

AGENT ON FIRE[®] BLAZE

ISSUE 44

DECEMBER 2018

Don't SHOOT!

It's Not a Thief Rummaging Through Your Living Room in the Dark...

It's Magic Mike Dropping You Some EARLY Holiday Goodies!

So, it's that time of the year when we all want to start winding down, calling it an "early" day and plopping down on the couch to "Netflix and Chill"... but this pesky up-and-down real estate market just came in with a blustery winter surprise that's going to keep us shoveling away....

COPYRIGHT AND DISCLAIMERS/LEGAL

PLEASE READ THIS CAREFULLY BEFORE USING THESE MATERIALS AND/OR ANY OTHER MATERIALS, SERVICES, PRODUCTS, DIGITAL PROGRAMS, AND/OR WEBSITE OFFERED, PROVIDED OR MAINTAINED BY AGENT ON FIRE, LLC ("AOF") OR MILLIONAIRE AGENT ACADEMY, LLC ("MAA") (COLLECTIVELY, THE "AOF MATERIALS"). FOR THE SAKE OF SIMPLICITY, AOF AND MAA ARE HEREINAFTER COLLECTIVELY REFERRED TO AS "AOF." BY USING THE AOF MATERIALS YOU, THE END USER ("YOU", "YOURSELF" AND/OR "YOUR"), ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTAND AND AGREE TO BE BOUND BY THE TERMS OF THE AOF PURCHASE AND HOLD HARMLESS AGREEMENT, TERMS OF USE AND PRIVACY POLICY (COLLECTIVELY, THE "AOF AGREEMENTS"). IF YOU DO NOT AGREE TO BE BOUND BY THE TERMS OF THE AOF AGREEMENTS, YOU ARE PROHIBITED FROM USING THE AOF MATERIALS.

Only a member who has paid his or her membership fees ("Member") may use the AOF Materials. By using the AOF Materials you acknowledge that you are a Member and you have paid your membership fees. If You are not a Member, you may not use the AOF Materials. Upon payment of the membership fees, and subject to the terms of the AOF Agreements, AOF grants You a limited, non-transferable, royalty-free, and non-exclusive license to use the AOF Materials during the Term of the AOF Agreements. Your use of the AOF Materials shall be strictly in accordance with the AOF Agreements. Nothing in the AOF Agreements grants or transfers to You or to any third party any ownership rights in the AOF Materials, including the software and other intellectual property rights related to the AOF Materials. Except as specifically set forth in the AOF Agreements, AOF owns and retains all right, title, and interest in the AOF Materials.

All AOF Materials are exclusively owned or licensed by AOF and/or its affiliates. The AOF Materials are protected by federal and international copyright and trademark laws and no portion of the AOF Materials may be reprinted, republished, modified, or distributed in any form without the express prior written permission of AOF. Access to the AOF Materials is for Your own personal use and may not be shared with any third party. You shall keep intact any proprietary notices, including copyright and trademark notices, contained on any AOF Materials and shall comply with the AOF Agreements. Any rights not expressly granted by the AOF Agreements are reserved by AOF.

You may not in any form reprint, republish, modify, distribute, reverse engineer, or decompile the AOF Materials, or create derivative works based on the AOF Materials. You may not distribute, rent, lease, sell, license, or otherwise transfer any AOF Materials or the contents thereof to any other person or entity or make any other commercial use of the except as provided in the AOF Agreements.

You understand and agree that real estate is an inherently local industry, and each local market differs from the next. AOF cannot advise on the particularities of Your local market (including, but not limited to, whether housing prices are rising or falling, whether REO and/or foreclosures, soliciting and/or taking on listings and/or buyer clients, spending time and money on marketing or spending time and money in real estate at all are advisable). It is Your responsibility to research and determine for Yourself (including the use of local and/or regional experts) whether or not the subject matter of any AOF Materials either owned or marketed by AOF would be suitable and/or profitable for You. While at some times and in some markets, places or business environments, use of the AOF Materials may be profitable, in others they may not. AOF makes no covenants, representations, warranties or guarantees as to the suitability or profitability of the AOF Materials. You should consider all statements made by representatives of AOF to be statements of opinion and You should not rely on those opinions in making Your decision to purchase or use any AOF Materials. AOF makes no covenants, certifications, or promises of any financial gain from Your use of the AOF Materials and expressly disclaims any guarantees of any reward whatsoever, financial or otherwise, from (a) Your purchase or use of the AOF Materials; or (b) any advice You might receive as a result of any sort of coaching or consulting embodied in any of the AOF Materials. Results in testimonials are not typical. Individual results vary. All AOF Materials are for informational purposes only.

