



# TRIPLE YOUR LISTINGS WITH 7 SIMPLE SECRETS

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AGENTONFIRE

# REVEALED:

Millionaire listing agent's  
most under-wraps techniques,  
that are proven to get you  
**MORE LISTINGS,  
FASTER.**

Hi. I'm Mike Costigan, a master listing agent, often listing in excess of 80 new homes each month, with a standing record of 107 new individual single-family listings in 30 days. I am going to teach you how to make more money in less time, so you can enjoy personal freedom and a worry-free life in real estate.

## I'M STARTING A MOVEMENT...

And I freely invite you to join me in creating a transformation of the lives of our brothers and sisters in real estate.

We are in a dangerous time, watching our industry be swallowed up by monsters like Zeellowmonster and Trewliabeast, and each of us are merely a tasty would-be morsel in their hungry eyes. They are methodically preying on the weak..those without help to protect them...without a clear roadmap to safety through knowledge and a plan.

I created the 7 Secrets Guide when I saw agent after agent struggle to go from hustle to career, watching their businesses suffer and die for reasons that are completely avoidable. While most real estate trainers will keep you chasing your tail, teaching you how to go after buyers, I've listed thousands of homes, and built an indestructible business using the proven process that you're about to receive in this guide.

## THIS IS NO BS. THIS ISN'T SOME CRAZY SALES PITCH OR MAGIC PILL. IT'S A SIMPLE AND SCALABLE PROCESS.

**With it...** you will have the confidence and know-how to list massive quantities of houses, while you start charging way more for your expertise, than your competitors will ever dream of earning for their own lack of knowledge and skill.

**Without it...** your life will be consumed by worry and pain, while you are continuing to chase after buyers with less-than-stellar results.

Use this & watch your business transform!

# WELCOME TO THE AGENT ON FIRE MOVEMENT.

- MIKE COSTIGAN

A Few Beginning Thoughts to Begin With...

## LEARN TO BE DANGEROUS

I don't know you, yet. You could be male, female, young, old, cool, boring, a hipster or a housewife – but I can make some guesses about your working life, because I know agents. I'm going to guess it's not the bed of roses you'd like.

### ■ ARE YOU SUFFERING AS MUCH AS THE AVERAGE AGENT?

I know most agents are just scraping by on the bare bones of their asses. I know most agents are just about hustling through, worried about their next paycheck. I also know that most agents quit after a year or two. If you're reading this, you haven't made it, yet, so something isn't right.

So the question is; how long are you going to allow yourself to suffer? When will you decide to look in the mirror and ACTUALLY DECIDE to stop destroying yourself and being miserable?

I'm a big fan of big, in your face reality checks, the kind that stop you in your tracks. So here's a nice, positive reality check – **being successful in real estate, having money, security and a growing business isn't fantasy.**

### ■ IT'S RIGHT UNDER YOUR NOSE.


What I'm about to show you isn't BS. It isn't magic, or voodoo, it's just a process. It's a process for getting listings, because getting listings by attracting and retaining sellers is the only way you can build a business.

Notice I said a business – NOT a practice. A practice requires you to be there every minute for it to keep going. A practice is like spinning plates, you can never stop, even for a minute because your plates will stop spinning and smash. A business is a money machine, a well oiled piece of goodness that keeps giving, even when you are not there every waking second, to drive it. You see, running a real estate business isn't about surviving, it's about flourishing.

Real estate trainers are never going to tell you this. Why? Because teaching you about buyers is way too easy. They waste your time with business speak and unproven theories, and the more you listen, the faster your business will suffer and die. Your life will be one long misery of worry – if you don't focus on sellers and focus on listings.

I've listed thousands of homes. I've been the number one team agent for the world's largest real estate agency, and their number one office – and I've pared back my proven, unequalled process to just seven simple steps. **This is the exact process I've used to list massive quantities of houses and charge a ton of money – more than any of my competitors.**

You are literally just 7 Steps away from changing your life for the better. **Let's begin...**



**"MASS ATTRACTION MARKETING" IS  
MY PROPRIETARY, FORMULAIC  
PROCESS OF COMBINING POWERFUL,  
ATTENTION GRABBING ADS, WITH NLP  
(NEURO- LINGUISTIC PROGRAMMING)  
AND HYPNOSIS-INFUSED  
CONVERSATIONS THAT PRE-SELL  
PROSPECTS ON LISTING WITH YOU IN  
30-MINUTES OR LESS. THE ENTIRE  
AGENT ON FIRE PROGRAM IS BASED  
ON THE CORE PRINCIPLE OF GETTING  
LISTING IN 30-MINUTES OR LESS AND  
BELOW ARE SOME OF THE KEY  
ELEMENTS.**

# 1

# BUNKER BUSTING BIG PAYOFF ADS

Clients are asking, “What’s in it for me?”  
Until you can answer, you don’t have a hope in hell.

