

DUST TO DIAMONDS: MOVE YOUR LISTINGS

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STOP trying to be the HERO in your client's story.
If you do it long enough, you'll become the VILLAIN.

We don't identify the true problem - you're treating the smoke and not the underlying FIRE
You keep getting stuck swatting at smoke - you don't even know what the problem is.
When you diagnose without understanding know what's going on - it's malpractice
Sometimes we are too scared to ask the question because we are living in scarcity.

12% OF SELLERS USE THEIR AGENT AGAIN

What happens to the other 88%? You are not solving problems for the person, you are making it all about you. Transactional instead of relational.

PAST BEHAVIOR IS YOUR BEST DATA

Did you slow down to understand who they are before you started?
What happened the last time you bought or sold a home?
How did an agent win with you? How did they lose with you?
Slow down and ask appropriate questions

EVERY MIND IS ALREADY MADE UP ABOUT SOMETHING

Everyone always has a pre determined bias - your job is to understand it going in
Where are the holes? Where are the land mines? What do you need to avoid?

THE BRAIN DEFAULTS TO DANGER

We are not wired for success or growth - we are wired for comfort and what people are seeking.

Are you selling and telling or asking questions?

LOSS MOVES PEOPLE - GAIN INTERESTS THEM.

People move from pain - only a few move toward pleasure

Help people realize the potential loss - loss will move people

You have to push people to move - fear of loss is a primary motivator.

EVERY COMPROMISE WITHOUT STRATEGY IS A CONCESSION WITHOUT CONSEQUENCES

Remove this line from negotiations: Let's split the difference

Makes it seem like settling. Help them author and understand the strategy

CAN'T TELL A TODDLER WHAT TO DO

Humans are just big toddlers.

People will die over their autonomy.

No one wants to be told what to do - everyone wants to be led.

Authorship is ownership

VISION DRIVES DECISION

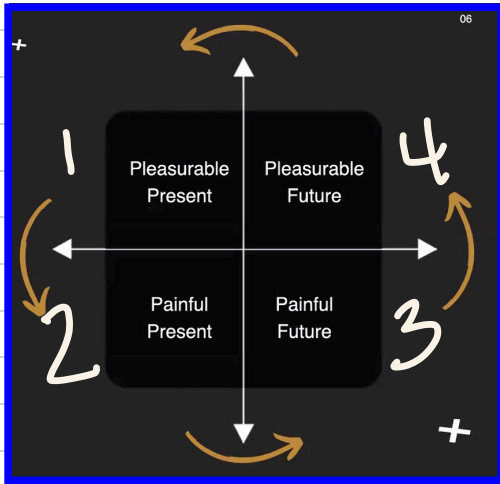
We have to become better story tellers

You have to craft a vision - people won't move without the vision

Craft what could be and envision what the outcome could be for themselves.

3 P'S OF MOVEMENT

PAIN



Moving from quadrant one to quadrant two - give them doubt - "What if you're wrong"

We speed through the bottom part of the quadrant because it is uncomfortable.

You can't speed through it - the bottom part is where the magic happens.

Vision drives decision

Quadrant 3 is the MAGIC SQUARE: what if you're wrong, what if it stays that way - and sit in quiet and let it sit. What is your biggest concern on the upcoming transaction?

WHAT IF WE PUT IT AT A PRICE THAT CAUSES BUYERS TO RESPOND IN THIS MARKET AND PRICE IT AD XXX SO WE DON'T HAVE TO «PAINFUL FUTURE» SO WE CAN «WHAT THEIR MOTIVATION WAS»

PUBLICITY

+ Targeted Social Media Marketing

+ 7th Level Open Houses

+ 100 Doors Knocked

+ Reverse Prospecting

+ 20 MET Database Previews

+ Analytics and Reporting

Facebook: The majority of them are over the age of 35 and the age of first time homebuyers is over 40

Open House: The only way to make an open house work is to WORK the Open house. Put out signs 72 hours before, door knock the neighbors, advertise the Open House.

Door Knock: Practice and role play - do the things that are scary.

Reverse Prospecting: gives you a reason to call.

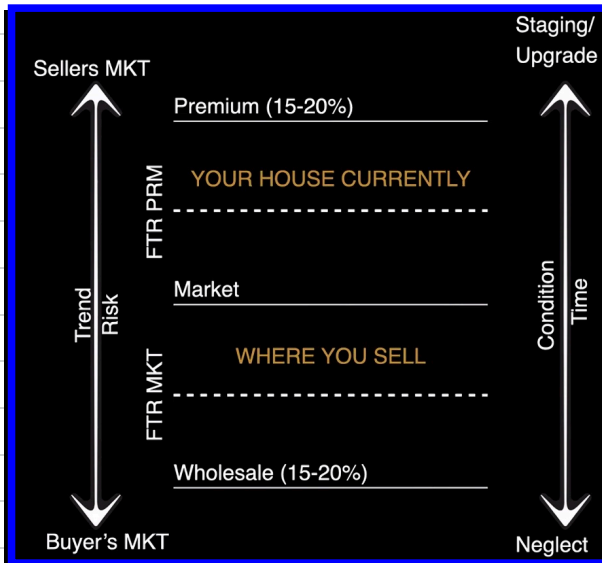
20 Met Database Previews: if you have a listing that isn't moving - take your listing and send it to 20 people in your database that you know and you are asking them for market research - not if they want to buy it. You are loading the deck with feedback.

All you are doing is asking for advice.

You are telling your database that they are important enough to you.

Analytics and Reporting: Weekly meeting with every listing that you have - even if nothing has happened.

PRICING



Draw this out for them live on a piece of paper and walk through it with them.

What do you think dictates pricing when it comes to the market? Educate them on the trend.

Time on market usually dictates the value that is inherent in the home perceived by the buyer.

How long are you comfortable being on the market?

You know what scares me about that.