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If you want 2012 to be better than 2011- here are a few suggestions you need to implement as an agent

1. Determine a way to increase your listing inventory. Social media is an important part of our strategy but is not all inclusive. You need to go to a hot demographic with a multi-media approach and ask for the business **by creating and demonstrating value**. This is a simple system, which is the foundation of my training – what can you do more for them that they didn't already receive. The Truth? Check out my **article archives** for greater detail at www.pvsouthbayrecareer.com.

2. Show your buyers what you do for them so they'll commit. Prove and demonstrate that you have a team, and show them properties outside the MLS. Tell them that for you to do a better job you will need to determine their goals by asking some questions. Get them pre-approved and ask for a meeting at your office. Ask them to sign a loyalty agreement. When the above steps are completed, you have a 90% closed buyer that you will like! Stop the other nonsense.

3. Know what you are going to do for a portion of your day, every single day. Make a commitment to yourself by calling your listings, call your listing leads, call your buyers, do proactive seller lead generation, call pendings and expirations, and do all the other activities that you know will work but you get "too busy" to do.

4. Turn your listing presentation into a counseling session. Find out more about the seller's needs before you go to the property. How can you help them if you don't know what they need? Demonstrate "genius" and sincere interest in what they want. "We get what we want by helping other people get what they want"!

5. Get back on the phone and get a little rejection. Sure, you never get turned down on social media, but you never get better either. Scheduled database calls so you call them at least twice a year. Ask what their real estate future looks like and the real estate future of their family, friends and relatives. Check their email address and show them how to invest in real estate through their IRA, Roth, SEP, and 401K.

6. Have more questions about what they want. Arm yourself with more questions about what their goals are and why they want to sell. What are they going to put the equity into or how will it work for them when the property is sold. Be thorough, “it’s all about them!” **ALWAYS CHECK THEIR MOTIVATION!!!**

7. Have a list of questions to ask buyers over the phone or at the first meeting. I would skip the first meeting if the questions do not get handled. The questions will determine whether the buyer is realistic and motivated. You will need to give the buyer many value-filled reasons why answering so many questions early in the relationship will be valuable to them. You will have to be an expert at selling your system, your team, and most importantly how you will be able to find them secret property than no other agent will ever show them if they help you to understand their needs better (the questions).

8. Direct the answered questions to your lender who can and will give you a third-party endorsement to the buyer and pre-approve the buyer.

9. After pre-approval, **invite the buyer to your office for more value that you have produced** like your system of showing them old expireds and FSBOs or sending direct mail to the neighborhood of their choice to find possible inventory that is outside the confines of the MLS.

10. Re-check their motivation at the meeting, and create security. With the value you give these people, ask for exclusive representation by way of a loyalty agreement.

11. Advertise your buyer's needs rather than your listings, because that is what sellers want to see!

12. **Since you've already created your "business plan" for 2012** – have you determined what silos of activity are going to produce the income you're looking for, in other words – “where are the sales going to come from?” **Commitment and Accountability are the buzzwords for 2012.**

Ask yourself daily, “What am I doing to get better in all aspects of my life and what kind of example am I setting for others.”