## STOP SENDING CLIENTS TO SLEEP

This is where it begins, my friend. And this is THE critical step that, once mastered, will immediately and forever differentiate you from your competitors.

When I see a typical realtor’s ads, I cringe. They’re always the same. A thousand-watt smile, a perfect manicure, a load of meaningless BS about ‘putting the customer first’ or ‘unrivalled local expertise’, maybe even a picture of the agent stroking their dog or holding a sticky kid. I cringe, and most clients instantly go to sleep as if they’ve been punched square on the jaw by Mike Tyson, because they can’t see how any of this is relevant to them.

The worst type of ad of all is the “I’m #1”. Nobody cares that you’re #1 in your own mind. No one even believes you, not even your own mother. Don’t put it on your advertising. It’s like going on a date and only talking about yourself, it’s a real passion killer. You’ve seen the fools who make this claim in their ads. There’s probably 12 self-proclaimed “#1” agents right there in your own office. Pathetic. Total waste of ad spend.

Real estate is a follow the leader right off the cliff game. You’ve probably looked at other agent or broker ads, probably made the assumption they know what they’re doing. Hey, they’ve got a few listings, so they must be right? WRONG! It’s this kind of lemming thinking that has those “I’m #1” ads popping up all over the place. Beauty may be in the eye of the beholder...but not in the eyes of sellers. You have to speak in terms of “benefits” to THEM, not of your own self-image.

## PROBLEM #1: NOBODY TELLS YOU HOW TO REALLY ATTRACT SELLERS...LOTS OF SELLERS

Maybe you have been taught by brokers, who only ever managed to get a handful of listings themselves. Maybe you have been taught by old school trainers, who tell you to door knock, to reach out to your existing contacts, to scrape the barrel. Almost all of what you have been taught is dead wrong and utterly pointless.

The truth is, it doesn’t matter if you’ve got eye popping cleavage, an office decorated like Disney’s castle, or a marching band to drum up interest, **clients are only in interesting in what’s in it for them.** It’s no mystery what they want, and even if you can’t guess, I’m going to tell you straight.

**Closing a listing starts at the beginning. By sending out the right signals at the very start of the process – before they even meet you – you can predispose them to do business with you.**

You need to tell them, and show them the benefits of doing business with you. They need to know what’s in it for them. They need to know why they should choose you over and above everyone else. In short – they need to want you. Do this right, and they’ll naturally decide to list with you. It becomes a no brainer.

So, what do they want?

**Sellers want a fast sale. They want to sell for the most amount of money, with the minimum hassle. They don't care about you, they care about what you can do for them.**

## ■ MAKE THEM WANT TO CALL YOU

The first element of Mass Attraction Marketing is the ads. Once you understand what people are looking for, you can create powerful ads that get immediate calls. Make outrageous promises (that you can live up to). Tell them exactly what they WANT to hear, not what they NEED to hear:

*"Get an Offer (from a REAL Buyer) On Your Home By Next Week!"*

*"Your Home Sold For TOP PRICE in 34 Days"*

*"Your Home EXPIRED? I'll Sell it In 16 Days or I'll Pay You Up to \$25K"*

Yeah, these might seem like aggressive examples, and you don't have to be this wild at first, but you need to learn to catch their attention in a compelling way. Doing anything else is just a disgraceful waste of money on ads that won't work.

Trust me, the risk is worth the reward. Why? These simple ads that are full of benefits to THEM - are designed to do ONE thing: get sellers to call you. If you've predisposed them to doing business with you and are offering what they want, they've already made up their mind to use you.

You can write all the terms and conditions you want to protect you, but that is secondary. Getting 10x-15x the results over your boring, over-saturated 'I'm #1' ad should be your primary objective.

