

AGENTON FIRE® BLAZE

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Fall is Rollin' In Quickly and Magic Mike is Coming Aground and Rolling Out a Fruitful Plan to Squash the Year End Blues... ...and Ambush Your Competitors!

So it's beginning. The year is winding down. The summer "heat" is pulling away from the market. Listings (and commissions) are getting more and more scarce, and the prospect of a rewarding fall season is disappearing like outgunned Indians being chased from their grounds by heavily armed Englishmen with crazed looks in their eyes. There's a lesson to be learned from our history here. We're undergoing a massive change in our business, as we know it. Invaders like Zillow and Open Door are disrupting the industry with never-before-offered programs that many sellers PREFER over our more traditional practices. We are in fact, the outgunned. The market itself has made major shifts. With sellers become more scarce and the agent population remaining relatively stable, there's simply...

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...too many Chiefs and not enough Indians.

So the lesson.... DON'T RETREAT. You will never get your ground back. Momentum is easily lost and not so easily recovered. Sharpen the arrows, adapt your weapons and go on the ATTACK.

Yes...we undoubtedly will be seeing a little bloodletting as we finish out the year. Things are dramatically changing and slowing is simply inevitable. So this month I've decided to do a detailed, yet concise, recap of a start to finish strategy for rounding up a bunch of listings...fast.

And the good news is that this works in ANY market, no matter how "hot" or "cold". When you differentiate your offering...much the same as the likes of Zillow and Open Door have...you can quickly and easily gain control of your market by gaining a decent (and even very large) share of the listings...EVEN IF you have never listed a home before...EVEN IF no one has ever heard of you.

I'm going to need you to follow EXACTLY what I tell you to do...

You're going to need to cast aside any current doubts or false "logic" that you have in your head...

You'll need to TRUST ME on EVERYTHING that I'm going to lay out for you now...

- When it comes to listings...I am THE expert.
- I have listed as many as 107 homes in a single month.
- I have been featured in "Billion Dollar Agent" for my marketing prowess.
- I was an early recipient of the RE/MAX Diamond Award (highest commission honor).
- I have been ranked amongst the top agents on the world.
- I am a member of the Forbes Real Estate Council.

**And I achieved ALL of this and MORE because of one thing....
...My ability to GET LISTINGS...LOTS OF LISTINGS.**

Now, I don't tell you all of this because I care one bit about my accolades. I simply tell you this to hopefully peel away any layers of "*what if I can't*" and get you right into "*I can and I will*" thinking, by letting you know and fully understand that I know how to get listings and I have a lot to each you.

I am very grateful to be able to help you to transform your "practice" into a "business" and to create some sustainability by getting you laser-focused on LISTINGS. Buyers are for the birds. Hunt them...not Indians.

So, let's start with the most critical first step...Choosing a "SAM" (Small Area Market).

This is THE MOST IMPORTANT step in the process, yet most agents will skip it, because it involves "research"...the grunt work that they hate to do...The work that will weed out the lazy...The work that will reap the most reward. If you're among the lazy and you have no intention of doing this WORK, then I'd suggest rolling up this newsletter, lighting a match and setting fire to the corner and holding it up like a torch. It's YOUR torch that you choose to carry. Watch it as it burns, metaphorically representing the slow demise of your real estate "career" as it quickly turns to embers in your hand. Might seem dramatic, but it's fairly representative. Those who won't do the WORK will end up with ashes. Those who DO...well, they become RICH. You choose.

The concept of starting with a SAM: You eat an elephant one bite at a time. None of us are like Coca-Cola who can broadcast a brand message across the entire nation. So, we start in a highly concentrated area, where we can use very strategic marketing steps and "brand awareness" tricks, to subconsciously position ourselves in the minds of local sellers as THE person to talk to when it comes time to sell a home...the proverbial "guy or girl at the top of the hill whom everyone lines up to do business with."

As you successfully saturate your SAM, then you slowly begin expanding it. I am sure you can understand how much easier it is to cross-pollenate the immediate areas that touch the edges of your SAM, than it is to just start all over again in random, detached areas. In the adjoining areas, your brand and messaging is ALREADY being seen by the potential sellers in their day to day travels as they pass your yard signs and other sorts of advertising (directional, billboards, etc.), so the "familiarity principle" has already begun working for you. Now, you just build on the familiarity with some personal and direct targeted marketing so it takes off like wildfire...keeping your costs at a minimum and your returns high.

The four considerations for selecting a SAM

- Average Rate of Turnover
- Price Point of One Potential SAM vs. Another Potential SAM
- Proximity to Your Primary Market
- Domination by a Single Competitor

SO, LET'S TALK ABOUT RATE OF TURNOVER...

The first thing that you must understand is that there is no EXACT number that can represent a PERFECT SAM turnover ratio. In fact, it's quite arbitrary and completely dependent upon conditions and statistical data for your specific market area. It is COMPLETELY RELATIVE.

