

THE UGLY TRUTH ABOUT PROSPECTING

Prospecting has to be a part of your every day process.

Every person you meet is a potential prospect. (How many people were you in contact with yesterday that you shared exactly what you do?)

Prospecting is about getting positive attention and keeping that attention.

Your prospecting success is only as strong as your follow-up skills

FIRST STEP IS TO CLEARLY DEFINE WHAT YOU DO, IN ONE OR TWO SENTENCES, AND MAKE IT SOUND INTERESTING: You are in an elevator and you have one stab at making a worthwhile impression. Which short clip sounds the most interesting to the question “What do you do?”

1. I am a Realtor.
2. I work for ABC Real Estate up the road.
3. I am a real estate consultant for ABC. I offer a completely different approach to real estate. I ensure my clients get the best price with the most protection and the least amount of stress. If you or anyone you know would like that kind of treatment, please pass along one of my business cards. (Write something meaningful on the back).

SECOND STEP: LET EVERYONE IN YOUR LIFE KNOW WHAT YOU DO: Do they know you are a Realtor or that you are a real estate consultant that does things differently? Here is a short HIT list for you to review.

Family Members

Your Spouse's relatives

Current neighbors

Former neighbors

Club Members

Community Workers

Past Customers

Your Spouse's contacts

Barber/Beautician

Restaurant Personnel

Dry Cleaners

People at your Bank

Children's Friends

Church Members

Local Merchants

Non-Competing Realtors

Insurance Agent

Electrician/Plumber

Your car salesman

Doctor or Dentist

Letter Carrier

School/Classmates

And so much more...

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IS YOUR BUSINESS CARD A MAN OR A MOUSE?

A business card standing alone is a worthless piece of paper. You must attach it to something important or write something important on the back. A business card has a longer shelf life if you email it, put it in someone's palm pilot or attach it to something worth keeping. What could we attach it to?

1. A property profile
2. An interesting article
3. A related coupon (appraisal)
4. Testimonial
5. Real Estate File (PUT IN YOUR REAL ESTATE FILE)

WHAT PROSPECTING TOOLS ARE AVAILABLE?

1. Phone
2. Answering machines & voice mail
3. Fax
4. Email
5. Regular Mail
6. Face to Face
7. From a Friend or referral
8. Door drop
9. Paid Advertising (Newspaper, bus bench, place mats, billboards, menus, coupons)

WHAT SOURCES CAN I USE FOR LEADS?

1. Newspapers
2. For Sale by Owner Magazines
3. Expires
4. Call, mail call
5. Canvass local neighborhoods
6. Attend open houses
7. Church Bulletins
8. Employee lists and Directories
9. Home Owner Associations
10. Contact Influential in the Library
11. Buy Lists (prospectsinfluential.com)
12. Websites (classmates.com; moster.com)
13. Attend local group functions/Trade Shows
14. Network with other real estate related professionals

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WHAT SHOULD I SAY?

DISARM:

Hi my name is Kim Dickey with ABC Realty. My intention is not to bother you nor try to change your mind about selling on your own. I would just like to pass along some information that will help you with the selling process and more importantly keep you and your family safe. I would be happy to share with you on _____ or _____. Which would suit you best?

LET'S JUST CHAT:

Hi my name is Kim Dickey with ABC Realty. I hope you are finding every success on your own. If not, maybe I can pass along some advice. I live and work in your area and am available to consult with you at no obligation. The selling experience can either be the best or the worst, depending on your knowledge. I would be happy to share with you on _____ or _____, which would suit you the best?

PAINT THE PICTURE OF PAYBACK:

Hi my name is Kim Dickey with ABC Realty. I hope you are finding every success on your own. If not, I would like to stop by and share some ideas about how we can work together in maybe a non-traditional way. My experience has taught me that if the selling process is done right, the cost of the help can be next to nothing. I will be in your area on _____ or _____ which one would suit you the best?

