It always amazes me that, when a sign goes up in a street, within a couple or three months, another two signs will appear. I invite you to notice what happens in your own area when a sign goes up. I think it is something to do with the subconscious. Somebody in a street drives past a sign and says 'Yeah, we should go now' or 'It's time'.

The idea here is that your neighbourhood, or the area around the listing, is very clear who is doing the work and what work is being done. This also gives you a great reason to talk to the neighbourhood about a particular listing. A great reason to door knock (see that section in this manual) or to telemarket.

WHAT IS REQUIRED

1. Design the flow of messages. The messages you require to have designed include:
 - Just listed
 - Open this Saturday
 - Auction this Saturday
 - Just sold
 - New neighbour.
2. Get them printed. Make sure they have your logo and your photo on there and it is very clear who is doing the work.
3. Design a system for delivery. You do not put these in letterboxes. It is done for you; that is a \$10 an hour activity. But design how you're going to get them done on a regular basis; eg someone to call in and pick them up on a Monday and do them throughout the week. Kids are great for this.
4. Go find listings using the techniques in this manual.

Do not miss a single opportunity to deliver all five of these messages. I suggest you start with a minimum of 200 houses around the listing you have just taken. If you're new to the business, you should door knock around this listing rather than deliver to letterboxes.

A personal assistant can do this activity for you and certainly should be in charge of running the system.

The number that you deliver is totally over to you. I've seen companies deliver up to 500 personally addressed window envelopes around each listing taken. Some systems will still allow you to do this but it is getting harder with new privacy laws.

There are letter folders and envelope stuffers available for this if you intend to do it in serious bulk.

10. Private sales by owners

For sale by owners (fsbo's)

It is interesting to notice around the world the difference in private selling activity. The USA appears to have the highest for sale by owner activity, which is why the trainers from there talk about them a lot. The reason is that commission is 8% and that is a lot of money! So vendors are inclined to have a go on their own. In the UK, where the commission is quite often less than 2%, there is not a high private selling activity.

This is a great way to enter the marketplace as a new person. Existing and experienced salespeople must have a system in place, which is regularly worked to pick up anything, especially in an area they are working.

Vendor's thinking

We must realise that most vendors that have a go selling privately do so for a short period of time. Their psyche is such that they think that they will have a go for two or three weeks, and if that doesn't work then they can give it to an agency. Their thought pattern is such that they are having a go to see if there is anyone out there that wants to buy their home. If they don't get 'a quick answer' then they resign themselves to listing with an agency.

There are two things that vendors do not understand about the industry and the way that the list and sell process works.

These are price and time. They do not understand that there is an average time it takes to sell a home in a marketplace, which sometimes can be up to 60-90 days. I've seen it as high as 120 days. If this is the case, then to put it on for two weeks is doomed to fail before you start.

In terms of price, they do not understand that there is a selling zone. A property must be priced within 5% of market value for it even to be offered on. Owners believe that buyers respond to price and not market value and, consequently, believe that it doesn't really matter what price you put on a property, somebody will make you an offer. Our industry knows this to be incorrect, but it is the reason that, no matter the market place, you should be shadowing private sellers.

REQUIRED

A system to follow up private ads. This can be a manual system; eg a scrapbook, where your personal assistant cuts all ads out, pastes them into a book and leaves you room on the right-hand side of the page to note the contact you've had with these folks. Or you can put them as a potential listing into your system and then transfer forward the times when you want to contact these people and make notes on conversations with them.

SCRIPTS AND DIALOGUES

"WELL PETER, WE HAVE ABOUT DECIDED THAT WE WANT TO TRY AND SELL IT OURSELVES FIRST."

"I can appreciate that you might find this appealing but I would like to make you aware of some of the problems you are facing. The first is whether you are really going to save commission costs by selling yourself. In addition to the rather high costs you are going to incur for advertising, buyers simply expect that you will sell your home cheaper than other comparable homes on the market, which is not a very positive start. The second thing we find with private sales is when somebody comes and says, "we really like it but we have a house to sell," then nothing happens. You cannot chase these people along. You just sit and wait and hope that something happens. If this is done through us, then we can do something about moving things along. We can help them quickly get a marketing plan up and running – something you could not do yourself."

Time is also something to consider. We find that private sellers waste a great deal of time talking to and showing their home to the wrong buyers or people who are not in a financial position to buy. We very carefully qualify all our buyers and do not waste your time or theirs taking people through who will not like it or cannot afford it.

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And finally, many buyers negotiating directly has its hazards. It has been our experience that most buyers are not experienced negotiators and, all too often without professional guidance, things get side-tracked or bogged down in emotional issues that have little or nothing to do with the matters at hand.

I believe, with careful planning, we can design a market plan that fits your circumstances and what you want to achieve. We can take full advantage of that critical initial marketing period and get you the best possible price in the shortest possible time."

HERE IS ANOTHER COMMON SITUATION

"WE WANT TO TRY AND SELL IT OURSELVES BECAUSE THERE ARE A FEW PEOPLE WHO HAVE EXPRESSED INTEREST IN BUYING IT."

"Now may I just take a moment to explain why you should give this some more consideration.

You have a very nice home here but the reality is that, yes, you can ring those people and you may even find that one or two are willing to make you an offer. The problem is you have handed them the power because they know they are the only ones you are dealing with.

Because your home has not been promoted on the open market, they have no motivation to move quickly or to make a high offer. They don't have the pressure of all the other potential buyers out there to deal with.

Things can drag on, and, in most cases, this is exactly what happens. I believe there is too much at stake here to limit your opportunities by working only with a few people.

What I would like you to be aware of is that if you list with us, these people who have expressed interest are going to be included in our market planning. We can invite them to a special preview before the first ads hit. So, they will still have the opportunity to buy, but they will also know that we have buyers waiting. The fact that it is going out to the open market motivates them to make a decision and, if they do want to buy it, they make a good enough offer before other buyers can compete.

There are so many important factors here, not in just getting a sale but getting you the best price possible that I think we can. This will more than recover the commission costs by getting you more money than you could get on your own. Does that make sense to you?"

CONTACTING PRIVATE SELLERS ALREADY ON THE MARKET. HERE ARE THREE APPROACHES:

"Good morning, this is Peter Gilchrist from Gilchrist Real Estate. I noticed in the paper that you have your home for sale. One of the reasons I'm ringing is that I do a lot of work to help people like yourselves who are selling privately.

What I have found is that many people decide they will try selling on their own for a while but have always had the intention, if it didn't work, to then list with an agent. I'm wondering if that is something like what you have in mind?"

"WELL ACTUALLY, YES IT IS."

"That's fine. I'm wondering, since you may eventually look at working with an agent, if I might talk to you just a bit in terms of how I might be able to help you in the meantime. Then, with your permission, I'll keep in contact with you from time to time. When it becomes time that you feel you need some assistance along the way, you may choose to list with me. Is that O.K. with you?"

"WELL, YES I SUPPOSE SO."

"Good. I'd like to make a time to come out and see you. I have some brochures and information that you may find helpful. Would you be free tomorrow afternoon, say about 2:00 p.m.?"

