



Mark Sampson

This Article
Compliments of Call Realty
www.pvsouthbayrecareer.com

Q and A

Q: How do you handle the “I’m using my cousin/nephew/sister/neighbor/good friend” remark?

Got a hold of an expired today and they had no motivation. Decided to wait for 18 months and they are using their nephew. Should I call them back in 9 months?

A: Remember two important points – they need to have some motivation, and you need to ask more questions.

Ask them -- "If property did sell, what would be good about that?"

Once you know they have a reason to sell, say to them "If I could tell you with certainty that your property would sell, approximately how long it would take, net you more money in your pocket than the competition, and also pay your sister a large percentage of what she would earn without having to do anything -- would that earn me a 30 minute appointment with you and your spouse?"

You know the average days on market for the market, your office, and your personal efforts. You can demonstrate how you net them more money with your exclusive services. If you have forgotten your exclusive services, I’ve

included a list below to refresh your memory! J

1. The Days on Market Reducer
2. The List-to-Sales Price Ratio Increaser
3. The 40-Point Customized Marketing Plan
4. The Post-Listing Inspection System
5. The Get More Money for the REALTOR® Service
6. The Sell the Sizzle before the Steak System
7. The Litigation Reduction Service
8. The Buyer VIP Service
9. The Cooperative Agent Education Program
10. The Guaranteed Feedback System

Among the other services and plans we have discussed.

“Sis” doesn’t have all of these. Plus, if we have to, we can pay “sis” a 20% referral fee if the owners need to save face with her when they list with you.

Bottom line -- you do a better job in a faster period of time and net the sellers more money. Sis ends up getting about what she would net after all her expenses. The seller will know you are telling the truth when you offer new ideas each week, when you have time-blocked their feedback every Thursday, and when you offer them the opportunity to express dissatisfaction (something that is hard to do with a relative). They know that they can't be fierce with “sis.”

Send them an email with all of this information. Let them know they would be making a strategic mistake not to meet with you and at least hear about your programs. They could teach them to “sis,” and if they have any motivation at all, put them in your listing leads A program, add them to the newsletter list, and send them all the new competing listings that show up in their market area.