In my experience, most sellers don't care about the conditions of the ads, they just like that I have guts to run them and they are ALL completely and 100% ready to do business with me by the time I get to their home

# 2

# COMMAND THEM TO CALL

Prospects will do what an authority figure tells them.  
Ask for what you want directly.

## ■ ASSUMPTION IS THE MOTHER OF ALL F%\*K UPS

Here's a quick way to burn a lot of your hard earned cash. Book some advertising, as much as you can afford. Spend a while crafting the perfect ad. Pay a graphic designer to make sure it looks great, and then, as an afterthought, throw in your number or email address at the bottom of the ad. Next, sit back and wait, and in the deafening silence spend a little time wondering why you didn't spend a little longer on the most important part of your ad.

Don't assume that by inserting a phone number or an email address that sellers **know** that they **should** call you and **when** they **should** call you. Most people need a little push and a little reassurance before they make contact. They might wonder if it's appropriate to call. They might not feel comfortable until they're invited..or COMMANDED..to connect with you.

Whatever might be holding them back, it's up to you to show them what to do. The clearer you are, the better results you'll get.

## ■ DON'T ASK, DON'T GET

The listings game is a battlefield. Your competitors are out to get you, new online services are determined to drive you to poverty, and in this kind of environment I know I'm going in armed to the teeth. I've learned to use every weapon at my disposal.

I use techniques from and little tricks from things we call NLP, Neuro-linguistic Programming—hypnosis, even good old psychology. You don't have to be an expert. You don't even have to understand what these things are. You just need to understand a couple of principles that you're about to learn.

**The first principle is to establish authority.** People will generally follow an authority figure. When you speak with and establish authority, people naturally respond and follow what you tell them to do. There's no need to wear a uniform, it's a question of positioning yourself right. This principle is the reason we listen to the doctor. They've built up authority and when they tell us a "truth", like we're over eating or not exercising enough – we listen. Sellers will do the same if you are the authority in their eyes.

By virtue of placing a big-payoff ad, you're positioning yourself as an authority that they will listen to. You've shown them you understand the game, understand what they are looking for, now you can use that authority to get what you want. You simply **tell** people to call.

**The second principle is to be specific.** People want a simple life, they don't want to think too hard, or second guess. They're too busy enjoying the stuff they love and avoiding the stuff they hate to worry. So tell them EXACTLY what you want them to do during this hassle of a time called "home selling." Tell them PRECISELY what to do and when to do it. In your ads, put in the words "Call me. Pick up your phone right now and call me at\_\_\_\_\_" or how about "Be one of seven to get this. Call me now"? Again, prospects will do what an authority tells them to do, so tell them what to do. Then when they call, you use secret number three: the covert closing call...

# 3

# COVERT CLOSING CREATES CASH

Every call is a chance to make an instant deal.  
Close them before you meet them.

## ■ YOU'RE ALREADY AT THE END

That's right, **by the time you get to this third stage, you should be getting ready to close the deal.** You've already convinced the seller you're the right person to do business with, you've created authority and asked for a call. Now it's time to move to the end game.

Here's the trick: you **MUST** take your calls live. Screw answering services and voice mails. Be ready when they are most ready. Yes, I realize it's not always possible, but do your level best to be available to close them when they are asking to be closed.

On your calls, speak directly and with intention. Your intention is to schedule the listing appointment to **list the home**, not to schedule a time to meet them. Your intention is to schedule a time to show up and **list the home**, not to be interviewed.

And it's so easy. If you've run a great, massive-call generating Big Payoff ad, the first thing you're going to be asked when they call is "how does this offer work?" They will want to know if you're going to stand by the promises you made in your ad. Your response should always be something like "my sellers who participate all get offers in 34 Days" (or whatever is appropriate for the specific offer). Put your money where your mouth is. No ifs, no buts, no terms and conditions, you simply agree with everything you promised and don't get sidetracked with diarrhea of the mouth. Stick to and reinforce the benefits in your ad...the reason they called you...and don't quiver. Stand tall.

## ■ APPOINTMENTS ARE ORDER TAKING OPPORTUNITIES

Now they know you're serious. Not only did you have the guts to put out a show stopper of an ad, you've backed it directly and unequivocally over the phone. By using a little more NLP magic, you can capitalize on this ever-increasing authority that you have created by using the principle of "scarcity".