"YES, THAT WOULD BE FINE."

OR

"Good morning, I'm Peter Gilchrist, I'm with Gilchrist Real Estate. I was driving by yesterday and happened to notice that you have your home for sale. The reason I am calling is that I do a lot of work in your area and I sometimes have buyers that I cannot satisfy. What I am wondering is, if I have a buyer for your home, would you mind me recommending the person to you?"

"WELL, I DON'T KNOW. I DON'T UNDERSTAND WHY YOU WOULD WANT TO DO THAT. WE ARE NOT INTERESTED IN PAYING ANYONE COMMISSION... THAT'S WHY WE DECIDED TO SELL PRIVATELY."

"I understand that. It is not a question of me charging you anything here. The reason I would do something like this is because I consider my buyers my customers. If I can't find them a home from our own listings, I still try to help them as much as possible. I have found that they really appreciate that kind of service and, as a result, often recommend me to other clients. I have also found that the same thing is true with the sellers I send buyers to."

"O.K., I GUESS THAT MAKES SOME SENSE."

"Fine. Now if it is all right with you, I'd like to make a time to come out and see your home. I'd be happy to leave some material about selling and the market, which may be helpful to you, if you like."

"YES, ALL RIGHT. HOW ABOUT 4P.M. TODAY?"

THIS LAST SEQUENCE IS ONE WHERE THE SELLER HAS INDICATED “NO AGENTS”.

“Good morning, I’m Peter Gilchrist, from ABC Real Estate.

I have been looking at your ad in today’s newspaper and, of course, it says absolutely no agents. I’ve been sitting here thinking... should I ring this person or not. If I do ring them, they might get very very upset that I have actually ignored a positive statement which says ...don’t ring me if you are an agent. And here I am making the call anyway. I’m just hoping that you will give me just a few minutes to talk to you.”

“WELL, I GUESS SINCE YOU’VE CALLED BUT I’M NOT INTERESTED IN LISTING WITH AN AGENT, IF THAT’S WHAT YOU HAVE IN MIND.”

“That’s fine. I respect the fact that you have chosen to sell your own home but I do a lot of work in this area and occasionally I have a buyer I cannot satisfy. What I am wondering is, if that happens would you object if I recommend the person to you?”

“THAT’S IT? ALL YOU WANT TO KNOW IS IF YOU CAN SEND ME A BUYER?”

“Yes Ma’am. You see, these buyers are my customers and part of my job is to look after them. If I don’t have a suitable home and can help them in some way, then I hope that they will turn around and recommend someone else to me. In the same way, it may work that way with you as well. If I help you along the way, maybe you will recommend me to someone else in the future. Does that make sense to you?”

“YES, I GUESS IT DOES, BUT I WANT TO MAKE IT CLEAR, I AM NOT LOOKING FOR AN AGENT TO SELL MY HOUSE.”

“Yes Ma’am, I understand that. Now, one of the things I do need to do is take a quick look around your home, so I know which of my buyers maybe interested, if that is O.K? When would it be convenient for me to do that?”

“WELL, HOW ABOUT THIS AFTERNOON AFTER LUNCH. SAY 2.00PM?”

Then you need to be sending them information as well. You can choose, but suggestions would be as follows:

- Personal profile
- Company profile
- Information on the marketplace
- A private sellers pack
- How to buy at auction (if they are a buyer as well)
- When is enough, enough
- How to make your best offer
- “How to price your home” video
- “Making the right choices” video

This system can be run entirely by a personal assistant. All you are doing is making the calls. They do the ongoing follow-up, the ongoing mail outs, and ongoing proactive activity.

FOLLOW-UP MAIL OUTS

Once you get onto someone who you are connecting with and you believe will list with an agency, having used the scripts and dialogues already provided, then you need to be sending them information as well.

11. Prospecting Ideas

1. DESIGNING YOUR OWN PERSONAL PROFILE

TWO WAYS TO DO THIS:

A flyer

This may be a one-page or double-sided flyer. I absolutely abhor black and white profile flyers. Just because it's a single-sided or double-sided page, doesn't mean you can't use colour and professional photography and make this something worth having and something that you're proud to give out.

Do not include too much detail; they are not interested in your kids' names, or in the fact that you were born, and have lived, in the area for the last 50 years.

You are looking for an angle here, for a sports angle, a path, a career angle (teaching, nursing, insurance, hairdressing etc).

You're looking to use a slogan, rather than an introduction. The slogan should have a sizzle that makes somebody take a second look. For example, one of our clients, amongst all the boring stuff about kids and family and living in an area, wrote that she had played jazz piano all her life. So we used this for a slogan that said:

"Real Estate is Music to my Ears"

If you are known for something, use it in a way that has people say, 'Oh, this looks interesting.'

Over the top is absolutely fine, that's why in some cases it's better to have somebody else write this, like a friend or a partner who doesn't hold back. Otherwise, you are going to under-do it rather than over-do it.

A Brochure

This is a glossy brochure, not black and white. This is where you invest money to make something you are very proud to hand out. You need a professional photographer to follow you for half a day getting photos of you getting in and out of cars and buildings, talking to people, wearing a couple of different suits and so on.

You absolutely definitely need to have somebody professional to lay this out for you. You can go as hard and fast as you want. It can be four pages bi-fold all the way through to 20 pages bi-fold, if that's what you want. It is as glossy as you can make it and as professional as you can make it!

Again, you're looking for the angle as well as the accomplishments you have made. You're looking for 100s of millions sold, 100s of families you have helped to move (both buyers and sellers), and awards that you have won.

REFERENCES

In both of these types of profiles the references you've had over the years should be prominent. You may have noticed that publishers are putting references at the beginning of a book to get you to buy it. It's the same with our profiles. What's required is for you to take the best references out of letters or notes you have received and include these in your profile in a professional way

NEW SALES PEOPLE

When writing your profile, you don't have the millions of dollars in sales to appeal to, nor do you have the great reasons that an experienced salesperson has to convince somebody to list with them.

In your case, you go to the company. It starts with the awards, the bulk that your company has put through in the last 20 years. For example, you use statements like:

"When you list with me, you get 600 other sales people working for you at the same time. \$300 million says this company knows where the buyer for your home is coming from."

Exercise

Go ahead now and jot down the ideas you have that need to be included in a personal profile of you. Jot down places you've worked, and ideas that may be developed into angles or slogans.

2. OFFICE PROFILE

This is where you use all of the gloss that your franchise or your company has put out over the years. Get it all together, work it into what can be used for an office profile in terms of what I've already said about your personal profile.

This needs to be full-on gloss. If your manager has not got an office profile, you should be looking into pressuring them to get one! This is used all the way through this prospecting manual as a point of contact and communicating with potential vendors about what your company can do for them.

Points that should be in your office profile

If you belong to a franchise, it should have all the franchise details:

- number of offices
- number of sales people
- turnover in the last 12 months
- Number 1 in Australia, number 1 in New Zealand.
- Include services on offer by your company; For example:
- Financing
- Auction
- Private sale
- Property Management.

For examples of office profiles, please see our website at <http://www.scriptsclub.com.au>.

