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# Attracting Expires...

*Tools You Can Use...*

By Julie Escobar

The famous bank robber Willie Sutton once said, “I found that the right visual aide (his pistol) and a few well chosen words are more persuasive than just the words alone.” Felonies aside – he was on to something!

As sales professionals, having the right visuals to back up your words and presentation can often mean the difference between taking the listing or leaving empty handed. I’ve always been a big fan of visuals when giving presentations

**MERCHANDISING REVIEW**

**Seller Controlled Merchandising Factors**

	Yes	No
Prize or Bonus Market Value	<input type="checkbox"/>	<input type="checkbox"/>
General Financing Available	<input type="checkbox"/>	<input type="checkbox"/>
Government Financing Available	<input type="checkbox"/>	<input type="checkbox"/>
Assumable Mortgage Available	<input type="checkbox"/>	<input type="checkbox"/>
For Sale Sign	<input type="checkbox"/>	<input type="checkbox"/>
Showing Facility	<input type="checkbox"/>	<input type="checkbox"/>
Good Curb Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Good Interior Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Good Yard and Landscaping Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Good Neighborhood or Location Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Good School Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Good Shopping Appeal	<input type="checkbox"/>	<input type="checkbox"/>
Major Improvements Made	<input type="checkbox"/>	<input type="checkbox"/>
Appliances and Closets Included	<input type="checkbox"/>	<input type="checkbox"/>
Lock Box Installed	<input type="checkbox"/>	<input type="checkbox"/>
Available for Office Tour	<input type="checkbox"/>	<input type="checkbox"/>
Cooperative Sellers	<input type="checkbox"/>	<input type="checkbox"/>
Home Inspection Prior Offered	<input type="checkbox"/>	<input type="checkbox"/>
Attractive Commission	<input type="checkbox"/>	<input type="checkbox"/>
Water Filter System	<input type="checkbox"/>	<input type="checkbox"/>
Stainless Included	<input type="checkbox"/>	<input type="checkbox"/>

Seller's understand that completion of any eight or more of these items listed in the Merchandising Review Form will greatly enhance the probability of the property selling, as well as help the property to sell the best possible price in the shortest period of time.

Seller Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Seller Signature: \_\_\_\_\_ Date: \_\_\_\_\_

and when your goal is to effectively communicate with your client or customers. They lend an extra layer of authority to the conversation, appeal to the both the “listener” in the room and the “visual” person in the room (and if there’s a husband and wife or more than one person who is a decision maker – there’s usually one of each!), and it help you and your ‘audience’ to stay ON TRACK.

Targeting Expireds is a dynamite strategy in today's market. Granted, some are disillusioned, some worried and many frustrated...but most of the time – they're **still motivated to sell**. One of the first things you have to do is to help them figure out the “WHY” for their dilemma. Was it price? (Many times!) Was it condition? (You can sell anything for the right PRICE.) Was it the terms?

Whatever it was – the key to keeping that from happening again is to make sure your sellers are just as vested as you are in creating a successful end result – the sale of their home, preferably sooner rather than later.

**Enter the Merchandising Review.** This handy dandy little form is great for walking sellers through the potential pitfalls that can happen if you don't follow a success track when listing a property. It helps put some of the “monkey” if you will on their backs – not just that of the sales agent. And truly – it should be – right?

The Merchandising Review is a great way to sit across from the seller and say, “Listen, selling a home in today's market is challenging at times, there's no doubt. But I like a good challenge and when you have the right tools, the right price, the right plan and the right agent – we can get you to your goal of getting this home sold. Let's do this – let's walk through what I call a Merchandising Review and take a look at some of the top reasons that a home will sell (or won't) in our market – OK? That way we can make whatever adjustments we need to get you and your family to the next chapter of your life. Sound good? Here, I brought two copies – let's go through it...”

**It's easy to use and easy (and free) to get!** [Click here to go to our Resource Page](#) - scroll about half way down the page until you see “Merchandising Review” – then just click download! Easy, breezy! While you're there – also download our [Five Factors That Cause Properties Not to Sell](#) and [Six Pitfalls to Overpricing Your Home](#). Both are perfect for this demographic!

Then if you really start wanting to drive up your production and attract Expireds in your market – use our [‘7-Series for Expireds’](#) – the messages are perfect for entering the conversation that's already going on in the minds of these disappointed sellers.

At least twice a week, pull the Expireds in your market and send them a series of 3-5 postcards, mailing one every 5-7 days. Use the alternative back on the postcard to write a little more – and share that you have a very special tool that can help them first, determine what went wrong in the sale of their home and two, ensure that it doesn't happen again and invite them to call you for a copy of their own.

You can offer a different report on each postcard!

It's a great way in the door for these potential sellers. Go for it!

**Need help choosing the cards that are right for you? Simply call our marketing specialists at 866-405-3638 today. They're smart, knowledgeable, friendly and just the folks you need on your side to ensure that your marketing is TIMELY and DONE! Be sure to use promo code REFERRALS this month to save 15% on your order! Good luck and go get those Expireds!**