To illustrate my point, I live in an affluent northwest suburban area of Atlanta. The schools are rated some of the best in the state, there's lots of families...typical suburban GA "mom, dad and the littles" type of area. For obvious reasons, our rate of turnover is pretty darn good. People are moving up, around, kids leaving the nest, promotions and job transfers. Bustling activity is spurring moves. Just north of my town is an area called Cherokee county. Cherokee has lots of farmland; it's a bit further out (less convenient to get to the city). The schools are good but quite as highly rated. Some areas turnover quite well, while others don't. Many empty nesters progress North and don't have the propensity to move...some old homesteaders continue to stay on family land... there's a list of reasons that this area just doesn't quite "churn" like my stomping grounds in East Cobb. But it doesn't mean that Cherokee doesn't have good SAM areas. It simply means that you need to adjust your turnover rate expectations, according to the local trends.

How I factor the rate...

I use smaller "parts" of the area. In East Cobb we have "subdivisions" So, I look at each of them individually and then piece neighboring ones together to form a complete SAM.

Here's the formula:

Total Number of Home Sales in a Given Period (usually 12-24 months)

DIVIDED BY

Total Number of Homes in a Subdivision

So if a subdivision has had 24 successful sales in 12-month period, and the neighborhood has 400 homes, then the equation look like this:

$24/400 = .06$ (6%) – that's a pretty darn good rate of turnover
(and it may be much higher or much lower than a good rate in your market.
Remember; use relative numbers.)

I simply record that number and I move on to another neighborhood in my potential SAM area. I continue analyzing EVERY subdivision within the geographical location of my potential SAM area that I anticipate working. Yes, it's grunt work. Yes, it sucks. However, YES...it produces MULTIPLES of value for the work that you put in. This is the difference in being a strategic marketer who brings home large commissions every month and the loser who tosses out good money after bad because he was too darn lazy to do any homework....DO IT!

Pro-Tip: Usually, you will have a pretty darn good idea of the price range that sells the best in your area. You can sort of shortcut the process using this knowledge. When determining your SAM, start evaluating subdivisions within that range. Ignore ALL other factors like "Competitor Domination" at first and just begin with the price and turnover rates.

SORT THE LIST...

When you've finished the grueling task of calculating the turnover rates, sort your list of subdivisions (by the way...if you don't have subdivisions, simply create area "groups". Maybe you bundle "townships" or "street blocks" or certain "square mile areas" together...you get the idea) into a list on a sheet of paper with five columns.

Subdivision Name	Turnover %	# of Homes	Avg. Sale Price	Potential \$
Mill Creek	6%	300	\$250	\$_____K
Chimney Spgs.	4%	700	\$350	\$_____K
East Hampton	3%	500	\$500	\$_____K
East Spg. Lake	4%	600	\$450	\$_____K

You can see how this is taking shape. It's a very formulaic approach that allows you to see which subdivisions (or areas) are the ones to go after.

So, here's how the WHOLE THING breaks down.....

I'm simply taking the percentage of turnover and multiplying it times the number of homes in the neighborhood...

Mill Creek $.06 \times 300 = 18$ home sales predicted in next 12 months

Then, I'm figuring the average commission that I might make on a home in Mill Creek, by taking the average sale price and calculating by MY commission rate.

*******DISCLAIMER: THERE IS NO SUCH THING AS A FIXED COMMISSION THAT DIFFERENT BOKERS SHOULD CHARGE FOR THEIR SERVICES. COMMISSIONS ARE TOTALLY NEGOTIABLE BETWEEN BROKERS AND THEIR CLIENTS AND NO TWO BROKERS, OR THEIR AGENTS, SHOULD EVER BASE THEIR FEES THAT THEY CHARGE ON THE FEES THAT ARE CHARGED BY OTHER BROKERS. THAT IS PRICE-FIXING AND IT IS ILLEGAL. ANY EXAMPLE THAT I EVER USE IS PURELY INFORMATIONAL AND NOT REPRESENTATIVE OF FEES THAT I CHARGE AND SHOULD IN NO WAY BE USED AS A BASIS FOR CONSIDERATION WHEN DETERMINING WHAT TO CHARGE YOUR CLIENTS. I MERELY NEED A NUMBER TO USE IN SOME EXAMPLES.**

So...

Mill Creek Average Sale Price= \$250K.

Commission + \$250K x Rate of Comm.= \$_____ Average Potential Commission

Then for Mill Creek it's simply....

18 (forecasted sales) x Average Potential Commission = Potential \$ (column 5)

Now, you just go down your list and complete the math. When you have finished, it's pretty easy to see which subdivisions may be the best ones to target.

You can see that first two factors in choosing your SAM...**Turnover Rate** and **Sale Price**...are by far the most empirical and important. They give you hard numbers to work off of. They don't give you EXACT predictions, but they get you fishing in the right ponds.