3. DO YOU KNOW A BUYER FOR THIS HOME?

The idea with this flyer is that it can be part of a booster. It is also something that you can send out regularly to your complete database.

You're simply saying, "do you know a buyer for any of these homes?". If you are new to the business, you may be able to get some properties to put on this sheet from other people in your company.

While you may not get specific buyers from this flyer, it is a brilliant way of contacting people and letting them see that you are busy. For new salespeople, it is a brilliant way of looking successful or, as I often say, 'fake it till you make it'.

4. DO YOU KNOW A HOUSE FOR THESE BUYERS?

With this flyer, you include the details of what genuine buyers are looking for. Put these down the middle of a page, in a list. Put in everything but their names.

The idea here is that the people you are sending this to, which could be your complete database, look at this and again say, "Wow! This person is busy; they are looking for action". If that's all that happens, your name registers as someone who is successful in looking for more business, then the job has been done.

5. MARKET INFORMATION

This flyer is required as part of the giving part of your contact with your buyers, appraisals and client base.

The information that you send out should be third party and, in a lot of cases, quoted by third parties; for example, newspaper cuttings, values reports.

This can be in any form, from pie graphs to standard graphs to a simple newspaper cutting sitting in the middle of a page with your photo on the bottom of it.

It can range from:

- Average sale price in your area
- Number of sales in the area
- Extraordinary sales just been made
- Difference in list and sale in your area
- Rise or fall in numbers of sales
- Rise or fall in the dollar value of sales.

It can be done for your neighbourhood, your town, your city.

It is to be presented and seen as though you are giving information on a market that is bigger than all of you. Because it's third party, they will read it, and you are seen to be the expert, which is after all what you are trying to do.

You need this market information on tap. It must be recent. And you need it to be in a form that allows you to reach over and include it in any mail out that you do quite quickly.

6. THANK YOU

The idea with this is that you have the ability to write to your database and simply say thank you: thank you for your referrals; thank you for the fact that I've just had a brilliant year; thank you for the fact that I've just been named number 1 or number 10.

A lot of our clients tell us that they don't like boasting. When you tell people that you've won awards, that you've just been named number 3 in the network, do not say "yippee, I'm the greatest thing since sliced bread!". Simply say "thank you for your part in making me a winner this year".

Instead of mentioning money, e.g. "I've just been named in the \$100 million club" (which I'd like you to do) – the idea is that you say "This year, I have helped some 50 families reach their goals!"

One of the things I do know is that you should not be backward in thanking people and saying 'I've just been made a winner.' Australasian clients are attracted to winners. I want to go and work with somebody who I know is doing good business. Think of it yourself. Would you rather list with somebody who started last week or somebody who's been working for 10 years and sold in excess of \$80 million worth of property? The idea here is that we say thank you for their part in creating that and thereby create the picture of a winner and someone who they should list with. You can do this for a monthly award. I've had clients do it for an advertising award and because they've been named auctioneer of the year. Certainly, do it for any major ranking in your network or in your office.

For all of these things, you should be saying thank you to your database.

These thank you notes can take the form of post cards that you have printed. They can take the shape of a personal note that you've written or have printed as though you have written it. One that I designed for a client simply had tiny little 'thank you's' all over the page, except for the middle. In it, it said "A million thank you's for you creating me the number one salesperson in our network".

7. BOOK CLUB

One of the best ideas I've seen is an ongoing communication client contact system that revolves around the children you are working with; i.e. children that are part of families who have homes listed with you or who are buyers.

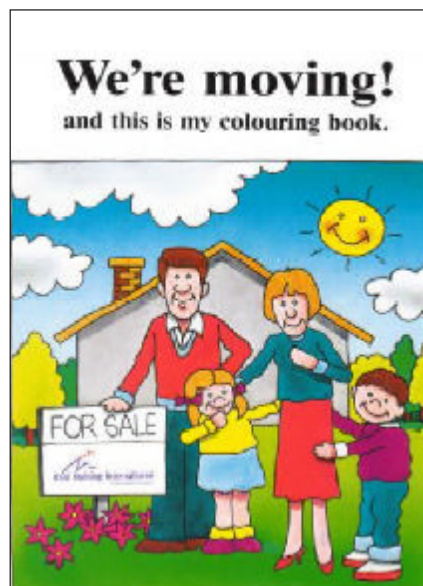
The basic idea here is that you have a supply store that is able to give you a book appropriate to the ages of kids that list with you.

Upon listing, you give them an intro to the Peter Gilchrist Book Club. You give them a certificate and a book. You tell them that, upon them reading that book and sending you a report of what it was about, you'll gladly send them another.

This is very proactive and is seen as you encouraging reading. It is also a great way of getting a participation, if you like, of something between the agent and the kids in the house.

Obviously, some of those books can be to do with moving house, as there are many available.

8. COLOURING COMPETITION



The idea here is that, during the school holidays or Christmas holidays, you run a competition for a specific age. Go get sponsorship or go and buy a 10-speed bike to give to the winner.

You can use a page out of a colouring book. One of the subject matters could be the outside of your office. It could also be one of your signs with something a little intricate on it.

You simply mail out the page they have to colour in and give them the rules:

- Age 8-16 years
- Must live in the city.

You will get literally dozens or 100s of these back.

You should write to them halfway through and say "Wow! What a response! We've had in excess of 300 already". Include a photo of the bike.

You judge the winner. Do it properly. Perhaps enlist the assistance of an art teacher from the local school. Take photos of you actually doing the judging surrounded by the hundreds of entries. Choose the winner, choose a runner-up, mail the results out. Mail them to everybody else and say that this person won it. Include a photo of yourself presenting the bike to that person.

Where you can, get a photo, even if you have to pay for it as an advertisement. Put it in the paper, you presenting the prize to the winner.

9. CHRISTMAS PARTY

I thought it was worth including this and jotting down some of the ideas, as we've run many of these and so have some of my top salespeople.

You should certainly invite your advocates, triple A's, double A's. Also invite your current listings, and the top buyers you're working with at the moment.

You should invite the lawyer, bank manager, mortgage broker, and accountant that you deal with.

The idea is that you send out invitations that say 'would love you to come and celebrate the end of the year'. This is best run at your house actually, but you can do it in your office or in a room in a hotel down the road from your office.

Get them in for a drink. Make sure you have champagne available, the second they walk through the door.

You need to have your manager attend. He or she should introduce you. Your manager should say 'It's been a pleasure to be part of this party tonight. We are celebrating the end of the year, but I know Jack also wants to say thank you for another outstanding year.' Your manager then goes on to talk about you and how brilliant you are!

Then you come on and talk about how it's been a wonderful year, little bits about what's happening in real estate, anything new that you are doing, then simply say "but the main reason for tonight is to celebrate the end of the year and make sure everyone has a safe and very happy Christmas."

This is a good time to launch a new profile or anything new that you are doing

10. NEW SALESPERSON'S PARTY

Nobody in your group of friends, relatives and past associates in business is going to recommend you until they see some success happening. A brilliant way to speed this up and get everybody on a client base is to invite all your friends, relatives and past workmates to what I call a new sales person's party.

