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SPARK 8:

FIND SELLER

LEADS

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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Compliance: Do Not Call/Telephone Consumer Protection Act

WARNING!

The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

Find Seller Leads

Activity: Finding Seller Leads



Your Database



Daily 10/4



Open Houses



Referrals

- What is your #1 job as a Real Estate Agent?

- Where else can you find seller leads?

Connect with Seller Leads

Connect: Dive Deep

The first thing we need to do with our seller leads is connect with them. The questions below represent connecting questions you can use to get the full story on your lead. These questions will help you dig deeper for more information that will help you convert and ultimately close your lead.

Connecting Questions		
Get details to add to your database.	“if you would, please tell me a little bit about your family/job/life, etc.”	WHO
Assess their wants, needs, and plans.	“what are you looking for?” “What do you want to do?”	WHAT
Pinpoint their location.	“Where would you like to buy?” “Where is your home located?”	WHERE
Determine their motivation.	“Why are you moving?”	WHY
Get a feeling for their timeline.	“When would you like to do this?”	WHEN
Assess their expectations.	“How do you plan to do this?”	HOW

- How will these connecting questions help determine how motivated the potential seller is?

- What other questions can you use to understand the needs or wants of your seller lead?

BASED ON THE MOTIVATION AND READINESS OF YOUR LEADS, YOU CAN CATEGORIZE THEM AND PUT YOUR PROSPECTING AND MARKETING PLANS INTO ACTION.

Activity: Categorize Your Sellers

In groups of 2 or 3, ask your partner connecting questions to determine their readiness. Categorize them using the system below. Hint: you can use the questions on page 5 to qualify your role-play partners' motivations.

A Able, ready, and willing to do business in 0 – 14 days.

ACTION: Daily follow-up to secure an appointment.

B Able, ready, and willing to do business in 15 – 60 days.

ACTION: Put them into your database AND call every 2 – 3 days or at least once a week.

C Able, ready, and willing to do business in 61 days or more.

ACTION: Put them into your database and call monthly.

- What did you learn from asking your partner connecting questions?

- What do you think is a best practice for cultivating leads from sellers that are categorized as a C on this scale?

Convert: Ask for the business.

Converting or closing a lead is the process of asking for business. Connecting is crucial, but unless you get their business, you won't be making any money. Many agents are very successful at connecting with people. It's asking for business that they find challenging.

Your goal from your call to a lead is to close for at least one of the following:

1. An appointment with them.
2. A referral from them.
3. A reciprocal connection with them.

4. The Hard Close	Let's meet!
5. The Soft Close	I've really enjoyed visiting with you. When would you like to get together to discuss this further?
6. The Direct Close	Can we meet today or would tomorrow be better?
7. The Indirect Close	Would it be OK if I got you some information to look over and then we can meet to discuss?
8. The Trial Close	I think you would agree that we have gone over enough today that meeting would be our next step.
9. The Assumptive Close	It sounds like we should meet. I am available most times this week. What works best for you?
10. The Negative-Positive Close	Would you be offended if I asked if we could meet to go over this?
11. The Take-Back Close	I've really enjoyed visiting with you. To be honest, I'm not sure if I can be of help or not, but I would be honored if we could meet to find out.
12. The Tie-Down Close	Wouldn't it make sense for us to meet in the next day or so?
13. The Alternative Choice close	What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?

- What other questions can you think of to fit the who, what, where, why, when and how line of questioning?

Prequalifying Sellers

When calling to set a listing appointment with the seller, you will want to confirm important details, including their motivation to sell and their readiness to sell. Prequalifying the seller will help you prepare for the listing appointment and gives you insight into the mindset of the seller.

It also helps you avoid wasting your time on those who aren't truly serious about selling their property.

The prequalifying process is a conversation with the goal to get to know the seller better. Use the scripts and questions on the next page as a guide for the conversation.

Exercise: Practice Using the Pre-Listing Questionnaire

In pairs, role-play using the Pre-Listing Questionnaire.

- How did these questions help determine your seller's motivation?

- What other questions did you use to help determine your seller's motivation?

Listing Presentation

An effective listing presentation positions you as their real estate expert of choice – the best person to get their home sold for the right price, in the least amount of time, and with the least hassle.

The pre-listing presentation plays two critical roles:

- Preselling – The pre-listing materials are specifically designed to build sellers’ confidence in you, and to answer their questions and objections in advance of your presentation.
- Saving Time – A strong prelisting packet will make the consultation experience smoother, and probably shorter, than it otherwise would have been.

Exercise: Access and Practice Customizing the Listing Presentation

Log into Command to access the customizable listing presentation.





Add or delete information to create a succinct packet to hand off to a seller before your listing presentation. It should:

- Set expectations for the potential seller.
- Showcase why your seller should have confidence in you as a listing agent.
- What challenges did you experience when customizing the Listing Presentation to create a Pre-Listing Packet?

- What aha’s did you have from completing this exercise?

Recap and Create Your Success List

Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	