For instance, you may be able to predict that roughly 18 homes will sell in Mill Creek next year, but you can't predict how many of the sellers will bite on your bait (advertising and pitch). However, using the math that you've done, you can safely assume that in similar neighborhoods, you will "close" nearly the same percentage of opportunities in one neighborhood vs. the next. So, for example, if you have 18 home sales in one neighborhood and you get 6 out of the 18. It's likely that you can do 6 out of 18 in another similar neighborhood....so the data is pretty relative and most definitely useful....make sense? Good.

Now there's the last 2 SAM determination factors....**Proximity to Your Market Area** and **Dominance by Competitors**. These are rather abstract factors and they may be either of little or of monstrous importance to you...depending on your personality, tenacity, fearlessness and willingness to go the extra mile (quite literally).

Proximity does matter with certainty in one sense...When you are choosing your SAM subdivisions, it's CRITICALLY IMPORTANT that you are choosing subdivisions that either adjoin each other or that are in very close proximity to one another.

This is why you examine EVERY subdivision in your potential SAM area...you need a solid selection of subdivisions in a concentrated area, so that you can begin grouping them. And it's extremely simple....

You just choose the subdivisions with the highest potential \$ returns for you, that are nearest to each other. It is ideal if your calculations work out in way that the highest potential subdivisions actually connect to each other, but it's not vital. As long as they are in what you would call a "very close" proximity, then you are fine.

You want your SAM subdivisions to be “very close” because you want to illicit the “familiarity principle”. When the residents drive to work, to the grocery store, to errands, to pick kids up from school, etc...you want them to be seeing your name...even when they aren't yet thinking of selling. You want to be automatically positioned in their minds as the “THE guy” (or girl) to call when the time DOES come to sell, or when they have a friend ask them if they know a good agent. This happens very quickly and easily as you start planting signs in yards and placing directional signs on street corners. We have a “system” in our minds that automatically groups and records certain categories of information and then it recalls the information when it recognizes similarities in your thinking. I'll spare the psych lesson. Just trust me. You want to be positioned here and by having your name seen repetitively as an association with home selling, you will be “THE home selling person” in the prospects' minds...automatically.

It happens with your primary marketing too...People TALK! If you are saturating a SAM with postcards for example, and one neighbor asks another for a referral to an agent, you can easily be the one who is “top of mind”....

“Bill, Susie and I are thinking about moving. Do you know of a good agent?”

“I don't know Jim. What about that guy Mike Costigan? I see his signs around here and I get his postcards.”

“Oh yeah. Thanks Bill. I've seen his name. I think I get his postcards too. I'll call him.”

Or even better...

“Bill, we are moving...who's that agent that makes those outrageous offers when he sells your home?”

“Oh it's Mike Costigan. He has a couple houses for sale on Hearthstone Circle.”

“Oh yeah. I'll drive by them and get his number.”

What I hope you are seeing here is that the power in choosing a SAM vs. going after what I call a “WAM” (Wide Area Market) is the ease of saturation...looking larger than life...being the shark in a puddle as opposed to a minnow in the Pacific.

There is POWER in dominance of a SAM.

- There is EFFICIENCY.
- There is MULTIPLICITY in your advertising efforts.
- There is AUTOMATIC “EXPERT” POSITIONING.

So, then what about DOMINANCE BY A COMPETITOR?...Don't be a baitfish...be a GREAT WHITE! Look...this is entirely based upon your guts at this point. I'm usually not scared of agent dominance and don't give it any credence at all unless the competitor is doing more than 30% of the transactions in a neighborhood.

If it's a neighborhood that I REALLY want...I go for it. Now, I'm not a believer in wild-eyed optimism and chest thumping. So, I would highly suggest that if given the choice between a dominated subdivision and a similar one with no dominance by any one agent, that you choose the path of least resistance...for two reasons...

First...A “ZERO Dominance” subdivision is one that you will be able to gain traction in more quickly.

Second...You are likely never going to disrupt the market share of someone who has a stronghold to a degree that allows you to maximize your market share in the same proportion that you will get in a “ZERO Dominance” subdivision.

That being said, for me, if I don't see anyone with 25-30% dominance...I truly don't even consider the competition.

Now....choose your SAM wisely and tackle it! You see, this is an exercise that few agents will ever complete, and it's a big reason why most FAIL out of the business early on in their careers. You MUST run your real estate business like a BUSINESS. Solid businesses run with efficiency...keeping cost down and maximizing returns. And it all begins with data. We are very fortunate in the real estate industry to have all the data required, right here at our fingertips. We can literally spend a few hours planted in front of our computer, and map out a winning (and MASSIVELY profitable) strategy. Take advantage of this luxury...or be doomed. **SHORTCUTTING THIS IS FOR LOSERS.**

When you choose a SAM wisely and you WORK IT...

You will get MORE LISTINGS (for \$ spent).

You will get listings FASTER (for \$ spent).