Read through the Christmas party idea on the last page. This will give you the basics.

The idea here is that you get them all together and give them champagne, a beer or a wine, and that your manager talks about why he selected you and what you've done already – that you've already taken listings, that you've trained up to your eyebrows, and that already things are starting to build for you.

You come on then and talk about what you've already done, what you've achieved, what you want to do, and you quietly talk about how these people can help, that if they see or meet anyone, that you would really appreciate it if they would recommend you to those potential vendors especially.

Then you finish by saying 'Of course, we're really just here to have a good night, and to say thank you to my friends for their support.'

11.10 YEAR PARTY

This can be a 1-year, 2-year, 5-year, whatever year party for being in the business. It is based on the same ideas as in sections 9 and 10 above.

All you're doing is celebrating the fact that you've been in the business for 1 year, 2 years, 10 years etc.

Make it a celebration. One of my top clients ran their 10 year party in a boat house in Adelaide with a jazz band and drinks and nibbles.

The same speeches as we've talked about at the Christmas party and the new sales person's party apply.

12. CALENDARS



20 years ago it seems you got 10 calendars at Christmas time. Now days, you're lucky if you get one. This is an opportunity for you to have your name, your company name, your colours, and your logo in your clients' homes for the next 12 months. It should be a calendar that reflects you, your face should be on every single page. These can be bought from all sorts of suppliers all around Australia and New Zealand.

I would rather you did the wall calendar than the little desk calendar.

13. HOUSES WE HAVE SEEN

An excellent prospecting idea for buyers is to hand them your profile and a simple file that is called "Houses we have seen".

This is a simple record of the properties they have seen, the addresses, the detail, notes on the property etc, and the agent that showed it to them. This should have your logo, and photo on it. It is amazing how many people will be carrying these around when you finally get back in touch with them.

14. HOW TO BUY AT AUCTION

This pamphlet has been around for a long time since I wrote it. It is ideal as a mail out to buyers that you are looking to, first of all, deal with as a buyer but then turn into a prospective vendor. It is one of the six mail outs that are used prior to giving the prospective vendor a pre-listing presentation.

15. BUYERS QUALIFICATION FORM

This is a pamphlet that allows buyers to actually qualify themselves in terms of what it is they're trying to buy. It goes through such things as how far they want to be away from their current home, how much money they have left after they sell their home, what resources they have to put into a new home and so on. While it may seem you're helping the buyer, the idea here is that it is also a prospecting tool because it helps them and they head towards you when it finally comes time to sell their home.

Buyer's guide

WHAT ARE YOU LOOKING FOR?

This easy checklist will help you and your sales consultant get a clear picture of the kind of home you want to find.

We know the home market and can guide and advise you on the important things you should think about.

Your aim should be to build a realistic profile of the home you want and your sales consultant can select homes for you to look at that best match your profile.

This may save you a lot of time and hassle in finding the right home.

You can send or drop off your completed profile to the sales consultant you have been dealing with and they will be in regular contact with you until you buy.

Just working through some of the issues raised here may help clarify your thoughts.

GOOD LUCK!

Buyers Qualification Guide

Date: _____

1. Name: _____

Address: _____

Phone no _____

Private: _____

Business: _____

2. Price Range \$ _____

(Refer to Price Range section below to help you work out how much you can afford)

We are willing to invest \$ _____

(purchase up to and including)

3. Which suburb or area do you want to live in? (Refer to the next section and then enter your decision in here)

The areas we most like are: _____

4. Do you have a home to sell? _____

Are you reliant on selling your existing home to purchase another? _____

5. Overall description of the home you are looking for? (Refer to the next 2 pages and then write your answer here.)

_____When would you like to be in your new home by? _____

What suburb or area do you want to live in?

Try not to be too narrow in your selection.

Take into account such things as how long it would take you to travel to and from work, the likelihood of this changing in the future, your closeness to relatives and family, your need for schools, shops, doctors, public transport, etc.

Remember: In a more expensive area, the value of the section goes up. You may get a better house in an area where the sections are not so valuable.

What is your ideal home?

Take time to think about the questions below and try and write in some realistic answers.

1. How many people will be living in your new home? Is there anyone likely to leave home shortly? Are you expecting twins, etc?
2. Do you need extra room for frequent visitors?
3. How many bedrooms will you require?
4. What living areas would you like? (kitchen, bathrooms, lounge, dining room, study, rumpus room, sewing room, etc)
5. What type of home do you want? (bungalow, two storey, home unit, townhouse, etc)
6. What style of home do you want? (an older character home or a modern kind; the more modern for the same price gets you less space.)
7. What kind of parking do you want? (garage, carport, boat, caravan, off-street, etc)
8. Do you want any of these things? (garden, garden shed, workshop, fireplace, plenty of storage space)
9. What kind of pets do you have or would like to have?
10. How much furniture and other possessions will you need room for?
11. Will you have the time to maintain a house and section?
12. Will you have the time and skills to renovate a house and section or will you need access to people who can do it for you?
13. How much renovation will you be able to afford in the next few years?
14. Can you think of anything else that may affect what you want in a home?

(Use these questions to write a description of the house you want on page 2)

Remember – very few people get all the things they want in a home. If a home you like has 70-80% of your main requirements, you should consider it carefully!

Price Range

Obviously, before you think about what kind of home you would like, you need to know what you are going to be able to afford.

This will depend on the amount of cash you have available and the amount of money you will be able to borrow on a mortgage loan.

Most lending institutions will let you borrow up to 70-75% of the price of the property as long as you can afford the repayments.

If you have a home to sell, the following exercise may be helpful.

Expected minimum price for your home	+ \$
less legal fees and transfer (say \$1000-\$1200)	\$
less real estate selling fees	\$
less mortgage still owing	\$
less \$1,000 for anything else that may be needed	\$ 1,000.00
Net proceeds from sale	\$
add other cash available	\$
Total deposit we have is	\$

To work out the approximate figure you may borrow, multiply your deposit by 3. (You may under certain circumstances be able to borrow more).

We can borrow approx. \$

(Remember, you may need to talk to your bank or solicitor about whether you can afford the repayments or not.

Your sales consultant can help here).

To work out how much you can spend on a home, multiply the total deposit by 4.

We can afford to invest \$
.....

