

Session 3: Working With Sellers

Pre listing Package

- Reviews
- Donation places
- What is your experience with real estate transactions date/with who
- What are your expectations
- Drop it off in person with a gift esp for luxury
- Marketing material from other properties you have marketed
- Home staging consultation
- Some people operate without one
- Resume
- Value as an agent versus fsbo

Getting over Sell in order to buy

- Worst case scenario, you may need temp housing
- Seller lease backs, possession after closing
- Buy new construction while waiting for your home to sell
- Bridge loans
- HELOC for down payment

Value Proposition

- We have a whole team that is working for you and available
- Proven success based on past closings
- Reviews
- Seamless transition from one person to another
- Single agent can say, you will always get me, won't get lost in the mix
- Provide Moving boxes
- Branded sharpies and packing tape
- What are you looking for an agent
- Cater to what the individual client needs. 1st time seller vs an investor will need different things

Outside Sphere

- Circle Prospecting
- If an opportunity presents itself off market and it makes financial sense, would you be willing to entertain an offer?
- Door knocking
- Door knock before an open house. I'm hosting an open house today, if there is any issue with parking, here is my card, give me a call
- VIP Happy hour friday afternoon just for the neighbors
- Take a step back when they open the door
- Call with a dialer
- Vulcan 7
- Expired listings, fsbos
- Branding
- Open house with a lot of directionals
- Big signs
- Social media- coming soon, active, under contract, sold This makes you look like you are doing the most
- Back on the Market: No fault of the seller, buyer had a change of heart
- Follow Up
- 5 gifts throughout the process and ask for a 5 star review

Follow Up with past clients

- Client Giant
- lolol.com
- Mini photo shoots
- Pie day
- Every quarter call/text past clients
- Bombom video

Listing appointments

- Look up and down
- Pay attention to the material fixes
- Allow stager to be the bad guy
- Be honest

Why Listings Fail

- Unrealistic expectations for
 - Pricing
 - Highway in backyard
 - Comps

Session 3: Content Creation Tools?

Thought Leaders: Nina Gervase <https://www.instagram.com/caryarearealestate/> Phil Stringer (<https://www.instagram.com/philstringer/?hl=en>), Michelle Vega (https://www.instagram.com/michelle_renee_vega/?hl=en)

- Why do you want to post on social media? What's your goal?
- If your goal is to sell homes with social media, The measurement isn't always about getting the most views, it's about getting in front of the right people.
- Provide value
 - Tips & tricks
 - This gets you goodwill and they will start to know, like, and trust you
- Post personal or business?
 - Be yourself and show your personality
 - People like authenticity online
 - Stories are a great way to show your personality and mix in your personal life
 - 2-3 stories a day
 - You can link Instagram to FB
 - The algorithm doesn't like links in the caption
 - Prompt people to DM you instead
 - Many chat - DM the word "example" and I'll send you xx!
 - You determine what word and it will automatically send the PDF or content that you wanted to send
- Meta - Instagram/Facebook:
 - 4 reels a week
 - 30 seconds or less
 - The hook (the first 2 seconds) is the most important thing
 - 2 static posts a week
 - Best days to post are Monday - Saturday
 - 3-8 hashtags per post

- When you type in a hashtag, it will tell you how many users there are. If it's over 10 million, it's oversaturated so don't use it.
- Best time to post is 9pm
- If you're doing a video, always add the captions so people can read.
 - There are tools like Captions or [Opus](#) to add the captions
- Facebook:
 - The best time to boost a post is when you see a post/video is doing better than your other posts
 - Boost posts that provide value to your business such as walkthroughs, tours, etc.
- Be sure to include a link in your bio to engage with you or go to your website, etc.
- Use ChatGPT to get content ideas - <https://phil-stringer.mykajabi.com/free-download>
- You don't control Facebook, Instagram, TikTok, Youtube, Google, it's crucial to have a hub that you can control (your website, landing page) and can drive traffic to.

Session 3: How to Stay Motivated in 2024

Duane Cotton - Builder

Meilani Hock - Investor, Trainer

Vanessa Mouton - Agent, BIC, Coach

Burnout -

- Put the things on your list that you want to do/love to do.
- Do you, do what you enjoy, Find your joy
- Be Real
- [What to say when you talk to yourself](#) - Read it! - Look it up
- [The Best Yes](#) - Read it! - Look it up
- It is ok to pivot, take your energy, and pour it into your passions

Motivation/Lack of Motivation

- Why do you do what you do?
- What do you want?
- How are you going to do it?
 - Have to be able to stay no.
- When do I want to accomplish XX?
 - Have a deadline.

Staying Focus -

- Have a business plan at the beginning of each year
- 20 min timer - stay focused

- Work in batches - in a given day look for similar tasks and batch them together, work on them during same time
- Having processes in place helps you stay focused

Staying Balance - Finding the Harmony in your work/life balance

Discipline/Staying Consistent - is a skill you have to earn this skill and continue to refine and develop this skill.

Learning how to say NO

- Warren Buffet - "The difference between successful people and really successful people is that really successful people say no to almost everything."
- Steve Jobs - "People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully."

Complexity -

- Break things down into bite-size pieces and schedule the hell out of it.

Time Blocking - Action/Activities - Coffee dates, Chamber luncheons, etc.