

Property Marketing Expert

For Sale By Owner Selling System

Capitalize on your status and credibility
as a Property Marketing Expert®
to show For Sale By Owners
that *you are the expert who will
get their homes sold* when they
eventually list with an agent!

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Property Marketing Expert® designation.

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Introduction

Three pre-written cover letters and reports designed to position you as the “Go-To” Property Marketing Expert[®] when FSBOs eventually list

For Sale By Owners (FSBOs) are one of the best sources for leads, period!

FSBOs typically decide to sell on their own for one of three reasons.

1. It appears “easy” to sell a home yourself and save the commission. So they figure, why not try?
2. Many FSBOs want to simply “test” the market to see if they can fetch their higher price. However, this group is rarely under any compulsion to immediately sell.
3. Many FSBOs simply don’t have the equity in the home to pay a real estate agent’s commissions. Perhaps they are upside down, and want to minimize their losses by selling it themselves.

The “four week FSBO cycle”

Regardless of the reason, according to the National Association of Realtors, most FSBOs end up hiring an agent. It is our experience that FSBOs go through a four-week cycle before reaching this point.

During the first week, they typically place a FSBO sign in the yard and run an open house ad in the classifieds. If the market is red hot and everything is selling, this often works, despite the lack of MLS exposure. But it is not the norm.

During week two, frustration begins to set in. Perhaps they've had an offer, but they've fumbled it because they're not skillful negotiators. After two weeks of hovering over buyers who come through the door, they begin to realize their house is not getting the exposure it needs. They realize they're not in the real estate business and don't have access to buyers like agents do.

During the third week, they begin to think about hiring real estate agents. Perhaps one of the spouses is upset with the decision to go "FSBO" and is pressuring the other to get a "real agent" to sell their property. We've seen this many times. Whatever the reason, by week three, you need to be in front of them!

By the fourth week, they are either interviewing agents or have made the decision to hire their "favorite" agent.

Use this four-week cycle as a basis for mailing three information reports, one per week. And during the third week, you call them.

Thinking of cold calling FSBO's when they put their home on the market? Think again.

For Sale By Owners receive an average of 32 phone calls from Real Estate Agents within 72 hours of advertising their home for sale for the first time. Most of these agents never bother following up. And most FSBOs believe they can sell their home—at least during the first couple of weeks. Avoid this initial hoard of cold callers. You are going to mail a series of three pre-written Property Marketing Expert[®] cover letters with free reports on why FSBO's should hire a Property Marketing Expert[®].

Over 90% of FSBOs end up hiring an agent—and that agent is going to be a Property Marketing Expert[®]!

The beauty of this soft sell, seemingly altruistic approach is while many of your competitors are calling the FSBOs on the first day, getting rejected, and never following up, you are building yourself in the FSBO's mind as the go-to agent versed in the science of aggressively selling homes. Your credibility and perceived expertise is skyrocketing—even before the FSBO meets you in person.

Few, if any, agents in your market are using this approach . . . and if they are, they're probably not doing it consistently. You are positioning yourself as the EXPERT, go-to real estate agent who is a pro at marketing properties. Having your **Property Marketing Expert[®]** designation literally "seals the deal" with

FSBOs. Unless the sellers have a family member in the business, you have a good chance of at least getting an interview when it comes time for them to hire an agent. And when you eventually get the listing appointment, you present your **Property Marketing Expert®** Property Marketing Plan tailored for that particular property (see the Property Marketing Plan Listing Presentation System for more details). This is a very powerful system that sets you *far above the rest of the real estate agents!*

This is a soft, gradual sell. And in week three, you press for the listing.

The first two reports are very “soft” in tone. For example, the report entitled **“Fast, Simple-Fix Ups That Will Sell Your Home For The Highest Price Possible”** suggests that while you want their listing and their business, you’re backing off and trying to help them on their own. However, if the homeowner fails, you are “waiting in the wings” to get the job done. By week three, you are sending reports that confirm what they are finding -- selling your home by yourself is difficult and can cost a lot of money.

Most importantly, in week three, you will call the FSBO directly for the listing. By then, most will know who you are.

Where to find FSBOs

FSBOs are easy to find. You can find them in local newspaper ads. Check the daily newspapers as well as smaller county and town newspapers. Also, you can find them online at www.byowner.com, www.fsbo.com, or www.forsalebyowner.com. Just a word of caution . . . compiling these lists and keeping track of them can be challenging, because there are so many sources (city and local newspapers as well as so many websites). There is a company that will actually compile the FSBO listings for you, sending you an email alert with contact information when a new FSBO comes on the market in your area. The company is www.orionmediagroup.net (toll-free, 888-300-0636).

