

Property Marketing Expert[®]

Expired Listing Selling System

Capitalize on your status and credibility
as a Property Marketing Expert[®]
to show owners of Expired Listings
that *you are the expert who will
solve their problem!*

Licensed only for use by holders of the
Property Marketing Expert[®] designation.

IMPORTANT:

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Introduction

When listings expire, YOU are the Property Marketing Expert[®] sellers can rely on to solve their problems!

Send the following pre-written PME Cover Letters and Free Reports to EXPIRED LISTINGS to gain their trust, confidence and their listings!

You're dealing with frustrated people, looking for help!

Listings “expire” for all sorts of reasons. Generally, the problems can be traced back to poor pricing (property priced too high), inadequate exposure (in slower markets, the MLS often won't be enough) or poor condition of the property. Perhaps the listing agent simply didn't work hard to sell the property.

Whatever the reason, you have the opportunity to use your Property Marketing Expert[®] designation to position yourself as the “expert” they should have hired in the first place.

Most owners of expired listings are *beyond* frustrated, and will usually either hire another agent or take their property off the market. You need to move in fast. You will mail a series of three powerful, pre-written cover letters along with three **Property marketing Expert[®]** informational reports (attached) as instructed below.

Owners of Expired Listings are more apt to use YOU to re-list their home. You're an expert at marketing property and present a cohesive plan—exactly what they need!

The minute listings are flagged as “expired” in the MLS, real estate agents start calling them. Keep in mind that the property owner is probably angry with

her or his current agent who never got the job done, and may paint all agents with this brush. But many property owners in this situation put the blame on themselves, thinking they hired the “wrong” real estate agent to begin with.

Property Marketing Expert® to the rescue!

Whatever the reason, you are going to show the owner that YOU are the **Property marketing Expert®** agent she or he should have hired in the first place! You are going to mail the owners a series of powerful pre-written, proven letters and free reports that show how you will:

- Package and cosmetically enhance the property to get it sold this time, at an accurate price
- Aggressively market the property through proven, highly effective marketing channels
- Expertly negotiate with buyers to get the home sold and maximize the equity the seller walks away with.

Our Three-Day Campaign Strategy

On the day the listing expires, as early as possible, mail them Report #1. The next day, mail them Report #2. And finally, on day #3, mail them Report 3. The covers letters for these reports are shown later in this chapter. But first . . .

Employ these mailing tips!

Never use a business envelope with your company’s return address on it. The letter needs to look like it is a personal letter from a friend or family member, or it may be discarded before it is opened. This does *not* mean you have to write your letters by hand. In fact, the more professional the impression *after* they open the envelope, the better. Mail merge on a laser printer is fine, but make it look as personally prepared as you can. And, don’t forget to include your business card with *every* letter!

Modify these cover letters to suit your situation

The content in the example cover letters have been used with success, and serve as a recommended approach. But you don’t have to use our text word-for-word. Feel free to edit the letters as you wish. After all, the letters are coming from you, personally.

Read on...

DAY ONE, FIRST LETTER: Send the following cover letter, and enclose your business card. (Note: A printable version of this sales letter is located in Appendix A)

May 1, 2005

Dear Mr. Jones:

I noticed today in our Multiple Listing Service that your listing expired and thought the following strategic report would be of interest to you.

It's titled, ***"House Didn't Sell? It'll sell this time, fast! Powerful strategies from your local Property marketing Expert[®]"***

The report discusses several steps that are critical to selling your home fast -- including pricing and inexpensive fix-ups that can dramatically improve the "curb appeal" of your home. In addition, it demonstrates the need for an aggressive, proven marketing program to sell your home in the time frame you're hoping for, even in a slower economy.

As a **Property marketing Expert[®]** designee I am versed in the science of packaging, pricing, and aggressively marketing homes. I have included my powerful, proven ***Property Marketing Plan*** that gets homes sold, fast. I would love to sit down and talk about my aggressive marketing strategies that will get *your home* sold fast.

Please call me if I can help you in any way.

Best Regards,

[Yourname Here]

Property marketing Expert[®]

Your phone number

Enclosure

ENCLOSE REPORT #1, ***“House Didn’t Sell? It’ll sell this time, fast! Powerful strategies from your local Property Marketing Expert®”***

DAY TWO, SECOND LETTER: Send the following cover letter, and enclose your business card

Include report #2, ***“How To Pick The Hardest Working Agent In Your Market!”*** Also, include a copy of the Property Marketing Plan.