You will get BONUS LISTINGS (with \$0 spent...because of “familiarity”).

So I reiterate...WORK IT! Or the sharks will be gulping you down like bloody chum in the water because you have aimlessly allowed the current take you into deadly places instead of swimming to your own scoped-out hunting grounds!

Marketing the “Right Way” to your SAM is key....I’m telling you right now my friend....and you better cement this into the old marketing noggin’....you gotta be UNIQUE. The same old BS that’s touted by your typical “lesser” agents is just gonna get ya’ nowhere fast Geronimo!

If you start spouting off things like...

“I’m #1.”

“Neighborhood Specialist.”

“Look at this stupid picture of me and my dog.”

Then just go hang up the old real estate license now...

YOU ARE DOOMED!

Literally.

With the way the climate of this market is swiftly changing, there isn’t one stinking bad marketer who will survive its wrath. I’m already laughing at the carnage it’s leaving in its wake.

Agents come to me EVERY DAY...WITHOUT EXCEPTION...for help.

...And frankly...I can’t help those who won’t listen to me when it comes to marketing.

It begins with a shift in thinking...if you want to thrive in a market of uncertainty then you need to CREATE certainty. And the way to do so is to shift your mental (and practical) view of yourself and begin identifying with being a “MARKETER who just happens to sell homes”. A typical “Agent” is nothing but a damn tour guide...and they are paid accordingly. Problem is...with inventories shrinking and interest rates pushing affordability limits, the lines of sellers and buyers waiting to take a ride are getting shorter...and agent bank accounts are growing proportionately smaller. Become a MARKETER or kiss your career goodbye.

And it requires a much more aggressive strategy...if you want sellers to respond to you, then you better give them a pretty darn irresistible reason to call you and ONLY you.

Most agents don’t know HOW to do this....

Many that do are SCARED...

BOTH of the types above are doomed.

I coined a term **“Mass Attraction Marketing”** and I’ve taught it relentlessly over the years to agents who have had great success in getting listings. To avoid too much redundancy I’ll give you the “Cliff’s Notes” version here (you can read though recent back issues to learn more)....

“Mass Attraction Marketing” is not about headlines and simple “acknowledgement” scripts alone. It’s a COMBINATION of “Outrageous Offer” headlines and “NLP/Hypnosis” Conversations that “Future Pace” prospects into doing exactly what you subconsciously command them to do. It’s done with very simple pre-framing of your expected interactions BEFORE you ever meet them. I know it may sound crazy and a little *“I can’t do this”*, but I assure you, it’s very simple... and you don’t have to know any hocus-pocus to execute it successfully.

I’m going to literally lay out a few Mass Attraction Marketing examples below, so you can just copy them and use them right away. Again, you can read through some recent back issues to get more detailed explanation, but I want you to be able to get right to using these Ads and Conversations, so you can get a big jump on the market slowdown while your competitors are scurrying. Many of these guys will begin writing off the end of the year and considering the Spring/ Sumer season to be their fiscal accomplishment. Now is the PERFECT TIME to capitalize on the slacking off that is ensuing.

The BIG companies are also a major threat...now more than ever...

ZILLOW is buying homes! Yeah. They entered into the home-flipping game earlier this year.

Open Door...cash offers...and good ones.

RedFin through “RedFin Now” buys homes and resells them to consumers.

They are ALL in one way showing prospects how to dispose of their homes though alternative means...even “bypassing agents”.

So how do you, the single little guppy in the sea of monsters, compete?

It’s downright scary!

EASY and SIMPLE...see, I actually just gave it to you...SIMPLE.

KEEP THIS SIMPLE...

...Avoid all gimmicky “sales funnels” being pushed as the magic online sales-creation tools.

...Run from “personalized seller websites” that claim to bring you listings by inserting your face and bio into a template page.

...Stop buying “placement” or “zip code” ads on national websites.

...Quit buying “Home Evaluation” leads.

...FORGET FACEBOOK! HUD just sued them and now you can’t even target homeowners like you used to!

FOCUS on your SAM and POWERFUL “MASS ATTRACTION MARKETING”.

Use Postcards, Letters and Sequences

CALL them

KEEP IT SIMPLE....Works 100% of the time...no guessing or “trying”.

Speaking of not guessing or trying out things to get them right...Let’s just go ahead and dive right into things that work...“Mass Attraction Marketing” headlines COMBINED with Future Pacing conversations.

I want you to completely understand the psychology before I give you examples to use.

Mass Attraction Headlines:

...**Give Sellers IRRESISTIBLE REASONS to call you** (not just future sellers either...also EXPs, FSBOs AND Homes that are ALREADY ON THE MARKET with other agents. You never target them individually, but if they see your ad they often call you. You just inform them of the real estate rules in your area and schedule appointments accordingly.)