Ever wondered why hot guys and girls get so much attention? It's because there are more "average" guys and girls out there, so the hot ones are scarce. We value what is scarce – from rare wines to diamonds, if it's thin on the ground the value shoots up. It's the same with your time. By making your time scarce, you drive up the value. So TELL them that they are going to have to grab whatever time you "might" have available to help them.

Here's an example:

"My schedule books very fast. I can come over on Wednesday at 3 PM or Thursday at 5 PM. Which is better for you?"

You're not making yourself available whenever they wish. You're not even asking when they might be free. You're telling them about the only two days in your busy schedule that are still open. You leave them with two simple choices (see the last section where I told you people hate to think too much) – and making the decision to meet you easy and WANTED.



Don't believe this works? Sit up and watch infomercials at 2 AM. These guys are the true geniuses in advertising. 3...2...1 and it's gone! These aren't small advertising companies that you're watching. They are mammoths because of their advertising prowess, largely using authority and scarcity. Stuff works. Do it.

## ■ MAKE THE COMPETITION COLLAPSE

Now, we're never working in vacuum. There's always other brokers and agents itching to take business. Many times your seller will respond with, "we're interviewing other agents". Well, who cares?

You're the authority. You're the agent with the courage to make a big payoff promise, and you're the agent who books up fast. The key is to show them you're not phased. In fact, you're going to **encourage** them to speak to those other agents, because you KNOW you can beat them.

Say, "Finish all interviews first so I can come over and show you how to really sell fast and for more money and get your home on the market. I'll take your last appointment and we will list your home then. How about Friday?"

Sellers love confidence, because confidence sells houses. By demonstrating your confidence even when there's pressure from competitors you show the seller directly that you've got what it takes to sell their home.

## ■ PRESUME YOU'VE ALREADY DONE THE DEAL

**What you're doing throughout these calls is covertly closing the deal.** By the end of the call you just need to make sure you're going to have everything you need on hand during the appointment to get a deal signed.

Psychologists have proved that people respond naturally to presuppositions. By presuming you've already done the deal, you'll get sellers to respond positively and helpfully. All you have to do is to speak in presuppositions, which is simply a way of leading or "pre-supposing" what is going to happen. You are actually "programming" their conscious mind and it WILL respond. Didn't know you were so good at hypnosis did you? You little trickster!

When I've set the appointment, I'll say, "I'll see you Wednesday. I'll arrive on time, you will have your deed and key on the table when I arrive. I'll need that to fill out the listing paperwork. You just have all parties there who will sign the listing agreement. I'll be in and out in about 30 minutes. We'll have you on the market ready to go."

If your marketing and your phone calls haven't closed clients, your marketing and your calls suck. Try this. It becomes comical WHEN it starts working for you. In my record month, it helped me list 107 regular, old, traditional single family homes. Not too shabby. Will you list that many homes this entire year? When you do this you definitely could.

# 4 CONTROL THEIR FOCUS

Create the right relationship the minute you meet.  
Be a friend, not a butler or their boss.

## ■ BUILD INSTANT RAPPORT

The best way to build any kind of rapport is to be the same... "match" your prospects. It's about fitting in, and showing you're a part of the seller's world. It's like getting into the latest club. To get past the meat head on the door, you've to look like you belong. There's no point showing up dressed like a dork.

So arrive on time to the home, as expected. Don't arrive early like an unwanted surprise gift, and never, ever show up late. Do exactly what you said you'd do. Stay congruent with your pre-supposed experience that was promised. The more you do this, the more authority you build up, and the more comfortable your seller will feel.

Don't appear anxious. It might seem obvious, but turning up chewing your nails, sweating buckets and fidgeting isn't going to create confidence. Imagine going to hospital and finding your surgeon shaking outside the operating room. Would you be jumping at the chance for an operation?

Most importantly, **dress how you think your client will dress**. If you're visiting a blue collar family, don't show up in a spiffy suit and tie or you'll alienate yourself from them within the first minute. They don't want to see their boss, a person they probably hate. Equally, don't roll up in cut off shorts and flip flops if you're selling a banker's mansion.

## ■ SPEAK THEIR LANGUAGE

Throughout this process, you want them to be comfortable around you so that you can control their focus through simple rapport building. How you speak has a big effect.

Don't talk like a "stiff". A "stiff" will say things like "I'm the trusted realtor in this locality, and my refined techniques are appreciated by all my clients." It's the kind of boring, content free nonsense that went out around the time of the Mayflower.

