

MILLION DOLLAR
PIPELINE PROGRAM

market leader

Finding & Generating Seller Leads

Million Dollar Pipeline Program | Class 1



Jenn Tervo



Jon Price

The Plan for Today...



Our top paid
and free seller
lead sources



How to leverage
your website to
get more leads



Key strategies
for seller lead
generation



Today's call will be recorded

market leader

The Foundation of MDPP



Lead Engagement

- Master your initial response to leads
- Effectively engage with your contacts
- Turn more leads into clients



Lead Generation

- Market-proof your business
- Generate leads to fill your pipeline
- Strategies to grow your sphere



Technology

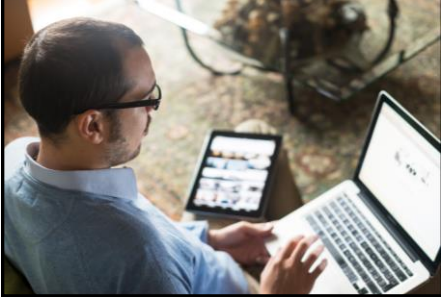
- Leverage Market Leader tools
- Provide targeted, relevant content
- Work smarter to convert your leads



It's time to spring into action, win more listings,
and build a strong pipeline of sellers in 2018

market leader

What Does Your Online Presence Say About You?



Reputation is the most important factor for sellers when choosing an agent

market leader

5 Keys to Successful Seller Lead Generation

market leader

#1 – Have a Plan



Create a plan & budget for each quarter or month...
Be aware of your goals and how to achieve them

market leader

#2 – Be Consistent



Consistency ensures a steady pipeline of leads & helps you build a sustainable business



#3 – Invest Time, Money, or Both



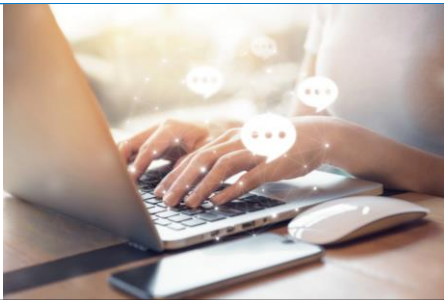
If money is tight, invest time into lead generation...
No time?
Consider paying for leads

market leader

#4 – Always Link to Your Website



Everything should be connected, and your website should be at the center of it all



#5 – Measure & Track Your Results



If it can't be measured, it can't be repeated... Identify sources and methods that work well – and replicate them

market leader



“Free” Seller Lead Sources

market leader

FSBOs

market leader

FSBOs

- 54% of FSBO's don't know the buyer
- 61% of FSBO's who didn't know the buyer chose this method to avoid paying a commission or fees
- The median sale price for FSBO homes is **24% less** than that of agent assisted sales



Before We Begin...C.Y.A.

- Know the rules in your area
- Check with your local board or broker
- Review listing agreement options



Provide A Small Service

- ✓ A free Single Property Website
- ✓ Exposure on your custom page
- ✓ A marketing flyer with their photos



What They Agree To...



- ✓ Post dated listing agreement OR
- ✓ A non-legal letter of intention
- ✓ Include ALL that you do as a listing agent

Finding FSBOs

Start a dialogue or even bring them potential buyers

The screenshot shows the Zillow website interface. On the left, there's a navigation menu with 'Buy', 'Rent', 'Sell', 'Mortgages', 'Agent finder', and 'Home'. Below this is a map of a region with several listings marked. On the right, there are search filters for 'Potential Listings' and 'Any Price'. A sidebar on the right contains various filters: 'real estate - by owner', 'search titles only', 'has image', 'posted today', 'bundle-duplicates', 'include nearby areas', 'MILES FROM ZIP', 'PRICE', 'BEDROOMS', 'BATHROOMS', 'SQT', 'AVAILABILITY', 'all dates', 'furnished', 'no smoking', and 'wheelchair access'. Below the filters, there are two property listings with photos and prices: '\$1400000' and '\$130000'.

Expired Listings

Know the Rules, Know the Data

- Some markets have strict rules around when you can contact expired listings
- Check the MLS to ensure it hasn't been relisted yet
- Use MLS hot sheets to find and research expired listings



Why Didn't it Sell the First Time?

- Priced too high
- Poor marketing
- Not the right agent
- Lack of curb appeal
- Needs too much work
- Too much inventory
- Lack of seller motivation
- Change of heart



Take a Different Approach

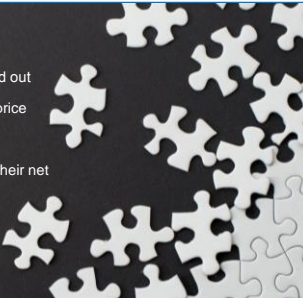


Their phone is ringing off the hook, leverage other methods to get in touch



Your Pre-Listing Package

- ✓ A letter of introduction
- ✓ A listing agreement that's already filled out
- ✓ A pre-CMA with the estimated listing price
- ✓ Your marketing plan for their property
- ✓ Net sheet with your commission and their net
- ✓ List of references of your past clients
- ✓ Business cards



Social Media



Share Information & Have an Opinion

For our next TV segment, we'd like to know what you think is always best to help you sell your home.

Check out the beautiful open houses in Stockton this weekend.

5 Myths About Real Estate Reality TV Explained

Open Houses This Weekend

Classical Contemporary Home Nestled in Sonoma's Ridge

Whose's Are Buying Puppies Because of Their Dogs? Not Their Owners!

Remember to follow the 80/20 rule, and don't just post listings. Always drive them to your website.



Open Houses

market leader

Maximize Your Open Houses



Invite the neighbors for a special "sneak peek" before the open house

market leader

Blogging

market leader

Blogging

- Events or fundraisers
- Home improvement
- What inspires you?
- Client Stories
- Personal passions
- Industry experiences
- Where is the market hot?
- A good time to sell?
- Industry resources
- How to sell
- Listing price trends
- Financing news & tips



When it comes to blogging, consistency is key...Blog 2-3 times per week to establish your voice and expertise





Paid Seller Lead Sources



Facebook Seller Ads



Link your ads to your sell page, custom page, comparable listings, or Market Insider



Market Leader

Leads Direct

- Capture home buyer and seller leads on your IDX website
- Get insights into their home search criteria & behavior



HouseValues

- Get seller leads from consumers through HouseValues.com
- Includes insights into property details and listing timeframe



Market Leader leads are guaranteed, and exclusive to you



Direct Mail



Monthly or quarterly postcards to a targeted list can reinforce your brand and create mindshare





Maximize Your Website



Maximize Opportunities



Create a path of information for your website visitors

market leader

Use Links to Guide Consumers

Six Ways to Maximize Your Home's Sale Price

As a seller, you're responsible for your home's sale price. It's possible to maximize your sale price by following these six tips:

- 1. **Get your home ready to sell:** Clean your home, make repairs, and stage your home.
- 2. **Price your home correctly:** Research the market and set a competitive price.
- 3. **Market your home effectively:** Use multiple listing services and social media.
- 4. **Work with a professional:** Hire a real estate agent to help you sell.
- 5. **Be flexible:** Be open to offers and negotiate terms.
- 6. **Close the deal:** Complete the paperwork and receive your proceeds.

Get Your Home Evaluation

Want to learn how much your home is worth? Get a FREE, no-obligation home evaluation.

Want to learn more? Contact the listing!

Contact Us

market leader

QUESTIONS?

Want more?
Visit Learn.MarketLeader.com