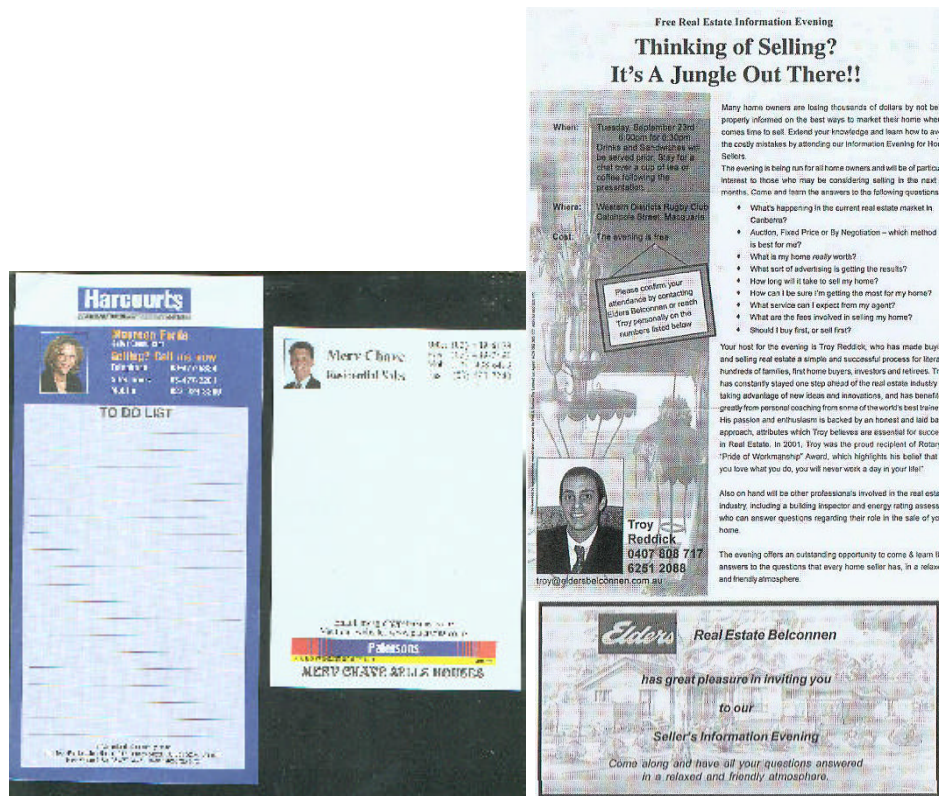
This formula is approximate and purposefully conservative. Talk to a bank, mortgage broker, or sales consultant for more accurate figures

[illegible]

16. INVITE TO A SELLERS EVENING

I've covered this under 'Mass Marketing' in quite some detail in this manual, but I have enclosed a copy of the invite that a young fellow in Canberra used in Australia.

So review the manual under 'Mass Marketing' and hold one of these evenings to see outrageous results.



17. PACKET OF SEEDS

A very effective mail out to a client base was done by Jennifer, a woman who worked with me. She went to Yates Seeds and purchased a thousand packets of "forget me nots". She headed up a flyer with the term "forget me not" and mailed the packet of seeds with the flyer to all her client base suggesting that they should plant the seeds and also that she liked referrals.

18. PERSONALISED PADS

The idea here is that you deliver to your farm area or to your client base personalised notepads. These do not have to be bulky or big in size but should have a photo of you and your full details.

It always used to bug me that my dad would write me notes on my opposition's pads because it's that generation's style to never throw paper away. These pads are little notepads and seem to end up right beside the phone to take messages. If you keep the pads up to your client base or to your farm area, it will have an effect. One of the most effective ideas I have seen is where they have the last leaf of the pad says, "Run out? Call Peter on 021... and he will personally deliver you a new pad."

19. FRIDGE CALENDARS AND MAGNETS

It always used to amaze me how many times you would go in to list a home and see one of the opposition's fridge magnets sitting there with phone numbers and a saying or a calendar. This is an ideal way of getting directly into your farm area and your database and giving them a simple way of finding your phone number.



20. COMPANY NEWSLETTER

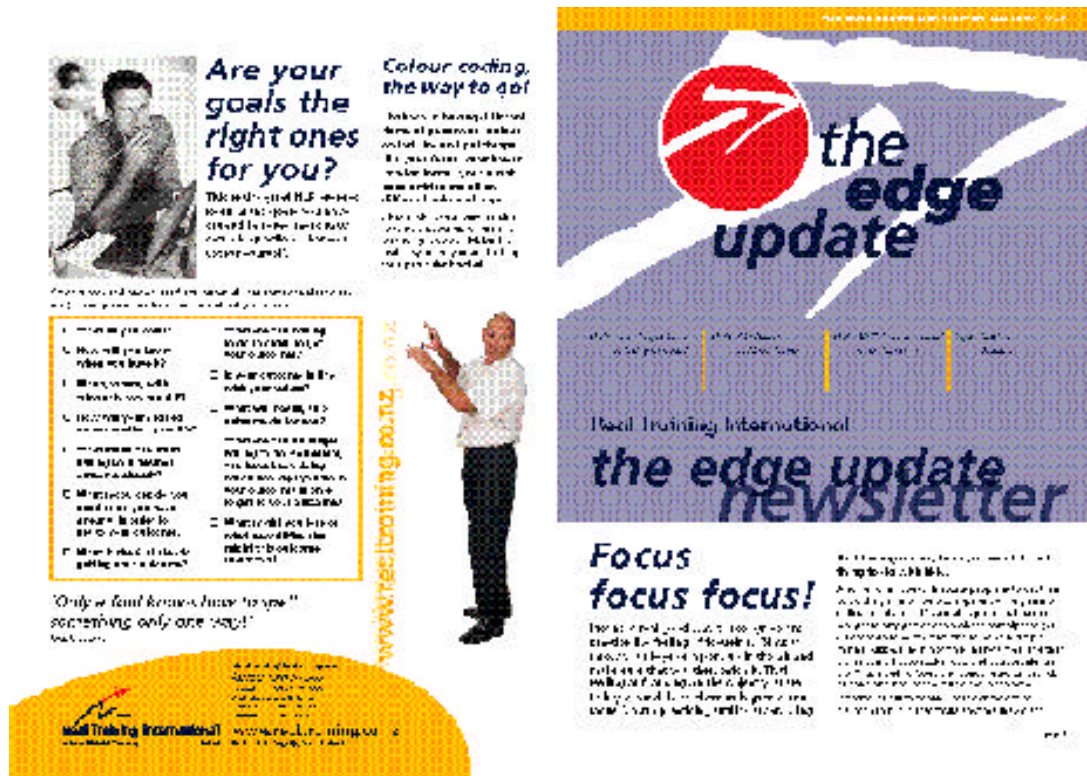
Business people especially are bombarded with newsletters. They come from lawyers, valuers, accountants, dentists and, of course real estate people. If you are going to do a newsletter that's not simply dumped before it's even out of the cellophane, I suggest it needs to be a newsletter that has some "sizzle" about it. I think that the newsletter with the muffin recipe and 'what's happening in your office' is of absolutely no interest to anybody and, for the time and effort you put into creating one of these things, it's simply not worth it. If your franchise or group does one of these monthly, then I pray that it is based on whether you can be bothered reading it. If you can't, then don't use it.

Newsletters can be powerful if they have that "sizzle". Here's some ideas to make sure you get it.

- There should be facts and figures about the marketplace.
- There should be facts and figures on recent sales in the marketplace.
- There should be photos of people who have just bought through your company: eg, shaking hands outside a house, with a small story of why they've come to your neighbourhood and why they've moved.

There should be information on how to get the best price for your home

- Offer information on how to find your next home and, when you do, tips on how to make your best offer and so on.
- Include tips for vendors on how to get your home ready for sale, how to make sure you get the right price, when you know the offer is enough and so on.
- Newsletters should have photos and those photos should be what's happening in your neighbourhood or in your city.
- Include competitions, colouring competitions and free-entry competitions.
- Include invitations to new home buyers seminars, sellers seminars, and investment seminars.