FOR SALE BY OWNER MAGAZINES:

Hi! My first name is Kim and I am a licensed Real Estate Professional with ABC Realty. I am calling you out of the For Sale by Owner magazine to share one thought with you. All of us Real Estate experts agree, the majority of the homes listed for sale by owner have difficulty in establishing a fair price. So I am calling to offer you an accurate sales comparable at no obligation. If fair pricing helps you sell-great-TELL YOUR FRIENDS ABOUT ME. If you find out down the road you might need more assistance, I would just like the opportunity to talk to you further. Would it be best to put this comparable in your hands daytime or evening hours?

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EXPIRES: What is this seller thinking or feeling?

Hi! My name is Kim with ABC Realty. I would imagine you are getting more Realtor calls now than when you were listed. I am a licensed Real Estate Consultant and there is a very good reason why you have not heard from me before today. I do things quite differently. I work my own listings first until they are sold before I move on to others. That's the main reason my sellers are so successful. I am calling you today to encourage a meeting so I can demonstrate, in addition to my strong selling skills I have (2) other unique but powerful ways to get your home sold. The meeting takes less than 30 minutes. Would ____ at ____ or ____ at ____ be best for you?

CALL/MAIL/CALL

This is a farming program that will turn your 1-2% bulk mail results to between 8-13% if you follow these guidelines.

Get a list of groups of 50 from your farming area. Not just the people who have owned their homes for 4-5 years because everyone is working that group. Work each (3) categories 1) The no ways 2) maybe and 3) hot. **Studies tell us that 90% of Florida residents sell within 5-7 years. The five-year itch...**

First Call. (Call between 2-4 p.m you want an answering machine in possible.) Hi this is ____ with ____ calling to let you know that I am dropping you a piece in the mail about property values I hope you enjoy it. Thank you.

The mailer should have your photo and contact information. Also list 4-5 like properties show the address, date listed, date sold and price. Also, list 3 properties that have not sold yet. Show the address, date listed, not yet sold and the price. The bottom of the card in bold print should say **“Put this in your Real Estate file.”**

Second Call (Try to get a live person) Hi this is ____ with ____ did you get the piece on property values I mailed you? Did you enjoy it? Would you like for me to continue mailing them to you? Oh by the way do you have a Real Estate file? If not, let them know you will bring one by very soon. Go to the office supply store and whether you spend a \$1.00 or \$5.00, put together a nice file with your stuff in it.

Now when they receive the cards they will put them in their new file. When it comes time to sell they will go to their Real Estate file.

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THE FSBO OR OPEN HOUSE SCRIPT:

Hi! My first name is Kim. I am a licensed Real Estate Consultant with ABC Realty. I promise NOT to try to talk you into listing (smile). I know your generic sign also doubles as a "NO TRESSPASSING" sign for Realtors. If things are going well for you so far, just keep doing what you are doing (smile). If you would like to hear about (3) ways I can help you speed things up that will not include a listing contract nor a commission, it will take less than 10 minutes to explain to you. Can I bend your ear for 10 minutes?

I offer a 30-day, non-traditional, assistance program. The assistance includes; a sales comparable for pricing so you don't under or over price your home and lose thousands. I can help you with Worldwide Internet promotion on elistingsservice.com and Yahoo, which is one of the busiest sites in the world. Why is promotion important? Because over 67% of the buyers come from outside of the state and that is an IMPOSSIBLE market for you to hit on your own. And finally I can pass along a 14-page seller's guide to answer some of the many questions and concerns that occur while attempting to sell.

Why do I do all of this for FREE? You see, I know if it works you will tell your friends about me or maybe you would like me to help you buy a property. Plus I know when a property is advertised in the right way, it will generate multiple buyers. And how many buyers do you require? "One". My interest is in helping all the buyers that don't buy your home. Does that sound fair to you?

EXAMPLE MAILERS:

Hi! My name is _____ with _____. I have assisted many For Sale by Owner sellers in your neighborhood. I live and work in your area and pride myself on using a consulting approach to "help" you rather than trying to talk you out of selling on your own. I hope you are finding the process manageable, if you are struggling, this short survey will help me help you with certain aspects of the selling process. Please take just a moment to answer the questions and I will be back in touch with you very soon.