THE AOF MATERIALS ARE PROVIDED AS-IS, WITH ALL FAULTS, AND WITHOUT WARRANTY OF ANY KIND. AOF EXPRESSLY DISCLAIMS ALL WARRANTIES, EXPRESS AND IMPLIED, INCLUDING WITHOUT LIMITATION, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND TITLE/NON-INFRINGEMENT TO THE FULLEST EXTENT PERMITTED BY LAW. AOF DOES NOT WARRANT THAT THE AOF MATERIALS WILL MEET YOUR, OR ANY, REQUIREMENTS, OR THAT THE OPERATION OF THE AOF MATERIALS WILL BE UNINTERRUPTED OR ERROR-FREE, OR THAT DEFECTS IN THE AOF MATERIALS WILL BE CORRECTED. AOF DOES NOT WARRANT OR MAKE ANY REPRESENTATION REGARDING THE USE OR THE RESULTS OF THE USE OF THE AOF MATERIALS OR RELATED DOCUMENTATION IN TERMS OF THEIR CORRECTNESS, ACCURACY, QUALITY, RELIABILITY, APPROPRIATENESS FOR A PARTICULAR TASK OR APPLICATION, OR OTHERWISE. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY AOF OR ITS AUTHORIZED REPRESENTATIVES SHALL CREATE A WARRANTY OR IN ANY WAY INCREASE THE SCOPE OF THIS WARRANTY. YOU ARE ENTIRELY RESPONSIBLE FOR AND ASSUME ALL RISK FOR USE OF THE AOF MATERIALS. AOF IS NOT RESPONSIBLE FOR TRANSMISSION ERRORS OR CORRUPTION OR SECURITY OF INFORMATION CARRIED OVER TELECOMMUNICATION LINES

AOF materials (including the contents of this newsletter) are purely informational and are not meant to provide any legal, financial, tax or other advice. You should seek the help of competent experts in those matters. It is Your responsibility to research and determine whether or not the subject matter of any AOF Materials or Service(s) would be suitable, lawful and/or profitable for You.

Under no circumstances, including but not limited to negligence, shall AOF, it's members or affiliates be liable for any damages, consequential or special or otherwise that result from the use of anything in this newsletter. If your local laws prohibit this exclusion, in no event shall AOF, it's members or affiliates total liability to you for all damages, losses, claims and causes of action exceed the amount paid by you for this newsletter.

I swear, I've never seen anything quite like this market...

- Uncertainty
- Skyrocketing Prices
- NOSEDIVING Prices
- Interest rates "stuck"
- Foreclosures Way Down and then Way UP...Again.
- One "opinion" of Glee followed promptly by one of DOOM
- "SMART" lending practices implemented
- "Loose" mortgage programs reintroduced (how quickly we forget)

...and it's scaring the heck out of consumers (ie: HOMESSELLERS).

But what's REALLY got them shaking in their winter stockings is the recent report of a 119.4% (yup...you read that right...ONE HUNDRED NINETEEN POINT FOUR) spike in foreclosures!

Now, we're not talking foreclosure "starts". These are actual repossessions... as in "pack it all up and get out" before next Tuesday!

And it's a telling sign of what's to come. You see, even if YOU aren't "yet" in an area that's seeing obvious sign of the Old Grinch stealing people's Christmas, you better sleep with one eye open... 'cause he's a comin' to town.

The now coined "Great Recession" began with a wave of negative market activity on the West Coast...quite literally overnight.

- ...Housing prices peaked
- ...Economic "Gurus" (all except Peter Schiff) touted "nothing to fear" as prices suddenly "dipped"
- ...The "dip" turned into an Eruption
- ...The Molten "crap" quickly flowed across the country
- ...We LOST our Collective Butts
- ...And ALL the while, we sat fat and happy, smiling wide, as Mount St. HELL was preparing to unexpectedly erupt its fiery wrath upon us.