May 2, 2005

Dear Mr. Jones:

Yesterday, you received an informative article on how to make sure your home sells.

It is imperative that you hire a hard working real estate agent that uses proven marketing tactics to aggressively sell your home. One of the biggest reasons homes don’t sell is the lack of an aggressive marketing effort.

I’ve enclosed my report entitled ***“Hire An Agent That Will Work HARD For You! How To Find Her or Him!”*** This report should help you select an agent that will get the job done.

Also, as your local ***Property Marketing Expert®*** designee, I would like to discuss my aggressive marketing strategies with you. In your neighborhood, I recently sold a house on Jennifer Street for full asking price, and another on James Road within 30 days of placing it on the market. I am versed in the science of packaging, pricing, and aggressively marketing homes. I want to put my aggressive marketing to work for you to get your home sold fast!

Please call me to discuss our strategy for getting your home sold quickly, at the price you want.

Best Regards,

[Yourname Here]

Property marketing Expert®

[Your phone number]

Enclosure

Within the first few days, the owner is deluged with phone calls from aggressive agents. DO NOT be one of those agents . . . you're the expert!

By the time the owner has received the second letter, she or he has received, on average, over a dozen phone calls (perhaps even 100 or more!) from aggressive agents who call once and never follow up. What distinguishes any of these agents? Nothing! What distinguishes you? The fact that you took the time to mail something of real value.

At this point, we're going to mail letter number three, and follow up with a phone call four business days after that. So continue onto the next page . . .

DAY THREE, THIRD LETTER: Send the following cover letter, and enclose your business card.

Include report #3: ***“Sellers Beware! These Costly Mistakes Can Cause Your House To Sit On The Market!”***

May 3, 2005

Dear Mr. Jones:

I recently sent you several informational reports that I hope will be of value to you.

I wanted to send you one more, entitled ***“Sellers Beware! These Costly Mistakes Can Cause Your House To Sit On The Market!”***. This report discusses several mistakes that I see other sellers repeatedly make, causing their homes to sit on the market.

As a ***Property Marketing Expert***[®] designee I can help you head off any mistakes and get your home sold fast, for the price you want. Again, I would love to sit down and discuss my aggressive marketing strategies that I employ for sellers in your area to get their homes sold fast.

Please call me to discuss my strategy for getting your home sold quickly, at the price you want.

Best Regards,

[Yourname Here]

Property marketing Expert[®]”

Your phone number

Enclosure

Four business days after sending your third letter, clinch the listing appointment with a phone call!

At this point, the owner has probably read one or more of your reports. If she or he has not responded, call four business days after you mailed your last letter. Make sure you call in the evening, when you're most likely to reach them. Use the following dialogue:

**You: "Good evening, Mr/Mrs/Ms _____.
My name is _____. I noticed that your home was on the market but didn't sell, so I thought I'd send you several reports that I've written to help you sell your home. Did you get them?"**

Owner: Yes. Thanks.

You: I hope these reports helped you understand what might have happened. As a Property Marketing Expert, I specialize in helping property owners like you sell their homes by employing a very powerful, integrated marketing campaign. Would you like to hear how I get these homes sold, fast?

Owner: Sure!

You: I work in your neighborhood, so I can stop by to show you my marketing strategy. What day is convenient for you?

The Property Marketing Expert Designation® Difference

You're not one of the many agents who called once and never followed up. You're positioned as an expert, versed in the science of marketing homes. Sellers recognize your expertise. Also, you methodically sent valuable reports to the owner, which shows a level of effort and pride that the owner is looking for. It's only logical . . . owners think that if you work this diligently to market yourself, you'll probably work hard to market the listing once you get it!

Real Estate Report:

House Didn't Sell? It'll Sell This Time! Powerful strategies from your local *Property marketing Expert*[®]

By <type your name here>

You put your home up for sale and it simply didn't sell. Undoubtedly, this has created a lot of stress, inconvenience and anxiety for you and your family. Perhaps you already bought another home. Maybe you needed this home sold because of a job change. Regardless of the reason, it's certainly a burden!

What Should You Do?

The first thing to do is take a step back and analyze the situation. Try to assess what factors led to your home not selling. Below are the top four reasons why homes tend to languish on the market:

Is The Property Overpriced?