Command their attention and put them at ease by speaking as if you were their friend. Still an authority, but a friend. Use direct, simple language. Here's an example:

"Jim and Jill, I've sold a lot of homes in the area. I'm sure this is a stressful process for you, but I assure you that I can make it really easy for you. We'll go out and have a drink after closing and that's going to happen real soon. Let's get started, we've got 30 minutes to get you listed."

## ■ THIS IS AN ORDER-TAKING EVENT

It's 30 minutes of your life where you can be the authority and follow through on what they expect you to do from the beginning. You're there to list their home. Do it, and do it in the 30 minutes promised. You're just delivering on their expectations. You're going to lead them through the process, calmly and efficiently. It's all in a day's work, something you do all the time because you're ALWAYS listing new properties because you're so successful.

**The best way to begin, is to ask for a tour...**

# 5

## GO ON THE “TELL-ALL HOME TOUR”

Silence your internal interior designer.  
Get them to tell you HOW to list their home.

### ■ CURIOSITY CAUSES SALES

Right off the bat, take a tour of their home and ask questions. The more you ask, the more rapport you'll build. You're not there to tell them their curtains are awful, or the cupboards need a lick of paint. Don't give advice, don't give your opinion, get them to open up about their home, with the mindset that they have already closed with you. JUST GET THEM TO TELL YOU EXACTLY WHAT TO SAY IN ORDER TO LIST THEM RIGHT THEN AND THERE. Just ASK! They WILL give you all of the answers you need. Be a sponge and suck it all in and then spit it right back out to them.

As you walk through the home, ask for closing points and you fish for affinities. I have trained almost 30,000 real estate agents in recent years. I will tell you unequivocally that the number one reason they don't get a sale, is because they don't ask for it And they don't ask the right questions BEFORE closing prospects.

They beat around the bush, they insinuate that prospects should list but they never straight up ask, tell or LEAD them to. So what do you ask on the home tour? Here's a few examples:

*“What's your perfect closing date?”*

*“What are your biggest fears about selling?”*

*“What would make this process perfect? How much money would you like for the house?”*

Every room in the house is an opportunity to find out more. The more you learn, the more ammunition you have when it comes time to close. If you know other agents have visited the property or if they've used another agent(s) before- ESPECIALLY if they have just had the unenviable experience of having their listing EXPIRE- ask about it:

*“What did you like about what the other agents offered?”*

*“Have you used a broker before?”*

*“Did you have a good experience?”*

*“Why aren't you re-hiring your current agent?”*

*“Have you had an agent that did a great job? What do you like about her?”*

*“What could I do to make you feel part of the process?”*

## ■ FISH FOR AFFINITIES

You find out what you need to know and then build affinities. See pictures of their kids hanging on the wall?

“Oh, are those your kids? How old are they? I have kids.” Parents love other parents.

“You seem to travel a lot. Where’s the last place you went? Where would you recommend I go?”

If ever there was a time to pull out your trusty dog photo, it’s when you see the seller’s dog taking a nap in front of the fire. “Would you like to see my dog? I’m a real dog person.”

These questions will tell you exactly how to be liked by them. People do business with people they know and people that they like. By getting to know each other, finding affinities you can play on, and showing you understand their world, you’re building an invisible bond with the seller.

Now remember the answers to your closing and affinity questions and then simply sit down at the table and you get into rapport with them. Geez...as I write this, I imagine how EASY listing homes is NOW going to be for you. When you FOLLOW WHAT IS SAY TO DO, you are going to see a quick and easy transformation take place in your life.

# 6

# PRACTICE THE ART OF HYPNOTIC RAPPORT

Save your life story for your grandchildren.  
Become your seller.

## ■ HOLD UP A MIRROR TO YOUR SELLER

Most real estate agents think you need fancy schmoozing, an artificial shine and some kind of mystical sales mantra to lure unsuspecting sellers into a close. I've wasted hours listening to trainers who have no f-ing clue, droning on about 'getting in sync' with clients. Many clients have been bored to tears sitting through the life stories of agents who don't understand how simple it is to build hypnotic rapport. And they definitely never list with those boring "me, me, me" story-tellers. They don't care about you. They WANT to be sold! And to do that, you just need to get in rapport and FAST.

