



**market leader**

**FSBO's, Open Houses, Expired Listings – Oh My!**  
Million Dollar Pipeline Program | Class 5



Jenn Tervo



Sheldon Rapoza

---

---

---

---


---

---


---

---

**The Plan for Today...**



Leveraging your Market Leader tools to impress FSBO's  
How to approach expired listings to build a better relationship  
Strategies to showcase your service to win more business  
How to get the more from your open houses



Today's call will be recorded

---

---

---

---


---

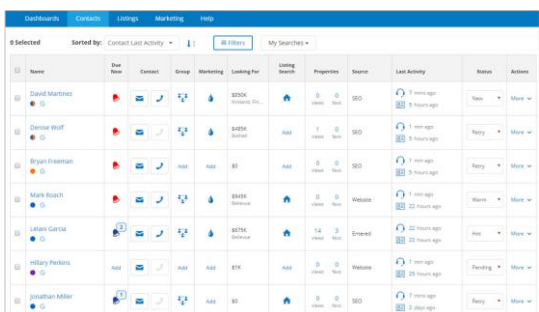
---

---

---

**But First....**

 A quick tour of your new Contact Search page!



Name	Due Date	Contact	Group	Marketing	Looking For	Using Search	Properties	Source	Last Activity	Status	Actions
David Martinez					550K - 600K	Buy	0	SEO	1 min ago	None	More
Danica Wolf					500K - 550K	Buy	1	SEO	1 min ago	Pending	More
Bryan Friedman					\$0	Buy	0	SEO	1 min ago	Pending	More
Mark Booth					500K - 550K	Buy	0	Website	1 min ago	Warm	More
Lizbeth Garcia					500K - 550K	Buy	14	Direct	22 hours ago	Hot	More
Hilary Perkins					500K - 550K	Buy	0	Website	1 min ago	Pending	More
Jonathan Miller					\$0	Buy	0	SEO	1 min ago	Pending	More

---

---

---

---

---

---

---

---

## FSBO's

learn.marketleader.com

market leader

---

---

---

---

---

---

---

---

### Before We Begin...

- Check with your local board or broker
- Review listing agreement options
- Know the rules in your area
- C.Y.A.



---

---

---

---

---

---

---

---

### The Skinny on FSBOs

- **50%** of FSBO's don't know the buyer
- **61%** of FSBO's who didn't know the buyer chose this method to avoid paying a commission or fees
- The median sale price for FSBO homes is **24% less** than that of agent assisted sales



---

---

---

---

---

---

---

---

### Provide A Small Service

- ✓ A free Single Property Website
- ✓ Exposure on your custom page
- ✓ A marketing flyer with their photos



---

---

---

---

---

---

---

---

### What They Agree To...

- Post dated listing agreement *OR*
- A non-legal letter of intention
- Include ALL that you do as a listing agent
- Justify your commission and show your value



---

---

---

---

---

---

---

---

### Get More Buyer Leads



- ✓ Offer to market the property for the owner
- ✓ Generate potential buyers for the property
- ✓ In return, they send uninterested buyers to you

---

---

---

---

---

---

---

---

## Expired Listings

learn.marketleader.com

market leader

---

---

---

---

---

---

---

---

### Know the Rules, Know the Data

- Some markets have strict rules around when you can contact expired listings – *know these rules*
- Check the MLS to ensure it hasn't been relisted yet
- Identify re-list patterns in the MLS to find your timing 'sweet spot'



---

---

---

---

---

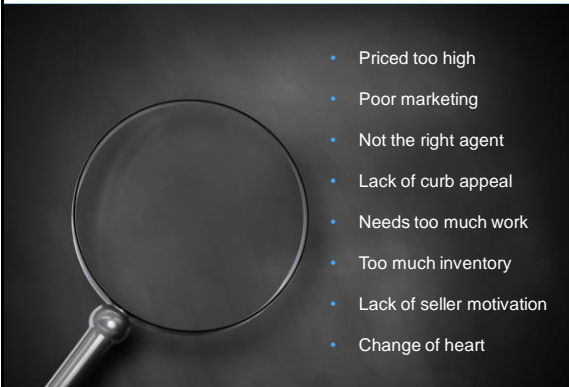
---

---

---

### Why Didn't it Sell the First Time?

- Priced too high
- Poor marketing
- Not the right agent
- Lack of curb appeal
- Needs too much work
- Too much inventory
- Lack of seller motivation
- Change of heart



---

---

---

---

---

---

---

---

### Take a Different Approach



- Their phone is ringing off the hook
- Mail them postcard with their property on it
- Drop off a mini-CMA for their home
- Swing by and drop off a pre-listing package

---

---

---

---

---

---

---

---

### Your Pre-Listing Package

- ✓ A listing agreement that's already filled out
- ✓ A pre-CMA with the price you think it should be listed at
- ✓ Net sheet with your commission rate and their net
- ✓ List of references with phone numbers of your past clients
- ✓ Your marketing plan for their property
- ✓ Business cards with your info & website URL



---

---

---

---

---

---

---

---

Open Houses

---

---

---

---

---

---

---

---