Overpricing your property is usually the number one reason it did not sell. Assuming your neighborhood or area has homes with similar features (number of bedrooms and baths, lot size, etc.) on the market for a lower price, buyers will naturally buy those properties first. The price of your property should be *competitively priced* with these other homes. That means if you want to sell your home, price the home at or slightly below the comparables. Your real estate agent will help you establish the best price based on the competition. Again, pricing your property above comparable properties can easily cause it to languish.

“Take a step back and analyze the situation. Usually, the problems can be tied to a lack of exposure, overpricing, condition of the property, and most importantly, not hiring the right agent”

Another problem with pricing higher than competitive properties is the price reductions. Most homeowners will reduce the price once they realize their home is priced higher than the competition. When your real estate agent enters the price reduction in the MLS, the property is probably at or near where it should have been priced in the first place. The problem now is you missed a lot of the buyers the first round that bought comparable homes for the same price you have just reduced your home to.

To overcome this situation, you are going to have to make sure your new, reduced price is extremely competitive. If your price reduction still leaves the asking price of your

home higher than any comparables, your home will probably continue to languish. Your real estate agent will help you assess the competition and help you establish an asking price that will get the home sold.

Condition Of The Property

All of the cosmetic things, such as paint, landscaping, window coverings and flooring should be in good shape. The house should be spotlessly clean inside and out! It's amazing how most buyers refuse to see "through" superficial, cosmetic shortcomings. To illustrate this point, most buyers can walk into a "perfect" home that is priced below market. However, if the house is cluttered, the carpet is worn, or the house has a strong pet odor, they move on to look at the next house. And making these cosmetic improvements costs little . . . mostly your time! To get the house sold, make a small investment in:

1. **Landscaping:** Make sure lawn is in good shape and trees and shrubs neat and trimmed. Make sure gutters are clear. If you don't have the time to do it, pay someone.
2. **Exterior of home:** Make sure there is no chipping paint, dirty windows, or clutter in the yard. Most importantly, remember that most buyers will notice the condition of the front door when they walk in.
3. **Interior:** Make sure the carpets are clean and attractive, the walls painted (if it needs it) and clean (no smudges!), the kitchen clutter-free and the windows are spotless. Also, remove excess furniture (rule of thumb is put half the furniture in storage or the basement). Excess furniture makes rooms appear much smaller. Make sure all clothes are off the floor and organized in closets. And finally, make sure the smell of the home is appealing. Vanilla scent works very well with most buyers.

Was Your Property Aggressively Marketed?

Another primary reason for homes languishing on the market is a simple lack of exposure. In a very hot market, a listing in the Multiple Listing Service alone should generate an adequate number of buyers. However, if your market is anything less than red-hot, the amount of inventory will increase and your home needs aggressive marketing.

Most buyers work with real estate agents. A good real estate agent will make sure your property is exposed to the active real estate agents in your areas by presenting your property to many of the area offices. Also, most active real estate agents have a strong network of other agents, and they're usually on the phone pushing the property to the other agent's buyers.

Make sure your property is advertised in home magazines. Many buyers pull these off the racks of grocery, convenience and drug stores when they are actively looking to buy a

home. Most importantly, make sure your property is advertised in heavily trafficked web sites like Realtor.com. Well over 80% of buyers use the Internet to look for homes!

**Finally, and Most Importantly,
Did You Hire The “Right” Real Estate Agent?**

Did you hire a *Property Marketing Expert*[®]?

Like any profession, there are very effective and ineffective agents. Many agents work hard and employ strong marketing techniques. Many agents have a strong network and access to buyers. Many agents simply work hard to get your home sold. However, many do not. Did your agent simply place the house in the Multiple Listing Service? Or, did she or he inform their network of buyers about your property? How about presenting your property at sales meetings both at her or his office and other company offices? Did she or he promote your property at the local real estate board meeting, where many agents gather to share inventory? Did she or he use aggressive advertising, including real estate magazines and heavily trafficked Internet web sites?

Ask yourself, was your agent passionate about selling your property? If not, now is the time to seriously consider hiring a *Property Marketing Expert*[®]. Agents who hold this designation are versed in the science of packaging, pricing, and aggressively marketing homes. Property Marketing Experts consider the sale of your home to be a new product launch that requires a proven marketing strategy and brilliant execution. Agents who are Property Marketing Experts employ a highly effective three-tier *Property Marketing Plan* which includes:

- Packaging and cosmetically enhancing your property in all of the right places, at very little cost, to get the home sold fast and off the market.
- Aggressively marketing your property through proven, highly effective marketing channels.
- Expertly negotiating with buyers to maximize the equity you walk away with in the timeframe you want.