KEY WORD: "UNEXPECTEDLY"

Look, I don't care WHO you talk to, which freaking economist is spouting off his slanted opinion, or how SAFE you might feel because you haven't yet chosen to REALLY open your peepers and look around. I'm here to tell you that we are in for an avalanche of trouble.

There is NO WAY that any market can be deemed "favorable" when we see spikes like this occur...even infrequently.

There is NO WAY that a market can be "stable" when just the "talk" of raising rates causes prices to tumble and mortgage applications to fall off the proverbial cliff.

There is NO WAY that real estate can be AT ALL "predictable" when lenders are drying up in droves (check even the latest Wells Fargo layoffs in the mortgage sector) and some are resorting to low and no-doc loans again for business. Now, of course, Wells Fargo surely isn't drying up or introducing risky loans, but they have certainly "cut" mortgage jobs this year. And if a mortgage GIANT like Wells Fargo can feel the heat, so can anyone else.

There is NO WAY that a market can fly level when even Institutional Investors are losing confidence in the economy. Even they are paying LESS for homes now or not buying them at all.

...Key point here is this....You NEED to start addressing the WANTS of home sellers in YOUR market right now....or you're going to get buried in the storm...Because THEY understand this stuff!

Look around at what the new trends are:

- Virtual Real Estate Companies are DOMINATING in recruitment
- Sellers are abandoning their belief in "fluff"-filled pitches and ads from "Top" Agents and companies
- Sellers are FEELING downward pressures and PANIC
- They WANT "CERTAINTY", not "guessing"

- New types of Real Estate companies are giving “instant offers” (and raising ZILLIONS of bucks from investors...because it’s working.)

You REALLLY need to start figuring out ... what the “NOW” sellers WANT in your market. Forget about the long term “maybe” sellers. Their opinions are going to totally change as the market shifts.

If “NOW” sellers don’t see any way of getting darn near INSTANT gratification from agents, they are going to pull their homes off the market, leaving us in an even faster downhill slide.

If “maybe” sellers see the “NOW” sellers abandoning their selling plans, they are going to quickly become “NEVER” sellers, as they will see no way out.

So, let’s get right down to the hardcore, no bullsheeite things that you can TELL and then SHOW these desperate “NOW” home sellers, that will have them standing on their rooftops screaming “COME LIST ME !”

They **WANT**

FAST Sales...Prices are under pressure as the market slows. Seasonally, it’s naturally adjusting. Economically, more foreclosures and more competition is creating extended selling times. These suckers who thought they’d have their cake and eat it too are finding out that the market doesn’t taste so sweet when your home sits.

The RIGHT (ie: “highest”) Price...Again, as old man winter slows things down, sellers aren’t getting a warm and fuzzy feeling about cleaning up on their home sale profits. If you look at the data, the shift has started in the East and has made it’s way across the country, already causing plummeting prices (and chilly red faces on sellers) in even what were deemed “HOT” markets, just months ago.

CERTAINTY...Refer to my comment above, about these “new” real estate companies who are buying homes....and raising cash by the sleigh full. The reason it’s working is because they are addressing the most gigantic WANT of them all...I’m telling you that if there were an Abominable Snowman of all WANTS for scared home sellers...THIS IS IT! They want CERTAINTY! And these companies have figured out how to give it to them.

When YOU figure out how to “sell” home sellers on WANTS...especially ginormous, monstrous, big fuzzy ones like CERTAINTY...you will FOREVER be protected from any sort of hazardous downpour of slush that the market may suddenly dump on everyone else.

And for your overly generous, early holiday gift from yours truly, I’m going to show you EXACTLY how to do this...

First a few things you need to freeze into your brain like an ice ball that wouldn’t melt if tossed down a hot chimney with firey gas logs glowing below...

Forget about what sellers NEED (until you list them). You always sell on WANTS.

Ignore any special (complicated) “magic formula” taught by “gurus” for getting listings... Keep it VERY SIMPLE for sellers.