I can show you how to do it in just one minute. You don't need to know anything about hypnosis or Neuro-linguistic Programming to do this but there's a component of both that works here (I know...more hypno mumbo jumbo...trust me, this is so dang easy). It's a simple technique called "mirroring". It literally takes a few minutes of observation and follow-through. Try this:

Sit down at a table with your client and match their sitting position. If they lean forward and cross their arms, you cross yours. If they're speaking fast, you speak fast. If they breathe long and deep, you breathe long and deep. If they have a glass of tea and offer you one, you take it.

You match them. You're in rapport. As a master lister, trust me on this: once you're in rapport, it's over. You are one of them. They follow your commands. Congrats, you've just learned covert hypnosis and you're only at step 6.

## ■ RELAX, YOU ALREADY CLOSED THE DEAL EARLIER

Now, don't you clearly see why you can't be in a suit and tie with somebody who doesn't wear a suit and tie? Don't you see why you must be in suit and tie with somebody who does wear a suit and tie? This is not about closing, this is nothing but rapport at this point.

This whole appointment is nothing more than taking a darn order, and just not screwing it up. It's as easy as being the teenage kid in charge of making the fries at McDonald's. The buzzer goes off at 7 minutes and you lift the basket- BRAINLESS! Yet almost every other agent who I have ever met screws this up with filler and fluff and I completely steal their listings out from under them every single time by remembering - **We have ALREADY closed these prospects in the first three steps.** There is NO selling to do. Now we're just finishing the game, and you transition effortlessly into secret number seven...

# 7

# DELIVER THE “SLEAZE-FREE” CLOSE

Closing the listing is a natural progression.  
No selling is necessary.

## WINNING FROM THE BEGINNING

Think back to the beginning. We looked at ways to attract sellers so that they would already want to do business with you before you even met. The sum total of the seven secrets here is a process that naturally builds sales. Each stage gets you closer, so by the end, things should happen automatically.

Way too many realtors turn on the sleaze to close. They use sales tricks from the 1970s, the kind of high-pressure tactics that were already going extinct when “Top Producer” name badges pinned to vests were cool. They just can’t help themselves. They’ve ground their way through the sales process, kept their worst side in check to lead the seller to this point, and then their inner monster bursts out, ready to suck them dry. Except it never works, because today’s sellers are wise to the BS. They won’t sign if there’s the slightest drop of sleaze.

## REMINDE THEM HOW CAREFULLY YOU LISTENED

Throughout this whole process, your seller has been telling you exactly what you need to say to list their home. What you do now is spit back everything they told you. Begin with the benefits, bandaging every wound their other agent left or addressing a solution to each issue they expressed. Tell them when you’ll be calling them and what you’ll be doing.

For example: (and yeah, it’s ok to now laugh out loud at how you are seeing this come together and how ridiculously easy this is going to be for you!)

Say you asked a seller why they aren’t re-hiring their agent and they replied; “he listed us and disappeared. We wanted to be part of the game plan.”

You just say:

“Every Monday, I’m going to call you to let you know what the strategy is going to be for this week. Then every Friday, I will call to give you the feedback from during the week and review the price and strategy for the weekend and the following week, based upon the feedback and what is happening with other homes for sale. This way, we can work as a team to sell your home fast and for the most amount of money.”

Or what if they told you; “we loved our agent Susie because she was so creative with our advertising. We LOVED the fliers she made. The pictures were amazing! I took a long time to sell but we know she had so much pride.

You just add:

“When we get this listing agreement signed (speaking still in presuppositions) I’m going to call my professional photographer personally because I know he will just love shooting this house. It’s going to look AMAZING in the ads! And I’ll also get my graphic designer on the fliers (even if you don’t; have one you can get one online at sites like FIVER to make fliers designed for literally \$5.) You are going to LOVE how your fliers look so much better than anyone else’s. The house will look like a palace that every buyer will cherish!”

Or maybe they said; "As long as we sell in 60 days, this will be a PERFECT experience for us."

You'll just feed this right back to them; "

"I will keep you completely informed, comfortable, confident, and happy throughout this process. I never leave my clients in the dark like most agents do. This is going to make it so easy to hit our timeline. I will have you in your new home in the next 30 to 60 days."

This is just so simple. And you will be doing this like it's second nature when you keep learning from me.

## ■ **MONEY NO OBJECT...DON'T LET HIGH SELLER EXPECTATIONS STOP YOU...TAKE THEM ALL.**

I don't care, by the way, if a home is slightly overpriced. I will get a seller who I am in rapport with to get "REAL" very, very quickly, especially one that is on a timeframe. You see, **it's about your relationship with your sellers.** It's not about battling, it's about getting your sign in the yard and working with them and leading them to their own conclusions.