I hope this informational report was informative. As your local *Property Marketing Expert*[®], I am available to answer any questions you have about properly packaging your home to get it sold. You can call me at any time for advice, and please remember that you are under no obligation or pressure of any kind. I would very much like to help you.

Best Regards,

<Your Name>

Property Marketing Expert[®]

Your Company

Your Phone Number

Real Estate Report:

Sellers Beware! These Costly Mistakes Can Cause Your House To Sit On The Market!

By <Your Name>

You put your house on the market, ran an ad in the newspaper classifieds, and sat by and watched as the phone didn't ring. To make matters worse, few, if any people came by the house. This happens frequently, and the problems in all cases are usually the same.

The Dangers of Pricing Too High

You probably have lots of emotion "built in" to your house. Maybe you fixed it up, or you raised your children there. Your home is your "special" place. However, when it's time to sell, don't let emotion play a roll in your pricing decision!

Many sellers don't understand that overpricing can actually result in your getting LESS for your house than if you had priced it correctly in the first place. Knowledgeable agents and buyers often won't bid on an overpriced home. By the time you "wise up" and reduce the price to where it should have been priced in the first place, many of your best prospects will have bought other houses. This decreases demand for your now properly priced home! The problem is exacerbated if you placed your home on the market in the spring, it sat on the market "overpriced" throughout the summer, and now that you've reduced your price, the market has slowed.

"Not being in the MLS makes it extremely difficult to get buyers through your door. If your home is not in the MLS, you're off the radar! Hire a good real estate agent, and get into the MLS!"

Also, consider that agents tend to steer buyers away from homes that have been in the Multiple Listing Service for long periods of time. Agents and buyers become suspicious that something is wrong with your property if it didn't sell relatively soon after it went on the market. It's important to price it right the day you put it on the market!

Also, consider what you could have done with the profits from the sale of your home if you had priced it right. Suppose you priced it right and sold relatively quickly, and invested that money in a rising stock or bond market. On the other hand, suppose you overpriced your home, and after several months, had to reduce it to where it should have been priced in the first place. Even worse, the house still isn't sold! You get the picture.

The Dangers of a Lack of Exposure

It's a fact that most real estate transactions occur between buyer's and seller's agents. Buyer's agents typically find properties for their clients through the Multiple Listing Service. Not being in the MLS makes it extremely difficult to get buyers through your door. If your home is not in the MLS, you're off the radar! Hire a good real estate agent, and get into the MLS!

Also, make sure your real estate agent uses aggressive marketing strategies to make sure your home sells. In a red-hot market, the MLS is probably the only exposure your home will need. However, if the market is anything less than red-hot, your agent will need to print flyers and introduce your home to other agents in his or her office, as well as other local sales offices. Also, exposure in home magazine ads, classified ads, and the Internet will help generate demand for your home. Make sure your agent uses a powerful marketing program!

The Dangers of not “packaging your home” for sale!

Curb appeal is everything! You can take two identical homes next door to each other, both for sale. The first home has a cluttered yard with tall grass and weeds. The shutters on the house are chipping. There are toys in the yard. When you open the screen door, it's half way off the hinges. The inside is fairly cluttered as well, and the wall could use a coat of paint. On the other hand, the owners of the home next door paid \$300 for a landscaper to mow the lawn, trim the shrubs and clear the gutters. Inside, they added a fresh coat of paint and cleared up all the clutter. Again, the two homes are identical. Both owners paid the same amount for the same model. Guess which home is going to fetch more money?

Don't be lazy. A few days of labor and minimal investment can make the difference between your house sitting on the market and selling the day you put it on the market. Cosmetic appeal is essential!

Finally, don't negotiate foolishly!

Don't appear overly eager when you negotiate with buyers. If you appear too eager or too anxious to make a deal, buyers may become suspicious. Worse, they may lower the offer because they think you're desperate to sell your home. Stay cool! Also, don't appear too tough. A good deal can fall apart if buyers find you too rigid to work with.

You probably have a lot of emotion invested in the house, which can certainly get in the way of effective negotiations. The best thing you can do is let your real estate agent handle your negotiations. She or he is emotionally detached from the home and has strong negotiation skills.

Make sure you hire an agent who is a *Property Marketing Expert*[®] designee!