A few tips on sending mail

First, never, ever use a business envelope with your real estate company’s information on it. Anything that looks commercial usually ends up the trash, so use blank white envelopes. Secondly, address the envelopes as if you were writing a friend. This doesn’t mean you hand-write the envelope . . . for the return address, simply use Andrew Maccini and address (do not include “Realtor,” or “agent”). In other words, make the outside look *personal*. This will significantly increase the likelihood that the recipient will open the letter.

WEEK #1, FIRST LETTER

Send the following report located at the end of this system: **“Expert advice from your local Property Marketing Expert® Designee: Fast, Easy Fix-Ups That Will Help Your Sell Your Home For The Highest Possible Price!”** using

the following cover letter. Also enclose a **Property Marketing Expert**[®] Property Marketing Plan for that property.

May 1 , 2005

Dear Mr. Jones:

I noticed you placed your home at 3842 Jennifer Terrace for sale this past week.

Selling a home is not an easy endeavor. As a **Property Marketing Expert**[®] designee, I thought I'd mail you my special report entitled "**Fast, Easy Fix-Ups That Will Help Sell Your Home For The Highest Possible Price!**" The report is full of valuable strategies used by property marketing experts to make a home present itself at its absolute best, without investing a lot of money to clean it up.

I hope this report helps you net the highest possible profit on the sale of your home. I specialize in selling homes like yours in your neighborhood. Along the way, if you have any questions or need any advice, I would be happy to help you.

Best Regards,

[Yourname Here]
Property Marketing Expert[®]
Your phone number
Your Company

Enclosure

What The FSBO is thinking after receiving this letter

Clearly, when the FSBO receives this letter, she or he will realize you're after the listing. Most likely, they'll find your altruistic, soft sell approach to be refreshing! You should realize that by the time they get your first letter, they will have been bombarded by agent phone calls . . . most of them on the first day, and a lesser number on the second day. This approach has always baffled us,

since the FSBOs just put the home on the market! They're not going to quit after 24 hours!

Most likely, the FSBO will find your approach very professional, unobtrusive, informative, and they'll hold on to your letter and business card. That's when you mail them letter number two!

Week 2, SECOND LETTER

Send the following report: ***“Clever Things Property Marketing Expert[®] Designees Do To Their Own Homes Before They Sell Them!”*** with the following cover letter, along with your business card:

May 2, 2005

Dear Mr. Jones:

Last week, I sent you my informational report discussing fast, easy fix-ups that you can do to make your home more saleable. I hope the report was of value and helped you get the price you wanted for your property.

If you're still trying to sell your home, enclosed is another report that will be of value to you. The title is ***“Clever Things Property Marketing Expert[®] Designees to their OWN Homes Before They Sell Them!”*** There are many clever ideas in this report that I didn't discuss in the previous report. These tips should help make your home's "curb appeal" the best it can be.

As your local Property Marketing Expert[®] designee, I have developed very clever, aggressive techniques that get homes sold fast. I would be happy to share them with you. Simply give me a call at your leisure.

Best Regards,

[Yourname Here]

Property Marketing Expert[®]

[Your phone number]

[Your Company]

Enclosure

At this point, the FSBO may be getting discouraged!

The FSBO will probably read your report more than once to digest every word. She or he may be a little discouraged. Maybe the ad she or he placed in the weekend classified section only resulted in two calls, both of which the FSBO handled ineffectively. Perhaps nobody is driving by the home and noticing the sign. More likely, the FSBO is having a difficult time coordinating her or his schedule to show the home.

One thing is for sure . . . the property most likely is not in your Multiple Listing Service, so the exposure is minimal.

WEEK 3, THIRD LETTER

Send the following report: ***“How To Pick The Hardest-Working Agent In Your***

May 3, 2005

Dear Mr. Jones:

I sent you two informational reports over the past two weeks, which I hope helped you sell your home for the price you wanted.

If it isn't sold yet, I understand. The most crucial aspect of selling a home is making sure you have a potent, aggressive marketing strategy in place, which includes the following necessary basics:

- **MLS Exposure.** Over 80% of homes are sold agent-to-agent. It's imperative other real estate companies know your home is on the market, since most buyers work directly with real estate agents.
- **Agent-to-agent marketing.** It's important to send a fact sheet on your property to all of the real estate agents you know in your office and all of the other offices around town. For example, when I want to sell a house, I send flyers to my network of buyer's agents who I know have buyers looking to buy in this neighborhood.

Now is the time to hire a Property Marketing Expert[®] designee, not just any Real Estate Agent!

If your house is not getting the exposure it needs to sell, let me help you. As your local Property Marketing Expert[®] designee, I will aggressively market your home to my network of buyer's agents, and make sure all of the other agents in this area are aware it is for sale. We'll get your home sold fast, at the price you want, and eliminate a lot of stress.