Trust in the power of doing something “different” than what you are “supposed” to do in real estate...most agents will barely afford gifts for the kiddos this year...why follow everyone to Goodwill when you can make a small turn and do your shopping at Saks.

KNOW that it’s all in how you TALK to potential home sellers. They do not care if you are with a huge conglomerate or if you are Joe Bob’s tiny real estate company. If you “program” them correctly, they will follow your commands like trained little elves.

FLEXIBILITY is key. You wouldn’t be in this business, and certainly not wise enough to read a newsletter like this one, if you weren’t some sort of creative thinker. So, you automatically have an advantage over other agents, because you naturally accept new ideas, as things that you can make into “tricks” that work the way that YOU want them to. So, I’m going to show you ONE way of creating a CERTAINTY program for home sellers, and you can either flat out copy the blueprint or you can redline it all over and craft it into something uniquely suited for you.

...So, all of these things in mind, you are ready to go.

Let’s look at the “INSTANT OFFER” approach that some of these companies are now using. You know who they are...just turn on your radio and you’ll hear them shouting *“Don’t worry about the hassles of selling. We will give you an offer on your home when we list it!”*

...Imagine how THAT sounds to a home seller! CERTAINTY!

And you might just be thinking that you can’t compete with that... And you’d be right... IF you keep thinking like that. It’s actually pretty easy to replicate without having to break into the holiday gift-buying budget. In fact, if you’re already advertising to your “SAM” regularly (please tell

me you've identified your SAM (Small Area Market)...if not, read The Vortex and back issues and GET ON IT), it's going to be REALLY easy for you. Done right, you'll be stuffing the stockings with jewels while you watch your marketing returns skyrocket.

...It's just a simple change in what you TELL sellers.

...And it won't change the way that you "list" houses.

For the love of everything Holy, I beg you BLAZER... TRUST my lead on this one. THIS is what separates the Jolly agents from the minions living in "Whoville".

So let's start with some headlines that you can use to immediately raise local eyebrows...

And I know the questions will come in to me by the hundreds about this, so here's the answer in advance...MY PREFERENCE IS TO MAIL POSTCARDS OR LETTERS (even better...Letter Sequences) to a SAM...and if you've got the budget...use Billboards, Radio or TV....Get this on the airwaves and you'll need an entire staff to support the storm of calls that you'll get in this market climate!

**"Get a REAL OFFER on Your Home INSTANTLY!
(As Early as TODAY)
No More Worrying About Not Selling...
Call Me NOW at XXX-XXX-XXX
Or visit www.mySAMwebsite.com"**

...Have I just made your bones shiver? Hahahaha! Easy there BLAZER. I'm going to explain how to make this completely RISK FREE in just a minute. Grab a hot chocolate and keep reading these little treats...

**"Forget the 'Uncertainty' of Selling...
...I'll Bring You an Offer from a REAL Buyer
RIGHT NOW!
Call Me at XXX-XXX-XXX and...Start Packing!"**

...Yeah, I know..."How can I bring an offer RIGHT NOW?". It's ridiculously easy. And it's how some smart agents have done it for years. YOU just haven't known about it. NOW it's BLASTED all over TV and radio. In fact, just now, as I took a little power break from writing this magic-filled issue, I watched a commercial for one of the big new companies...promoting this SAME offer! I really thought to myself *"My goodness, they are really KILLING "regular" real estate agents and it's ENTIRELY because of the offer."* Sure, they probably have bigger REACH than you (or any other agent) but it will surprise you to know, that you can close a much higher percentage of your prospects than they can, because sellers prefer LOCAL agents! So, stick with me here as I continue to show how to grab your piece of the delicious holiday pie!

Try these on for size...

"SELL Your Home TODAY!

**...My "INSTANT OFFER" System
Gets You a REAL BUYER the Day You List.**

Call Me NOW at XXX-XXX-XXXX

**Or Visit www.mySAMwebsite.com and...
...Start Packing!"**

"Your Home Gets an OFFER Right Away...

**...When You Use My "No Wait" Listing System
You Get an IMMEDIATE Offer!**

**Call Me NOW at XXX-XXX-XXXX
Or Visit www.mySAMwebsite.com and...
...Start Packing!"**

...The example headlines above address the CERTAINTY of actually being able to sell (removing FEAR). Now, let's address another CERTAINTY...PRICE!