As your local ***Property marketing Expert***[®], I am versed in the science of packaging, pricing, and aggressively marketing homes. I consider the sale of your home to be a new product launch that requires a proven marketing strategy and brilliant execution. My three-tier ***Property Marketing*** Plan includes:

- Packaging and cosmetically enhancing your property, at very little cost, to get it sold and off the market!
- Aggressively marketing your property through my proven, highly effective marketing channels
- Expertly negotiating with buyers to maximize the equity you walk away with

I hope this report was informative. As your local ***Property marketing Expert***[®], I am available to answer any questions you have about how to create the necessary exposure for your home to get it sold fast, at the price you want. You can call me at any time for advice, and please remember that you are under no obligation or pressure of any kind. I would very much like to help you.

Best Regards,

Your name
Property marketing Expert[®]
Your Company
Your Phone Number

Real Estate Report:

How To Pick A Real Estate Agent Who Will Work Hard For You!

By <your name>

You've probably heard a family member or friend say, "I'm going to get into real estate and make a pile of money!" That's probably why there are so many "real estate agents". In some cities, almost one percent of the population either has or at one time had a real estate license.

The truth is, you can make excellent money selling real estate – but few agents actually do. Most agents are part-time. And only a small percentage of real estate agents do the majority of the business.

You need a full-time real estate professional who loves to sell real estate. For her or him, it isn't work . . . it's pleasure. She or he is up by seven every morning, out in the field, going to preview other agent's listings. She or he knows the inventory in your market. And when it comes time to sell your home, your agent packages and markets the property well. Your agent is at local board meetings, pushing your home to other agents. And you need your real estate professional . . . after all, if you have a \$20,000 tax question, you would seek an accountant's advice, right? If you have a \$275,000 real estate question, you need your real estate professional!

A real estate agent must know the local marketplace. This takes years of studying the markets and continually staying apprised of what homes are for sale. And while you are looking at the décor, layout, and functionality of homes, your agent is looking for structural soundness, resale ability, and appreciation potential of the property.

How do you find the agent who is truly excellent?

Pay attention to the agents who continually "farm" your neighborhood. This includes informational reports, post cards, just-listed and just-old postcards, calendars, holiday cards, etc. Most agents who work that hard to earn your business by spending the time and money to consistently mail to you will also work equally as hard to sell your property. They're motivated and hard working. Most real estate agents will tell you privately that these "marketers" are usually good real estate agents. When you are ready to sell, whether you have a cousin who is a real estate agent or not, you owe it to yourself, and your family, to pick up one of those pieces and at least call the good real estate agent for an interview. This is a business transaction!

Referrals from friends and family can be another way to find an agent. But be weary! Friends may receive some type of compensation for recommending their favorite agent. Furthermore, just because the agent is a good family member or friend doesn't mean she or he is a good real estate agent. Your friend or family member may be recommending

this agent out of a sense of obligation. This is a business transaction. You need a competent professional!

Check in the local home magazines. These are often a good place to find good real estate agents. Be careful if an agent has too many listings in the magazine. Perhaps she or he is spread too thin, or doesn't focus on working with buyers.

Finally, keep an eye on yard signs in your neighborhood. If a particular agent has many different listings in your neighborhood, the chances are good she or he is in contact with buyers looking in your area.

What To Ask Them

Once you've done your research, call each agent. Pay particular attention to how long it takes them to call you back. You want a real estate agent who promptly follows up with buyers!

Also, get a feel for their personalities over the phone. Do you think you can work with each person?

When You Finally Meet

Ask your real estate agent to discuss her or his marketing plan. How does she or he plan to sell your house? If the agent does not discuss marketing channels like the Multiple Listing Service, sending your home "fact sheet" out to the agent community, or classified ads and advertising on the Internet, most likely she or he doesn't have much of a strategy. The marketing program is critical to generating demand for your home!

Once you're confident in the agent's strong marketing plan, make sure the agent walks you through a "seller's net sheet," clearly explaining the numbers and what you can expect to receive from the sale of your home. Furthermore, a good real estate agent will explain the necessity of not overpricing your home. After investigating your home and researching the competition, she or he will recommend a narrow range of prices. Of course, you ultimately determine the selling price, but your agent's recommendation indicates at what price your home will actually sell.

The value of hiring a *Property marketing Expert*[®]

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You can call me at any time for advice, and please remember that you are under no obligation or pressure of any kind. I would very much like to help you.

Best Regards,

<your name>

Property marketing Expert[®]

Your phone Number