21. PERSONAL NEWSLETTER

See Company Newsletter, above.

22. PROPERTY PREVIEW INVITATION

The basic idea of this is that you invite, via SMS or email, all buyers to come and see a new listing that has just come on the market, prior to it being advertised or formally opened on the weekend. The invite can go out by way of flyer as well, but either way you make it very clear that these people are special because they have been invited to a listing prior to it coming on the marketplace and before anyone else is going to get to see it. So the idea is that you are writing to your “Blue Ribbon Buyers Club”.

Example Letter

ABC Realty

PO Box 488

Dunedin New Zealand

2 May 2004

Mr Smith

15 Blacks Road DUNEDIN

Dear Mr Smith

Tomorrow at 5.30pm I will be previewing a new listing at 12 Brown Street to my Blue Ribbon Club clients. It will be open for just 45 minutes but is an ideal opportunity for you to see this property before it goes to the general marketplace on Saturday by way of advertising and open day.

Love to see you there. Kind regards

Peter Gilchrist

SMS message

Blue Ribbon Buyers Club 12 Brown Street 5pm Thursday 4th May. 3 bedrooms, great views, love to see you there Peter Gilchrist

23. I LOVE REFERRALS

One of the most effective marketing campaigns I have seen was based around a point blank assertion that this salesperson loved referrals. It left nothing to the imagination and made it very clear to friends, family and past clients that it was how this person made a living. And after all, it is! They used a heart instead of love so it looked like this:



Obviously, it had the salesperson's photo and address and so on, but everything they did was built around this campaign. If you got an envelope from this person, on the back of it, it had a sticker with "I love referrals" on it. If you got a flyer, it had "I love referrals" on it.

24. FAVOURITE RESTAURANTS

All you do with this proactive letter is to have a simple letter or card constructed with the names of your favourite restaurants in the city or area you live and work. One of the best ways of using this is to have a discount set up with that restaurant of say 10%, or a free bottle of wine or dessert, and send this out with that offer on it. This is something you can use in a pre-listing kit or as part of the customer service wow factor after you've listed.

25. UPDATING CUSTOMER SERVICE CALL

Whether you're brand new, existing experienced, or more inexperienced (i.e. you've been in the business 10 years plus) this is a great way to get started on a proactive system of communication to your clients that will result in them sending you business.

26. BUYERS UPDATE

One of the most effective listing techniques we used over many years in a quiet market was that every ten days in our office, we put out a buyer's update. This was literally a black and white (we were in a small market; this did not need to be in colour) buyers update that gave all our buyers, I repeat all our buyers, a full update on every single listing that had come into our office in the last ten days or so.

We had this in the system so it came straight off our photocopier machine from the computer and it was not hard to do.

Then we also ordered full colour covers, which turned it into a really nice looking book.

When a buyer entered our blue ribbon buyer's system for the first time, they automatically got a full list, that's every listing that we had available to us.

Along with that, they received all the information they needed if they were looking to buy or sell. Most of it has been mentioned here and is available via this program.

For example, we provided the following information:

- That we had a video "how to price your home"
- That we had a video on making the right choices how to get your home in the market
- That they could have an appraisal
- How to make an offer
- How to buy at auction
- How to accept the offer when it was high enough
- A list of all the services our office provided

Our favourite lawyer and mobile mortgage manager numbers

The modern equivalent of this, if you don't want to do it manually, is simply sending them an email that has a live link to your website, which has all of this information on it.

The idea is that you send them a letter that says:

ABC Realty

PO Box 488

Sydney Australia

2 May 2004

Mr Smith

15 Blacks Road SYDNEY

Dear Mr Smith

Good morning! I am currently updating my customer service records, as we intend involving our clients in the marketplace in a proactive way. I will have my personal assistant or a company representative ring you shortly to make sure that your details are correct in our system so that you do not miss out on anything special that we do. Please expect that call sometime within the next 72 hours.

I look forward to keeping you up to date with what is happening in our busy marketplace. I hope that you will have just 2 minutes of your time to give to our representative when they call.

Kind regards

Peter Gilchrist

The idea is that your PA, or a telemarketer, rings and says “you will have received a message from

Peter. I am just following that up and would like to make sure we have your details correct on our system. Can you just confirm that you live at 4 Brown Street...” Make sure you get everything including emails to home, to work, and cell phone numbers, if appropriate.

27. I’VE ENTERED THE REAL ESTATE INDUSTRY

One of the best ways to start with new people on the prospecting trail is simply to announce to all your database that you have in fact entered the real estate industry. Sounds simple but, in a lot of cases, people have reported to me that they missed listings because people said, “I didn’t even know you’d gone into the real estate industry”. So don’t be backwards in coming forwards and design that letter right now if you’re new.

I Have Moved Offices

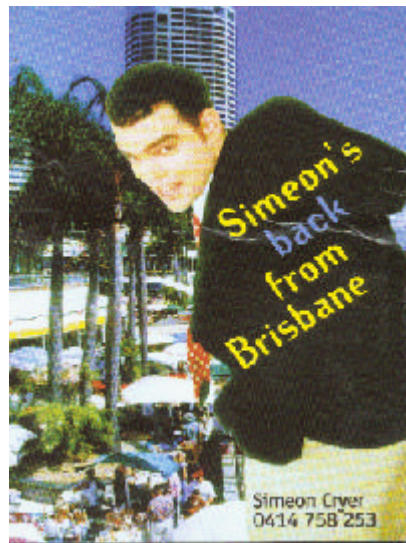
This can often be a tricky situation, where you do not want to look as though you are going from one office to the other, but you do want to tell your client base that you have moved.

A really good idea I saw was to do this in the following way. Use the heading “I have taken 463 steps towards giving you a better service”. Then the copy would read that you have moved from X company to Y, and the reason you have done that is so that you can offer your clients better service by way of ... then say why you have moved.

This is the ideal opportunity to run a booster, which is a contact every week for 6 weeks, if you have in fact moved offices.

Coming back into the real estate business

A very clever idea that I saw was this one illustrated below. Have a photo of you from the back looking back towards the camera. The caption then reads “PETER’S BACK”.



28. MONTHLY CARD SYSTEM

There are several companies in Australia and New Zealand that offer the ability for you to buy full colour cards of various systems with your own photo, saying, and office details on the back.

You purchase these in bundles of 500 or 1000. The idea is you buy 1000 for each month i.e. 12000 cards with 12 different photos and 12 different messages on the back.

- Recipe cards
- Safety in the home cards
- Neighbourhood watch cards
- Inspiration cards
- Real estate cards
- And soon.

Every single month, you address these cards and they go to your client base.

Normally, if you have a client base of less than 1000, you send the rest of them to your farm area, which is entirely appropriate.

The reason I like people using these cards is because, as soon as you have written a cheque for the cards, you have a minimum of 12 contacts with your database and your farm area for the year. Two months before the finish of that contact, you simply renew, get a different set of cards, and you have another 12 contacts ready to go.