1. Is your sales price accurate and fair for your immediate neighborhood?_____
2. Is your home in show shape?_____
3. If there are needed repairs do you know which ones to do and which ones not to do?_____
4. If the buyer calls off your sign are you confident in turning that call into an appointment?_____
5. If a buyer shows up are you prepared to take them through the qualifying process or have you lined up some help?_____
6. If a buyer makes an offer do you know the counter offer process?_____
7. If you accept the offer do you know how to write a favorable sales contract that protects both you and the buyer?_____
8. Once the contract is written who will be your disinterested 3rd party to hold the deposit?_____
9. Are you familiar with the Florida Disclosure Form?_____

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10. Are you able to reach buyers outside of your local area? _____

I will custom tailor a For Sale by Owner package just for you, meeting your needs and expectations. My program will help to properly prepare, promote and professionally support you during the process most of us only go through a couple of times in a lifetime. I have every traditional program or call and ask me to show you my "Loyalty" program, it does not require a real estate commission.

I look forward to helping you.

GENERAL MARKETING: WHAT MAKES YOU DIFFERENT? (mailer from lists)

(1)

Buying and selling real estate is still a mystery to many people. Questions arise like; can I do it on my own or should I hire a real estate professional? There is no one universal answer.

I take a very different approach to helping buyers and sellers with real estate. I pride myself in being a consultant. A consultant can discuss more than his or her own products. There are many options and products out in the industry, some are tried and true and others never quite measure up.

When the time comes to buy or sell real estate, I encourage you to call for a meeting and experience the difference. I look forward to helping you.

Sincerely,

(2)

When the time comes to buy or sell real estate let a licensed Real Estate Consultant help you. My name is _____ and I take a very different and refreshing approach to helping you buy or sell your property. I will ensure you get the best price, the most protection with the least amount of stress.

Whether you require a fully traditional program, a non-traditional program or something in between, I promise to custom tailor a strategy that meets YOUR needs.

When the time comes, please let me share with you the difference.

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MAILER TO A PROFESSIONAL YOU DO BUSINESS WITH:

Dear Insurance Agent;

One of the best ways to get ahead in business is to remind the people we do business with what we do for business. I appreciate your professionalism in handling my Insurance needs. When the time comes for you to sell or purchase real estate, I would like to extend that same professional courtesy back to you.

I know there are many real estate professionals to choose from, probably as many as Insurance Agents. But I do things very differently. My commitment to each client is to ensure the best price, the highest protection with the least amount of stress.

When it comes to Insurance I will continue to rely on you. When it comes to real estate I would welcome the opportunity for you to rely on me.

Sincerely,

MAILER TO NON-PROFESSIONALS (GROUPS)

My name is Kim Dickey I am a Real Estate Consultant with ABC and a member of your Church. I love belonging to First United because it brings us all together forming a stronger community. One very important aspect to community is also helping each other. And the most powerful way I can help you and our Church members is when the time comes to buy or sell real estate.

Since I pride myself in being a Real Estate Consultant, I do things in a different and refreshing way. Whether you are buying or selling, my commitment is to get you the best price, the highest protection with the least amount of stress.

Thanks in advance for thinking of me when the time comes to buy or sell your property

Sincerely,

EVERY TIME I PAY:

Put your business cards next to your cash, credit cards and checkbook. Every time you pay for something you have about 5-6 seconds of attention so use this script.

Oh by the way, my name is Kim and I am a licensed Real Estate Consultant with ABC. We just listed a home up the street and we sold one around the corner. If you or someone you know needs real estate help just call the number on the card and I will take good care of them. Thanks.

11/03

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Buyer Management Tool

Script

Hi! My first name is Kim and I am a Licensed Real Estate Consultant with ABC Realty. I promise (put hands up) I am not here to try and list your property that is NOT the purpose of my visit.

I just know that one of the many challenges of selling on your own is managing the buyers, so I would like to drop off an easy-to-use Buyer Management Tool. This tool will help you track the quality of your buyers.

In the first column titled "C", keep track of the number of calls you get for your property.

In the second column titled "A" of the number of calls you receive, keep track of the number of appointments you are able to set.

In the third column titled "S" of the appointments you are able to set, keep track of the number of people that actually show up and take a tour.