...**Cause sellers to “nearly” PRE-SELECT you as their agent.** Many times, a solid ad will add up to an opportunity for you to slam-dunk a layup. In other words, the ad is so good that the seller simply needs to hear you tell them WHAT will be done in order for them to get the benefit that they saw in your ad. When they call, you do exactly that...but you MUST do it in the manner that I outline in each conversation example that I give you. Sure, simply reinforcing what they’ve seen can work, but “Future Pacing” is different. It’s using real Hypno techniques to actually PROGRAM them into being ready to list.

So...instead of *"Yes. That's how the offer works..."*

...it's more like...

"Thanks for calling. When you use this system, you will get _____. I'll come over on Thursday. You just have your key on the table for the lockbox and we will have your home up for sale in 30 minutes or less."

See the difference?

The first example just sort of reaffirms what they've already read in your ad.

The second example is a really powerful subconscious "closing" conversation (although as a sample, I've abbreviated it.) It "future paces" events that will happen by the use of presuppositions. This is NOT a normal canned "script" I am the only mentor who teaches this Hypno-infused magic.

This "Mass Attraction Marketing" conversation future paces events:

"When you use this system"

"You WILL just have the key ready"

"We will have your house listed for sale in 30 minutes or less"

You don't need to study Hypnosis or NLP to be able to do this. Just learn "future pacing" the way I teach you. Practice it. It works miracles. You see, each time you make a future pacing statement and the prospect does not stop you (something they rarely do btw), they are passively giving you an "ok". When you get an "ok", we call that being in "agreement". So, throughout our conversation, we condition the prospect to "agree" with and "commit" to us by getting as many "oks" as we can. Naturally, as part of the human condition, most people will never break an agreement or commitment (you have agreement and commitment when you get the sequence of "oks") because it goes against social norms to do so...nobody wants to be seen as a sociopath... except sociopaths.

On the following pages, I'm going to provide some complete "Mass Attraction Marketing" headline and conversation pairings for you to use. I very much encourage you to not only copy them, but to also modify them to fit the desired outcomes that sellers may be looking for in your market. Only YOU know the wants of your local sellers, so your input and tweaking will make the pairs more powerful.

Tweaking makes you an expert... I'm giving you a cheat sheet here...I'm basically giving you the abstract piece of art. All you need to do is connect the dots and color it in and make it a masterpiece. You don't even have to start with a blank canvas... PRACTICE making tweaks...

you will be an expert before you know it. And once you “hit” with an ad and conversation pair that works...GO BIG WITH IT...Over and over again. Good “Mass Attraction Marketing” pieces have a long shelf life. In fact, you will likely tire of them before your prospects, but KEEP RUNNING THEM and extract every listing you can from your SAM.

On to the “Mass Attraction Marketing”....

Here’s a good postcard example...

Front of Postcard

**“Get My INSTANT TOP VALUE OFFER
to Buy Your Home!
My Exclusive “Instant Top Offer”
Program Eliminates All the Worry and
Hassle Involved in Selling.

Call Me Now at 777-777-7777...and
Start Packing!”**

Back of Postcard

When you claim your “Instant Top Offer” appointment, you immediately are GUARANTEED to receive my very best offer to purchase your home.

I completely eliminate the need for you to worry about selling, right up front.

In other words, you can focus on finding your next home, because you know that your home is already sold.

My exclusive “Instant Top Offer” Program is the only program of it’s kind that allows you to get the most money for your home and breathe easy with no gimmicks or tricks. We simply agree on a price and your home is sold.

Call me now at 777-777-7777 to secure your “Instant Top Offer” appointment.

*A word about this “Instant Top Offer” Program...this is designed to directly compete with the likes of Zillow and others who are making instant offers. The advantage that you have as an agent when a seller sees YOU making this kind of offer, is that YOU are the one seen as the “local professional” with the interests of the community at heart. I’m not saying that Zillow and others don’t. I’m just saying that it’s likely that the perception of “care” is more easily believed when it’s attached to an individual rather than a huge corporation. So use that positioning to easily defeat the huge “outsiders”.

The Mass Attraction Conversation for the “Instant Top Offer”...

“Thanks for calling Bill. So to get right to the point...when you schedule your “Instant Top Offer” appointment with me right now, I’ll come to your house this week. We will sign the required listing documents (if they ask why you need a listing agreement signed just quickly say “it’s a requirement since I’m an agent”). Then we will agree on a selling price and you will just get ready for your move. I only do of these per week and I can come over Wednesday at 4 or Thursday at 5. Now, you choose which is best? Great! We will wrap everything up for you then.”

You see, I’ve future-paced the following:

- He will schedule the appointment (at end of call).
- He will be expecting me to come to his house this week.
- He will be signing a listing agreement.
- We will agree on a price.

The deal is done! Seriously, it works masterfully. You have ZERO selling to do at the appointment. It’s already done on the phone. All you have to do is stay congruent with your “agreements” and do what the seller already expects and has already agreed to. Honestly, I do expect you to slip into the “Me...Me...Me...” talk about how great you are and I expect you to try to “sell” them on you, It’s natural Just recognize that when you do it, you are just wasting time...and increasing your chances of unwinding a deal that’s already done.