29. GENERAL LETTERS FOR OCCASIONS THROUGHOUT THE YEAR

The idea here is there are times throughout the year that you can generally send letters to your client base that will at least have them acknowledge your name in their minds. For example, you can send a letter regarding:

- New Year's resolution
- Valentine's day
- Father's day
- Mother's day
- Christmas
- Easter
- Queen's birthday
- Shortest day of the year
- Halloween
- Daylight saving
- First day of spring
- Start of winter
- Mid-winter
- Summer this year
- Melbourne Cup.

Those letters would look something along the lines of:

30. NEW YEAR'S RESOLUTION

ABC Realty

PO Box 488

Sydney Australia

2 May 2017

Mr Smith

15 Blacks Road SYDNEY

Happy New Year!

It is amazing how many people, with a good rest and a clear mind, decide that it's time to do something in terms of a real estate change.

The idea of moving to a bigger or smaller home, to freeing up capital, to purchasing an investment property, seems to come with relaxation over the Christmas period.

The reason for my writing is to say, if you are one of those people, it would be my pleasure to help you with that real estate transaction, in any way!

So if you just want an appraisal on your home, information on how to buy, or information on investments in the area, please don't hesitate to call me and together we can make your New Years' Resolution a reality!

I look forward to hearing from you. Kind regards

Peter Gilchrist

31. VALENTINES DAY

ABC Realty

PO Box 488

Sydney Australia

2 May 2017

Mr Smith

15 Blacks Road SYDNEY

WE LOVE REAL ESTATE

As much as we like our clients, it is real estate we are passionate about. We thought this was an entirely appropriate time to remind you of our passion. At ABC Realty, we have the ability to:

- Appraise property
- Have your property on the market within 24 hours
- Give you videos and CDs on how to price your property
- Put you on our mailing list, which gives you updates every 10 days of what is coming on the market.

If you want to start looking at investments, or you are thinking of selling and would like an obligation free appraisal, please do not hesitate to call us at this number.

0800 000 000

We look forward to hearing from you.

Kind regards and hoping you are having a lovely Valentine's Day

Peter Gilchrist

32. FATHERS DAY / MOTHERS DAY

ABC Realty

PO Box 488

Sydney Australia

2 May 2017

Mr Smith

15 Blacks Road SYDNEY

Happy Father's Day / Happy Mother's Day

I hope, like me, you are looking forward to putting your feet up and being spoilt for a day. I know that this is also a time of reflection for some people, in terms of family requirements, family movements, and setting new goals.

If part of that thinking is to consider any sort of real estate move, then we at ABC Realty can help make those goals become reality.

Whether it is:

- Buying up
- Selling down
- Buying down
- Looking for new investments
- Just understanding the property market
- Looking to know your property's value within the marketplace...

It would be a pleasure to work with you. Don't hesitate to call me on 0800 000 000. Happy Fathers Day / Mothers Day.

Kind regards

Peter Gilchrist

33. CHRISTMAS

CHRISTMAS TREES

One of the best promotions we ran was to offer to deliver a Christmas tree to our client base.

You can do it for nothing (how much is a Christmas tree?) or you can offer to deliver it for a slightly lower figure than they would buy it on a street corner for.

This is a brilliant way of delivering the tree and knocking on the door, having something to say, saying thank you, tying a personal note around the tree that says "thank you for making my year special and I hope you have a great rest". The letter would look something like this.

ABC Realty

PO Box 488

Sydney Australia

2 November 2017

Mr Smith

15 Blacks Road

SYDNEY

Dear Mr & Mrs Smith

First of all, thank you for being part of an exciting year for me and my team at ABC Realty. (this can be done for an individual as well)

As part of saying thank you to my client base, I have arranged for a purchase of a large number of Christmas trees. To say thank you to you, my offer is that I will deliver a Christmas tree to your door in the first week of December at absolutely no charge (for just \$7.00). All you have to do is call one of my team (or call Jack, my personal assistant) to be put on the list. Hopefully, this will save you some time and create some fun leading up to Christmas. Sometimes, we know that you mean to do this but just don't get round to it!

So let us take the hassle out of it for you. Call 03 479 0007 now and the tree will arrive in the first week in December.

With kind regards

Peter Gilchrist

34. EASTER

Easter is a brilliant time, as it has so many gifts associated with it that are easy to deliver or mail out. You have the option of the chocolate Easter eggs, chocolate medallions, or hot cross buns. And one of my best sales people purchased small decorative clay hens made by a very special place just out of the city, and put it together with some hot cross buns and a personal note, and had it couriered to some 300 or 400 on her client base. It was an expensive but brilliant gift and the fax and phone went red hot for the next week with people saying thank you. One year I remember we sent out 4000 Easter eggs by mail. But they had to go through a machine and by the time they reached their destination, the Easter eggs were flattened in the envelope. Our phone still ran red hot, with "thank you, you clowns, the Easter eggs were all flattened but we still enjoyed it and had a great laugh".

Consider delivering small wicker baskets (these are not expensive!) with just half a dozen hot cross buns, with a personal note that reads:

Dear Jackie,

Easter is a wonderful time to get together with family and reflect on how the year is going so far.

It is also time to rest and get ready for winter. Enjoy this small contribution to your happy Easter from me and my team. Have a wonderful few days break.

Regards Peter

Let your imagination run wild but do something this Easter.

35. SHORTEST DAY OF THE YEAR

ABC Realty

PO Box 488

Sydney Australia

29 June 2017

Mr Smith

15 Blacks Road

SYDNEY

Happy shortest day of the year.

That is correct, the 29th of June is in fact registered as the shortest day of the year. What this means is warmer temperatures, longer days and summer on the way.

If part of your heading-into-summer routine is doing those odd jobs around the house, remember that at ABC Realty we have maintenance people that can do all sorts of things for you, including water blasting paths, window cleaning, and minor repairs around your home etc.

If you would like me to arrange for any work like that, which will make you step into the second part of the year in a happier state, don't hesitate to call me on 021 568 342.

I look forward to talking to you soon. Kind regards

Peter Gilchrist

36. DAYLIGHT SAVING TIME

ABC Realty

PO Box 488

Sydney, Australia

2 October 2017

Mr Smith

15 Blacks Road

SYDNEY

It is that time of year again.

Remember that, this Saturday, you should put your clock back one hour (that's from, say, 12 o'clock to 11 o'clock) before you go to bed.

Crazy time of year. If I can help with any real estate transaction don't hesitate to call me. Kind regards

Peter Gilchrist

37. FIRST DAY OF SPRING

ABC Realty

PO Box 488

Sydney Australia

29 August 2017

Mr Smith

15 Blacks Road

SYDNEY

The 1st of September is officially the first day of Spring!

Great time of year. The time of year we love to celebrate. The market normally becomes busier between now and Christmas, with a different kind of thinking that comes with more sunshine and warmer weather.

I have included a packet of seeds, which you may have fun with in your garden.

If part of the spring in your step is because you are thinking of moving to a bigger or smaller home, or to another area to live, then don't hesitate to give me a call if I can help.