And on the final column titled "H" of the people that tour, keep track of how many you feel in your heart actually have the money.

And I will come back next week and see how you are doing!

WHEN YOU COME BACK NEXT WEEK YOU WILL FIND THEY ARE NOT VERY SUCCESSFUL AT SETTING THE APPOINTMENT BECAUSE THEY CAN'T GET PAST THE "PRICE" QUESTION.

So you say; "I see you are having difficulty setting the appointments, which is very common. Let's sit down for just a few minutes and I will give you a couple of appointment setting tips". When you get done say "I will come back next week and see how you are doing."

WHEN YOU COME BACK NEXT WEEK YOU WILL FIND THEY ARE NOT SHOWING THE PROPERTY VERY OFTEN BECAUSE THE FSBO NO SHOW RATE IS VERY HIGH.

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So you say when you come back; "One of the many challenges when selling your own property is that Real Estate Professionals "sell" property and typically FSBO's "show" it. So please take a few minutes and walk me through your property as if I am a buyer and I will make a few recommendations on how you can be a stronger sales person. When you get done say; "and I'll come back next week and see how you are doing."

THE IDEA OF THE BUYER MANAGEMENT TOOL IS THAT YOU ARE ACCELERATING THEIR LEARNING. THE FSBO CYCLE IS VERY TYPICAL. THEY WILL GET CALLS, THE SELLERS ARE LOUSY AT SETTING APPOINTMENTS, IF THEY DO SET, MANY BUYERS DON'T SHOW UP AND THE ONE THAT DOES SHOW UP ALWAYS HAS ONE LAST QUESTION "WILL YOU RENT THIS HOME?"

At no point should you fall back on your promise and ask for the listing. The seller will let you know when they are ready to give up and list, which is usually within the month, so make sure you keep coming back each week.

Happy Selling! Kim Dickey First American Title

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Buyer Management Tool

C
(Buyers)

A
(Appointments)

S
(Shows)

H
(Have the \$)

WHY Document

Your Company

Your Products/Services

Your Business Approach

Your Value

Your Client Team

Now put it all together in a full statement. Remember what seller's really want:
THE HIGHEST NET, WITH THE MOST PROTECTION AND TO SELL WITHIN THEIR
TIME FRAME WITH THE LEAST AMOUNT OF STRESS!

Brought to you by:

Kim Dickey

Director of Elistingservice

140 Fountain Parkway North, Suite 510

St Pete, FL 33716

727-215-1928



First American
Title Insurance Company

For Sale by Owner “Pick-Up Lines”

1

Mr. Seller, I think you are “smart” to consider all of your options and trying to sell on your own is certainly one of them. I personally specialize in (4) things; bringing my sellers the “highest net”, most “protection”, least amount of “stress” and the best opportunity to sell within “their” timeframe. Are any of those specialties important to you and your family? Great, since you are considering “all” of your options, and in the spirit of making a good business decision, I encourage you to consider mine too. Let’s set a time to see if you are a good “candidate” for my specialties.



2

Mr. Seller, usually when I hear someone wants to try it on their own it is usually a “hope” to try and save the commission, is that what you are “hoping?” Now some people do and some people don’t. Why some don’t isn’t always the inability to get a qualified buyer, but most often the inability to do the long drawn out process. In fact, there are over 180 tasks a Real Estate Professional performs in just a general transaction. Let’s go over the list of tasks together and if at the end you still feel comfortable trying to sell on your own, I’ll feel comfortable. Sound fair?

3

For Sale by Owner is only a savings if “you get top dollar and nothing goes wrong”!!

4

Mr. Seller, in today’s market it makes sense to consider the trying to sell on your own option. And I realize you will only enter into a business partnership with me if I can save you time, aggravation and of course money. Right? Let’s sit down for 20 minutes and investigate this possibility together then in the end you can feel assured you made the best business decision. Make sense?

5

I am glad to hear you are considering all of your selling options, that is the best way to make a good business decision. Here is one golden question; if I could show you in 10 minutes how my knowledge, expertise and ability to customize a marketing strategy could actually “NET” you more than you could net on your own, would you consider using me?

Now that you have their attention, PROVE YOUR VALUE!!

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