So, for this ONE example I am going to outline the Program for you...because I know you’re scratching your head about the prospect of having to buy homes. Don’t worry. You aren’t buying anything...unless you want to. This market is LOADED with hungry investors at the moment. Report after report shows a record number of guys and girls entering the investor pool. You just need to align yourself with a handful of good ones and you’ll have all the buyers you will ever need in order to run this unique type of offer. And the good news is that these investors are paying PREMIUM prices for houses at the moment because of the scarcity of “good” homes. If you can bring them good clean homes that others don’t yet know about, they will bid to darn near retail pricing in many markets, knowing rents are super high and decent margins can be made very quickly on flips as well.

Here's how you set up the whole thing...

Go to any REIA meeting. They exist in almost every state. If they don't have one locally, just use Google to find a similar type of investor group or even just single investors with whom you can meet.

Stand up at the back of the meeting and announce: *"I have GOOD, CLEAN, Ready-to-Sell, "Off Market" homes that no one knows about. Who's interested?"*...Proceed to put up your riot shield to fight them off. EVERYONE will want it.

Make an agreement with each investor that they MUST bid on EVERY home that you present them with. Make it clear that they are not obligated to bid any certain amount. Give them full flexibility to bid high on homes that they like and less on homes that they don't.

ALWAYS have at least 2-3 investors in the mix. There are two reasons for this. First, you don't ever want to be in a position where an investor flakes out and doesn't bid. You lose every ounce of credibility with your seller. Second, competing offers is a good thing. It naturally drives the price upwards. Remember, you are representing the seller. In fact, you should check with your broker about the necessity to have certain forms signed by your bidders so that they understand whom it is that you represent. Never have any grey area here. And then act accordingly of course.

Have the seller sign a standard listing agreement BEFORE you present any offers. This way you are protected from being skirted by the investor and the seller and it also becomes just another standard transaction.

Insert two clauses into your listing agreement:

- "Instant Top Offer" clause (terms and conditions should also be attached). *"The seller hereby elects to receive an "Instant Top Offer" on the property and fully agrees to the Instant Top Offer Terms and Conditions attached hereto and made a part of this agreement as Exhibit "A"."*
- "Cancellation clause". *"The seller may unilaterally cancel this listing agreement without penalty at any time prior to finding a buyer for the property by providing written notice to the listing broker."*

The cancellation clause eases their mind in signing the agreement and gives them complete control of the process. RARELY will they just arbitrarily use it unless they feel in some way that they have not been treated fairly. Operate with integrity and this becomes a powerful closing tool for you.

The true power in this clause is in the way that you present it. Your goal here is to get a LISTING. I don't care if it's a listing that you are going to sell instantly via the "Instant Top Offer Program" or by way of a regular traditional sale. EITHER WAY you are going to need the agreement signed. So you present it this way...

"Mr. Seller, the great thing about this is you have the two best options with my "Instant Top Offer" Program. I'll bring you that offer by tonight and you will choose.

Option one...You accept the offer and you start packing.

Option two...You don't accept it for some reason and instead I use my proven selling system to market the home and get another quick buyer and an offer you like.

The first one gets you a faster sale...the second might take a tiny bit longer and it gets you an offer you like better.

So, the only choice you'll need to make is to choose the Instant Sale or a little bit longer timing but with an offer you like better.

And the cancellation clause gives you all the control to cancel everything if it isn't going perfectly. You won't use it because I always get my sellers what they want, but it's there for your security. You're in charge. See you tonight."

See how that worked? You have a listing. And you'll either sell it the same day or later down the road. There's real psychology at work here. We call it being in "buying mode". When a seller is "thinking about selling" he is in "discovery mode"...once he has started the process (especially after signing a listing agreement) he has moved to "buying mode" (as in buying into the process of moving) and he will almost always continue forward with your plan.

Pro Tip: You can always cut the commission on front end to make an investor offer more attractive if they come in too low for your seller. By way of a handshake, you may be able to get the investor to agree to allow you to list the home on the backside of the deal for a flip. Either way, you come out ahead. These are easy and fast deals.

***As always, be sure to run your marketing, offers, programs and accompanying terms and conditions by your broker for approval. And it's always best advice to have them reviewed by an attorney to ensure compliance.** It's not expensive and well worth the peace of mind that you get in making legitimate and compelling offers that actually work for both you and your seller. Master and become known for a program like this, in your market, and your career will massively take off. Honestly, it's things like this that turn average agents into mega-agents almost overnight. You can do this! All you need is a little creativity and the guts to try something different.

Another spin on the “Instant Offer” program...