You are now TWO steps away. First, reverse the risk to remove all doubts. Second, TELL them to sign. (Don't worry one bit at this point. They are so ready to pounce on the delicious chance you are presenting to them to work with you BECAUSE you have programmed them with BENEFITS and RAPPORT...their mouths are watering like hungry dogs. Just give them the treats they are begging for and they will heel at your side until you let them off the leash after closing.)

This is where we're going to pre-list them with risk reversal. I'm going to direct them to read and acknowledge a cancellation clause right up front before they sign. You want people to say yes, even by acknowledgement, in small steps. It's a sign that they are following you. They are conditioned and responding. This way there's no sales pitch:

"So the first thing you'll be acknowledging is my cancellation clause that takes all the risk off of you completely and guarantees that you're going to get exactly what you want. If at any time you feel like you're not getting exactly what you want, you can just call me and say I want to cancel and move on to somebody else so you're not tied into any agreement with false promises. It's right here in your listing agreement. Just initial next to it to acknowledge that you can change your mind if you're not thrilled."

Then you tell them to sign the listing agreement: "Here's the terms of the listing agreement. Here's the commission, here's the price, sign here, and hand me that deed and key so I can put it on the listing agreement." Done.

## ■ **YOU ARE NOT IMPORTANT... IT'S 1000% IN THE PROCESS.**

You see, closing is a natural progression. No selling is necessary at these appointments. None whatsoever. You don't have to go through a huge booklet of pages filled with pictures of your team or your awards. Instead, have them flip through a book of pictures of satisfied, happy customers. Remember, tell them what benefits they will get from working with you and then SHOW them what the results look like. I didn't cover this but it's another NLP/Hypnosis thing called "Social Proof". Remember those late night infomercials and other commercials with celebrity endorsements. Celebs aren't cheap. SHAQ is HUGE and so are his fees. And companies know the value so they spend. All YOU have to spend is two seconds of your time taking pictures of your clients standing next to "SOLD" signs with your name on them and huge ear to ear smiles on their faces. Then lay your "**Happy Client**" book open as you talk. It's a good subtle mind trick. Works like magic.

As an aside, I knew a car salesman once who was wildly successful. You know what was the difference was between him and every other guy in the place trying to peddle 4-wheels and American Dreams? His entire office was covered wall

to wall in pictures of people smiling. It was truly amazing to see how he would walk away in the middle of negotiations and how the customers would get up and look at the pictures while he was “talking to the manager”. He’d walk back in after about 5 minutes and close them right down-BRILLIANT!

## YOU CAN LIST HOMES IN LARGE NUMBERS, WITH EASE.

That’s it. There’s no magic listing presentation, there’s no magic words. There’s building rapport through asking questions and a few little mental tricks. You can do all of this today regardless of your experience in real estate because it’s not about how many homes you’ve sold, **it’s about what you TELL sellers that can do for THEM.**

Sellers don’t care about you, you’re not important. If you’ve done your prep work right, you’ve sold them at every stage on what you can do for them. You could be invisible, an alien, or even just a figment of their imagination, provided they’re convinced they are going to win – the listing is yours.

## DO THIS NEXT TO GET LISTINGS FAST

You are now in possession of a set of tools that can prevent you from wasting time, watching your business drown, getting ripped off by sleazy real estate trainers or being swallowed up by monster companies who are out to devour our industry (and your livelihood) as we know it.

But unless you take action with this guide, it’ll remain an underutilized tool that sits there gathering dust. It’s like having the keys to your dream car and keeping it parked in the garage!

So, you have two choices. **You can roll the dice** and risk your time, energy, and money trying to figure out all of this yourself.

**Or you can be a part of the AOF MOVEMENT** that will transform your life and forever shield you from unwelcome competitive predators, regardless of their size.

You see, getting more listings is a deceptively simple process – just seven key steps to follow, what could be simpler?

The truth is that with the right support, ongoing advice and a program of continuous improvement, the sky really is the limit. It’s the reason I began the MOVEMENT.

To learn about “The Agent On Fire BLAZE” and begin your transformation to a life of wealth and freedom in real estate, beginning today >> [CLICK HERE](#) <<