**“Get a HIGHEST POSSIBLE OFFER
for Your Home...Right Now!**

**Use My Top Price System and
AVOID Falling Values!**

**Call Me NOW at XXX-XXX-XXXX
or Visit [www.my SAMwebsite.com](http://www.mySAMwebsite.com) and...
...Start Packing!”**

“SAVE Your Home's Value!

Prices are DROPPING!

**Call Me to Get a Highest Possible Offer
to BUY Your HOME Right Now
(before it's too late)**

**Call Me RIGHT NOW at XXX-XXX-XXXX
or Visit www.mySAMwebsite.com and...
...Start Packing!”**

“Sell Your Home for a TOP PRICE Today!

**My Highest Possible Offer System
Gets You a FAST and FAIR Price...**

...Even While Prices are Dropping!

**Call Me at XXX-XXX-XXX to Sell for More TODAY!
or Visit www.mySAMwebsite.com”**

Do you see how easy it is to catch a seller's attention when you address a WANT? It's not brain surgery here. It's tried and tested advertising methods, used by expert marketers for decades. These headlines speak right to WANTS...but remember, it's not JUST the headlines that make up my "Mass Attraction Marketing" System..it's the COMBINATION of good ads and "future-pacing" conversations...but we'll get to that in just a few...

How about addressing the uncertainty of "WHEN"...as in "*WHEN will we move?*" That's a hot WANT with sellers as they find themselves dreaming of the perfect holiday gift in this cooling market-a CONTRACT!...

“YOU Choose Your MOVING DATE!

**With My INSTANT OFFER System
You Get an Offer to BUY Your Home
that Allows YOU to Pick the Closing Date!**

**Call me NOW at XXX-XXX-XXXX to Secure Your
Moving Date! or Visit www.mySAMwebsite.com
...and Start Packing!”**

So, I could write these all day for you, but I'd be doing you a terrible disservice. Use the space below to start jotting down a few creative ways that you can address the WANTS of your SAM prospects and then write out a few headlines that TELL them that you'll do it. My BLAZER, if you can't EASILY see the power in this by now, just pack it in and go into hibernation for the winter. This stuff is EASY.

First, ask yourself... *"What do these people WANT?"* Then "free write". Remember this magical advertising practice that we've discussed many times? You just ASK...then immediately write down the very first thing that pops into your head. NO THINKING! Just write whatever first comes to mind (no matter how silly it may seem...even if it's "blueberries" ;). Then ask it over and over again, until you have a list of ideas.

So....WHAT DO THEY WANT?

Now, just put on your little elf cap and start crafting some exciting little messages that TELL your waiting prospects how you can bring them joy that lesser agents simply can't!

The entire formula is this:

- I Have This
- This is What it Will Do for You
- This is How You Get It
- This is What it LOOKS Like (testimonial with picture)

...Nail this formula and you'll have anxious sellers lined up to do business with you like excited little snot-nosed brats at the mall waiting to hop on Santa's lap!

“Here’s my list of WANTS...Just GIVE it to me!”

So, you’re going to need to wrap your special marketing surprises up nice and neatly so the sellers welcome you gladly into their homes without any second-guessing (meaning your ad needs to “sell” them on calling you and then your conversation needs to “close” them on listing with you.)

And this is EXACTLY how you do it...

Write a Headline that contains an Outrageous Offer

(make their mouths water like thirsty reindeer)-the headline is the *“Here’s What I’ve Got”* and *“Here’s What It Will do for You”*.

Add supporting Sub-headlines and paragraphs that explain in greater detail, the “special” program, service, system, or whatever...that only YOU can give to them. The sub-headlines and paragraphs reinforce the *“Here’s What I’ve Got”* and *“Here’s What It Will do for You”*.

Tell them “Here’s HOW You Get it”...in the examples above it’s the *“Call Me NOW at XXX-XXX-XXXX or Visit www.”* Be very specific with them. Don’t expect them to infer the action they should take. People are dummies. Never leave anything to “guessing.”