Front of postcard

**Sell Your Home BEFORE October
GUARANTEED IN WRITING!**

**My “Sure Sale” Program Promises You
A REAL OFFER on Your Home
to Close BEFORE October**

**No BS. No Gimmicks...
Just a Bona-Fide SOLID OFFER**

**Call Me at 777-777-7777
*...and Start Packing!***

Back of Postcard

While most sellers will now sit on the market longer and end up taking LESS MONEY than they need to, you can sell right away and get the BEST PRICE too.

To secure a “Sure Sale” on your home before selling season dries up, you NEED an agent who can make a bold promise and follow it up with a REAL sales contract!

Because my Specialized “Sure Sale” Program is uniquely designed and PROVEN to secure buyers who are willing to pay the best price and close quickly, I can make an offer like no other agent can.

When you call me now to take advantage of my “Sure Sale” program, you’ll have an offer on your home that closes in the next 2 weeks.

Call me at 777-777-7777 or visit www.suresale.com for details.

How about the seller who is worried about prices dropping?

Front of postcard

**Don't Worry About Selling for Less!
My "Top Price" Home Sale System
Promises to Sell Your Home
at YOUR TOP PRICE...**

**...Or I'll Waive My Listing
Commission!***

**Call me at 777-777-777 Now
to Sell Your Home for
MORE MONEY!**

*conditions apply

Back of Postcard

Now that summer has cooled off, most sellers are going to end up selling their homes for a LOT LESS money.

My "Top Price" Home Sale System is PROVEN to sell homes for MORE MONEY!

In fact, I am so certain that it will work for you, that if I don't get you a TOP PRICE that we agree upon in writing, I'll waive my listing commission.

So the risk is 100% on me and NOT you! No other agent will take this risk because no other agent has a program the produces results like mine.

Call me now at 777-777-7777 or visit www.topprice.com for details.

The Conversation...

"Hey Bill, so glad you called. So many people are reaching out to me because they see the shift coming and it's just going to get harder to sell for a decent price. I wish I had time to meet with everyone but I can't. When we meet I'll give you the whole thing in writing and you'll have a guarantee that you will get "Your Top Price" or I'll waive my listing commission. We won't even worry because it always works. You are going to be getting a really unique service from me. I have 2 appointments left this week. I'll come by Wed. at 4 PM or Thurs at 5 PM. Which is best? Great! See you Thurs at 5. You will just have your key ready for the lockbox and we will sign everything and be done in 30 minutes. See you then."

So, I'm sure this program scares the pants off of you huh? Ha! It should! Because ONLY Outrageous Offers like these get the attention of sellers and make them go "Hhhmmmmmmmmmm....How can he do that? I need to call and find out." And ONLY these types of Outrageous Offers actually are worth spending marketing money on. EVERYTHING else produces a mere pittance in returns by comparison...EVERYTHING.

BUT REMEMBER....They ONLY WORK at their full potential when you COMBINE THEM with NLP/Hypno-Infused "Future-Pacing" Conversations!

You MUST get used to pre-programming these sellers BEFORE you get to their home. My methods are ENTIRELY DIFFERENT from any others that I've ever seen used by anyone because I ELIMINATE the need for a "listing presentation" (book, keynote, PowerPoint, etc.) AND the "Sleazy Sale Pitch" that no one wants to hear. And it's 100% in the CONVERSATION beforehand.

When you follow what I tell you to do, you will no longer have "Interview Appointments". You will have TRUE "Listing Appointments" where you simply sign people up as agreed to in advance...and it's BECAUSE of my unique type of conversation.

TRUST ME...I've done this literally hundreds of times with MASSIVE SUCCESS. It's so easy and it COMPLETELY changes your life...and your family will love that you are home for dinner instead of "pitching" some bs for 3 hours...ugh.

So, about the "Waive My Commission" offer...

Just remember, you write the rules (see the little "*" at the end of the offer and the "*conditions apply) at the bottom of the postcard. You simply outline exactly how things will work...

Examples of some "Rules" you might employ...

"Your Top Price" shall be defined as a price that we agree is the highest attainable price based upon your preferred selling strategy. We will agree on this price and sign a document certifying the amount."

"I will waive up to \$X in listing commissions if the home sells for a price lower than "Your Top Price" as agreed upon in writing."

"I will waive up to \$X in listing commissions if I don't bring you a net offer equal to or higher than "Your Top Price" within X days. A minimum 180 day listing agreement must be signed."

"I will waive up to \$X in listing commission if I don't bring you a net offer in X days or less that is at or above "Your Top Price". If you refuse the offer or if the sale fails to close, there will be no requirement for any commission to be waived."

See, there are so many things you can do with this to minimize the risk. I'd set a price that I am 99% sure that I can get and outright eliminate MOST risk altogether.

Remember, you are getting in front of a seller who WANTS to sell. And by using "Mass Attraction Marketing" you can typically eliminate the possibility that a seller will even interview any other agent. Again, this is done by use of a "Future-Pacing" conversation. By the end of your call they have already COMMITTED to you (either verbally or implicitly) that they are going to list with you. They will almost always behave accordingly.