Happy springtime.

Kind regards

Peter Gilchrist

38. WHAT IS HAPPENING IN YOUR AREA?

Another effective mail out to your client base, or letter box drop to your farm area, is to get a letterhead and put your photo on the bottom of it and go to your information bureau in your town, city or shire and ask them for a print out of what is happening in the area in the next month. So, about the 20th of the current month, you put the letter into letterboxes or mail it personally to your client base.

It is a list of what is happening; eg. school holidays, soccer tournament, art exhibitions, and so on.

This sort of information never goes in the waste paper bin but always onto the fridge, or is kept to just see what organisations are required for a family.

Automatically, there are 12 hits if you want to use this as an idea

39. RUBBISH PICK UP

One of the best farm area promotions that I have ever seen done was an offer to pick up any rubbish that the normal rubbish companies won't pick up.

A very successful woman who worked with me for some time, Di, would send out an invite that stated:

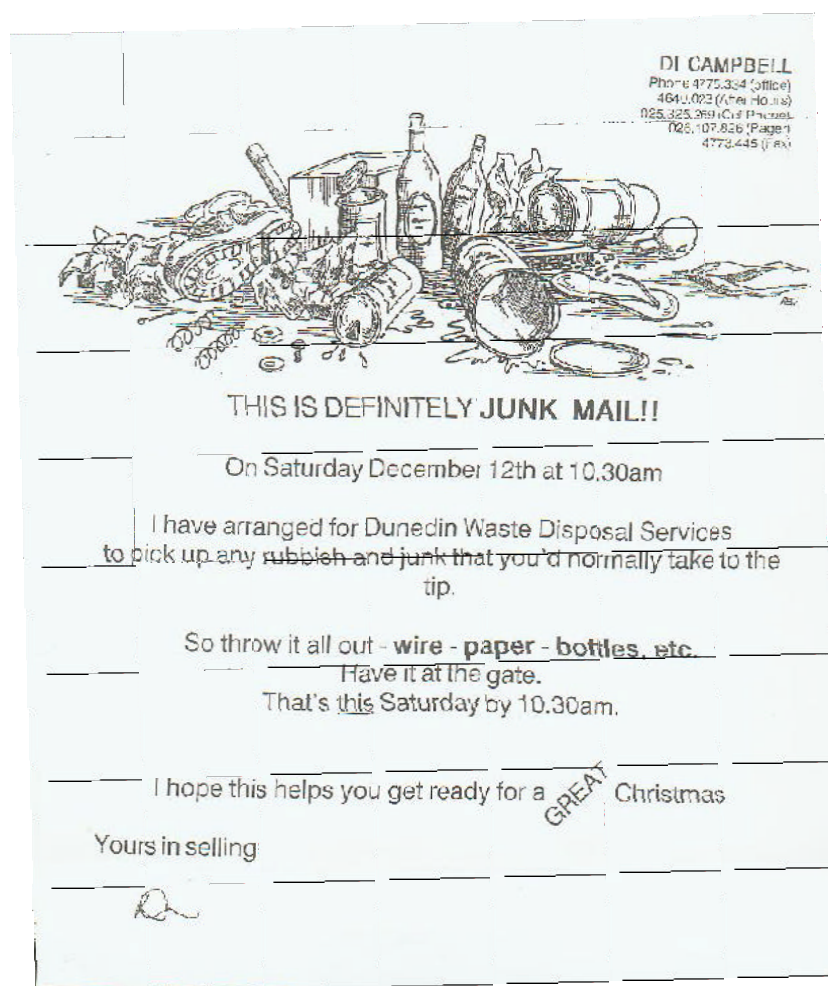
THIS IS DEFINITELY JUNK MAIL

She talked about the fact that, on Saturday between 10am and 5pm, she would pick up any rubbish the normal rubbish collectors won't pick up, like beds, boxes and so on.

By the time it got to midday there was so much stuff on the sidewalk the Council was ringing and threatening to put their own trucks to get rid of it and send us the bill.

What Di did was to travel on one truck, which had a huge tarpaulin with her name over the side of it, to pick up the rubbish and say hi to the neighbourhood.

Our company was deluged with emails and letters of thank you and support the following week



40. RUNNING A MOVIE NIGHT

Pick a middle-of-the-road family type movie that's not going to offend anybody; no sex, no drugs, not too much violence.

The invite goes out on gloss paper. Must be addressed specifically to your contacts, so full mail merge must be in place.

Every single thing that is sent out is followed by phone calls from consultants or consultants' personal assistants.

Another invite saying "we're off, why don't you join us?".

You can have advocates join you for a drink prior to the evening movie or speaker. Encourage your consultants to do the same.

When you meet them at the auditorium, the PA helps. Try and get your people into a group and encourage your sales consultants to do the same.

If it is a movie night, you give your PAs and sales crew an ice cream hat and give out ice cream before the start.

Prior to the movie starting, get up and make a speech in front of everybody that goes along the lines of:

"You're here tonight by invitation because we think you're special and you have helped us along the way this year". Tell them a little bit about the last three months and how brilliant they have been – say, "thank you for your part in that", "the market right now is...", "something I am trying to do for my clients right now is to...". Then you might talk about the large packages you have to offer now, that it's awesome, and "if you are thinking of selling or you have just moved in, don't forget we have access to maintenance people and people who will do your sproutings and leaves and sweep paths" etc. Introduce your whole team, get them all to stand up, say "make sure you speak to them sometime tonight".

If you are doing this as an individual sales consultant, you would just introduce your personal assistant and make a fuss of them. Say that you know they manage your business, they are just great and sometimes you think they know more than you and so on.

You could, if you want (be careful), hand some plastic buckets around and say, "gold coins – we are going to give it to a local charity". If you are going to do that for a local charity, make sure it is local not national; eg, not the Cancer Society but to a school, a food hall or something that is right in your area. It's not just going to get drained into a national campaign of some sort.

You must be very sure that this does not look like a call for listings. You are not asking for listings, you are just telling them what is going on and then you finish it off by saying, "Thanks again for coming. The sole reason for tonight is to say thank you and to have you enjoy yourselves. Please do that and let's begin the movie". You should get thunderous applause!

Then you finish it off by sending a letter to your whole base saying what a great night you had and maybe some photos of you guys in your hats serving up the ice creams

[illegible]

[illegible]

Snapshot of your market

OPPOSITION NAME	ESTIMATED MARKET SHARE %	# OFFICES	LOCATION 1= Bad 10= Good	# LISTINGS		SALES PEOPLE		LISTING STRATEGY	ADVERTISING - WHAT DO THEY DO (DIFFERENTLY)	MARKETING SOLE AGENCY AUCTION OTHER PACKAGES DIRECTION	OTHER STRATEGIC ADVANTAGES OF NOTE	TREND/ GROWTH IN THESE OPERATIONS	ATTITUDE	RATING ORDER 1-10
				AUCT	S.A	Total	Stars							

If you have worked with Peter Gilchrist re-do this exercise. Otherwise leave it.

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**A mind that is
stretched by a new
experience can never
go back to its old
dimensions**