SHOW them what “success” looks like. Use testimonials with PICTURES. If you have none of your own, get your neighbor to stand next to a “sold” sign... whatever...just make it happen! Borrow some testimonials from your brokerage if necessary.

***Pro Tip-SOCIAL PROOF is one of the most powerful marketing tools that you can implement. The fact that others are willing to speak well about you, or to have you show their picture, gives you MASSIVE credibility, far and above anything you could ever say about yourself. People are also very LAZY...they don’t WANT to research you, look up your reviews, ask people about their experiences...TESTIMONIALS give their tired little minds all the information they need to choose you!**

OK, in the spirit of giving, I'm going to go ahead and lay out a few subheads and supporting paragraphs for you, using the headlines that I've created above. Now, I hope I'm not overwhelming you BLAZER...this is truly my secret recipe for success...not just during the holidays. This stuff is good year 'round...in other words...this ain't your re-gifted fruitcake that no one wants! Sellers are going to be fighting to sink their teeth into the goodies you have for them!

...Let's just grab one of the headlines and turn it into a complete ad for you...probably the simplest way to show this to you. I'll modify it into headlines, subheads, paragraphs and a call to action....

SELL Your Home TODAY!

...My "INSTANT OFFER" System
Gets You a REAL BUYER...the Day You List.

(^supporting subhead^)

The market is shifting and many sellers are worried that their home won't sell before the holidays. And they are RIGHT! In fact, many won't sell at all...ever.

Today's real estate climate simply will not tolerate anything less than a PRECISELY planned out strategy, involving certain elements that most agents simply don't understand...

**My Buyers are READY to BUY Your Home Now
(so you don't have to deal with the typical "showings" and headaches)**

(^supporting subhead^)

With more inventory for buyers to choose from, your competition is getting tough. And that means lower prices for many sellers...and when you choose the right agent, the perils of selling today can be completely avoided if your agent knows where to find the "right" buyers and knows how to "program" them so they don't end up buying from someone else.

**My System Finds the Buyers BEFORE We List Your Home
So it SELLS Instantly!**

(^supporting subhead^)

As an expert real estate agent, I know that the only way truly thrive and sell TONS of homes at HIGH prices is to have the buyers “ready-to-act”. It benefits the sellers AND the buyers.

As a seller, you know you’ll have an offer right away.

As a buyer, they know they get first crack at the best listings, before any other buyer gets a chance to see them. Imagine how easy this makes the whole process of moving.

You Have No Worries or Hassles..Your Home Just Sells

(^supporting subhead^)

Honestly, selling couldn’t be easier for you when you use my “Instant Offer” system. You can sleep well at night knowing that your home is already sold and that you’ve gotten the very best price... from a REAL BUYER.
All you have to do is...

Call Me NOW at XXX-XXX-XXXX

Or Visit www.mySAMwebsite.com and...
...Start Packing!

Unless you’ve got a wooden head like a toy soldier, BLAZER, you can see how easy it is to write these ads. Incidentally, I put ZERO thought into this ad ahead of time. I sat right down and just started typing. I spoke to their WANTS, thinking; “what would I want to hear if I were a seller in a market that was cooling off?” ...Then I just wrote it out! Took me all of five minutes.

Funny thing is...most agents will spend hours on end “perfecting” these ridiculous ads that don’t work... pictures of dogs, cats, stupid slogans and bs no one cares about...ugh...speaking of fruitcakes! Makes me wanna puke!

You can spend the tiniest bit of time just WRITING out something that speaks to WANTS, put it on an UGLY postcard, and it will out-pull the average agent’s “beautiful”, colorful, crappy ad, 10-1 EVERY TIME! I swear to you BLAZER, I could jot this down on a napkin with cupcake icing smeared all over it and it would beat the crap spewed out by others.

This stuff is MUSIC to sellers’ ears! It’s like being a “Caroler” who’s actually WELCOME at the front door after dark. Seeing your ads and hearing your conversations will have sellers smiling ear to ear genuinely...no “hurry up and finish” fake grins!