So, once you are in front of the prospect and they are in "buying mode", you are going to be securing the listing, regardless of whether or not they may have to modify their thinking on a "Top Price". I am in no way advocating some sort of deception or bait and switch. I give them what I think is a true "Top Price" that is attainable.

And also remember, ANY program is OPTIONAL. I ALWAYS attach the "(Program) Terms and Conditions" as an exhibit to the listing agreement and I have them initial one of two boxes... *"I accept and wish to participate" or "I decline and do not wish to participate"*.

Either way, you walk out with a listing....

Ok...one last example...the seller who is in a hot market and is freaking out about even putting a home on the market now because of shrinking inventory? You know, the guy who wants to get a new house badly but is really on the fence about doing anything? There are LOTS of those right now and the good old network news channels are just reinforcing the fear...twist the knife!

Front of postcard

SCARED to Sell Your Home?

**Shrinking Inventory Has You
AFRAID You Won't Find a New Home?**

STOP WORRYING!

**Take Advantage of My Unique
“In Control” Home Sale Program
& GUARANTEE to Find Your Next Home
BEFORE You Sell Your Current Home...
...or You Can CANCEL YOUR SALE!**

Back of Postcard

The greatest fear of home sellers today is selling too fast and then not being able to find a new place to live. Inventory is at record lows and it's shrinking...so it's a valid concern...and a CRITICAL consideration.

My “In Control” Home Sale System completely wipes out all of this worry. When you list your home with me, you get my promise, in writing, that you will find your next home BEFORE you sell your current one, or you can cancel the whole process WITHOUT PENALTY (even if you have a contract in place).

I can make you an offer like this, in a way that no other agent can, because I've already proven that it works...so I'LL TAKE ON THE RISK and you can...*Start Packing!*

Call me now at 777-777-7777 or visit www.incontrol.com to guarantee a RISK FREE move.

The conversation...

"Hi Bill, thanks for calling me. I'm glad we connected. When you list your home with me this is how it works. I'm going to stop by and we are going to discuss the type of home you are looking for. Then we will sign the paperwork on yours that gets it on the market and gives you the right to cancel without penalty in the unlikely event we don't find you the perfect next home quickly. We will sign everything and have this going for you in 30 minutes. I will stop by either Wed. at 4 PM or Thurs at 5 PM. Which is best for you? Great! See you Wed."

Quick note about the program...

I'm often asked...*"How can they just cancel a contract?"* EASY...this is just "Real Estate 101". You write a simple contingency in the contract between the seller and a buyer of their home that makes the whole agreement hinge on your seller's ability to secure a new home. For example: *"All parties agree that this contract is contingent upon the seller's ability to secure a contract on another home within X days of the acceptance date of this contract. Should the seller fail to notify the buyer of his right to cancel this contract under the terms of this contingency by (date), this contingency will be deemed to be waived."*

*******Disclaimer: As stated numerous times in this newsletter...I am NOT an attorney and this is not meant to be legal advice in any way. I say some pretty stupid things...just ask my wife ;) You should NEVER rely on my advice when making these offers and writing these rules. I am giving you examples. Seek appropriate professional counsel...Whew! I hate that I have to even make common sense statements like this because I know you are already smart enough to understand these things already.**

OK so there you have it BLAZER! A serious plan for creating a SERIOUS stable of listings through the end of the year, while "lesser" agents will be in full panic mode and many will give up. This is actually the time when most of them will outright QUIT! So capitalize on the "slowdown" that's already happening in most markets and that will certainly be creeping into those that aren't feeling it already.

A little secret of mine has always been the fact that DECEMBER has routinely been one of my BEST months of the year, more often than you would think. And it's really not too far around the corner...less than 90 days in fact. Why? Because I RAMP UP like this in advance!

We can definitely agree that those who are positioned properly for the future are the ones who will prosper in it. Agents like you, who think creatively, are the very most likely to have upward successes (in much steeper spikes too) BECAUSE of how your mind works. You already understand that doing things differently is what makes you stand out.

And because you also have a DETERMINED mind, this stuff works even better for you because you tend to reach out to and learn from people like me, who have already PROVEN that it works, and then you just go for it.

So, this all will be very natural for you when you apply it. You have the plan for targeting your SAM and you have the messages to send to them. Now...use your creativity and determination to own it!

Until next month...

BLAZE ON!

Anti-Typically Yours,

Mike Costigan

A quick Fakebook reminder: If you aren't in the private BLAZERS Group yet, GET ON IT! request membership here::

<https://www.facebook.com/groups/agentonfireblazers/>

You'll want to "Like" and "Follow" the public page too. DO THIS TOO! I'm about to start loading it up with "unexpected" content. Here's the page link:

<https://www.facebook.com/mikecostiganagentonfire/>

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