So let's talk about your conversations... Remember, "Mass Attraction Marketing" isn't ANYTHING like what other "gurus" may show you. NO ONE teaches you that it's the COMBINATION of a solid ad and an NLP/Hypno-infused conversation full of "future-pacing" that allows you to pull the listing out of your hat "at will". You won't catch old Magic Mike going on "interview" appointments. As BLAZERS, we go on "listing" appointments. 30-minutes, in and out!

Here's EXACTLY how my conversation would be paired up with the ad that I've written above...

"Yes sir, I will have an offer for you when I come over to list your home. I work much differently than other agents and I already have buyers ready. So, we will set a time to get your home on the market and I'll bring at least one buyer through, who will make you the highest offer possible. You will just have your warranty deed ready for me to copy into the listing agreement and an extra key. We'll sign it and then I'll have the offer prepared. The whole process of listing will take about 30 minutes. We will meet either Wednesday at 3 PM or Thursday at 5 and then you can start packing. Which is best?"

DONE! I have future-paced the entire process for them. In other words, I've told them EXACTLY what will be happening, what they are going to do and how long it will all take. Trust me, they WILL FOLLOW.

There is so much psychology built onto this...much of it we "naturally" go along with as human beings. We are pre-wired for this stuff. For example, once he sets the appointment, he has given me COMMITMENT. Rarely do people break commitments. And in this case, the commitment is to list the house, be done in 30 minutes and have an offer in hand shortly thereafter.

So...the BIG QUESTION THAT'S EATING AT YOU...

"HOW am I Going to Get an INSTANT OFFER?!"

The quick answer...

INVESTORS!

There is absolutely NO secret at all to how these companies do this. They have MONEY. And that money is gained by having investors in their company as part of their operating plan.

They simply make an offer on the property...and it usually works something like this:

- Company makes an offer of a price that they promise to buy the property for if they cannot secure another buyer in "X" time frame
- Company and seller sign a listing agreement
- Closing date is set in advance

- If company doesn't sell to outside buyer in "X" days, sellers close in home at predetermined closing date that was agreed upon at listing.

...pretty clever way to get a listing, huh?

This is REALLY easy. All you need is a little creativity. It's way "out of the box" (hating to be so cliché) thinking, and it addresses the WANTS of the seller right up front, so they choose the agent over anyone else...in fact, usually there IS no other "choice" in the minds of the sellers. Once they see the ad and hear the conversation you'll have them...ah, the beauty of "future-pacing".

So, you can easily do this...Remember:

- YOU create the program
- YOU make all of the "rules" (and remember the have your broker and/or attorney approve them ALWAYS before you run the program)
- YOU decide how you want to make money on this (getting listings/being paid on the "buy" from the investor/making money on the "flip")

...There's SO much opportunity here and THAT'S precisely why you are seeing this all over TV these days.

...It IS the way of the future in real estate....In fact, it's been going on for some time now. Agents just haven't been paying attention.

So you see, it's also NOT just a "holiday" gift that I'm giving to you...it's a gift that keeps on giving ALL year long. The holidays just happen to be a nice time to wrap it all up and drop it under the Christmas trees of happy little sellers who will open up your little surprise with glee in their eyes!

As we move into 2019, I'll be giving you all sorts of new and updated strategies that you can use to stay ahead of the "big guys" on TV and radio, and to ensure that you keep a steady stock of listings. You really ARE going to need to LIST to survive this market...It's changing.

Know that you are in very capable hands that will NEVER let you down BLAZER.

It's this time of year that I am especially grateful for my good fortune in being able to help by giving back to you.

Work hard to finish the year out strong...But also take time for the family, friends and blessing that you've been giving.

All too often, we seek joy and happiness in an eternal struggle for "more", when all we really need to do is to stop, look around and realize that we already have everything we need to bring us all the joy we ever need.

Merry Christmas (or whatever holiday you happen to celebrate)...For the Costigan house, it's the birth of Christ.

Here's to YOU and YOUR success as we close out 2018, and go headstrong, with new power into 2019!

"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/>

AGENT ON FIRE[®] BLAZE



The “Agent On Fire Blaze” Contact Info.
3162 Jonson Ferry Road Suite 260-108
Marietta, GA 30062
404.424.8418

mike@agentonfire.com
www.AgentOnfire.com

Forbes

Real Estate
Council

2018
OFFICIAL MEMBER