I have include another valuable report, ***“How To Pick The Hardest Working Agent In Your Market”***. It outlines the right questions to ask when you interview agents to make sure they're one of the best. There are a lot of real estate agents, but a handful of very good ones. This will help you hire the best of them. And I encourage you to hire a **Property Marketing Expert[®] designee** who is versed in the science of packaging and aggressively marketing homes.

Please call me at your convenience.

Best Regards,

[Yourname Here]

Property Marketing Expert[®]

Your phone number

Market!”

At this point, you want an interview. Send this letter, wait three to five days, and follow up with a phone call (the suggested script is shown below):

The Follow-Up Phone Call

Three to five days after mailing the third letter, call the owner. We recommend you call in the evening. For one thing, you'll have a better chance of reaching her or him. More importantly, the FSBO just came home from work, is probably tired, and you can plant the seed that you are the person who will “take this burden” off her or his shoulder.

Use the following script:

You: “Hello, Mr. Jones. My name is [Yourname Here]. I’m the Property Marketing Expert[®] designee who sent you all of those information reports. I hope those reports helped you. Are you having any luck selling your home?”

FSBO: Either “I sold it” or “Not Yet”

You: “The reason I sent you those reports is I have sold many homes just like yours. I know I can sell your home. First, I know which agents, including myself, have buyers in this area who want a home like yours. I have access to the buyers you need. Secondly, I know where to market your home because I’ve been doing this EVERY DAY for seven years. In short, I have the resources and marketing system in place to sell your home if you’ll let me. Can we at least get together at your convenience so I can discuss my aggressive marketing plan for your home?”

Keep it short and sweet. At this point, the FSBO knows who you are, and probably appreciates your attempt to offer something of value before calling. You have paved the way to come right out and ask for the listing. Since it's the third week, and most FSBOs are at least partially discouraged, she or he will probably be willing to sit down for a listing appointment.

Your goal is to get listing appointment, and arm yourself with the Property Marketing Expert[®] Property Marketing Plan when you walk into appointment.

See the Property Marketing Plan that was emailed to you when you enrolled as a Property Marketing Expert designee. Simply change the address on the plan to customize it for the seller, print, and review it with the seller at the listing appointment. Sellers are very impressed by your methodical, aggressive plan to get their home sold. In almost every case, it closes the deal!

This system generates results! Stick with it, and you should be scheduling many listing appointments.

Real Estate Report:

Expert advice from your local Property Marketing Expert[®]

Designee:

**Fast, Simple Fix-Ups That Will Help You Sell Your Home For The
Highest Possible Price!**



By <Your Name>

Think of your home as a product or service. You need to “package” it attractively to create a demand for it. Here are some fast, inexpensive changes that should make your home stand out among similarly priced homes in your neighborhood:

It begins with the exterior!

Your yard, and the exterior of your house, is the first impression that potential buyers have of your home.

Yard. Keep your lawn neat and well trimmed, with well-proportioned shrubs. Consider replanting flowers or creating a flowerbed to enhance the appearance of your yard. If it is the fall, make sure the lawn is raked at all times. And in the wintertime, clear snow from your driveway and walkways.

The Front Door. Make sure your door is tightly on its hinges! Furthermore, the door should be neat and clean. Paint it if it needs it. If the door is in poor shape, consider replacing it. Finally, a holiday ornament on the door, like a wreath, adds a nice touch. Consider adding an inviting “welcome mat”.

Home Exterior. Check for flat-fitting roof shingles, straight lines on gutters, shutters, windows, and siding; solid caulking around roofs and seams. Apply fresh paint where it needs it. Also, make sure the windows are crystal clear; potential buyers often peer through the windows.

The Interior

Lights. During the evening, or whenever you have potential buyers in the home, make sure ALL of the lights are on. This makes rooms look more inviting and spacious. Also, make sure curtains are always up to let as much sunlight in as possible.

Smell. I recommend using a vanilla air freshener that applies directly to your air filter. This gives your home that “new model home” aroma.

Remove excess Furniture. Remove as much furniture as possible. This can make your rooms look dramatically larger.

The Living Room. Strive for a lived-in, cozy feeling. Discard worn, chipped, frayed furniture. Add lamps if it is dark. Open curtains. Set out fresh flowers.

The kitchen. Many buyers judge the house keeping by the oven and stove. Appliances should be spotless and everything should work perfectly. Replace or repair anything that sticks, squeaks or drips. Clear clutter from countertops.

The Master Bedroom. This is the second-most appealing room to a buyer (after the kitchen). Remove excess furniture to make it appear larger. Show the true size of the closets by removing or packing items that can be stored elsewhere.

Bathrooms. Make sure bathrooms are always neat and clean. Remove clutter from sink countertops. Make sure showers are free of scum and tile grout in good shape. Most buyers pay close attention to this!

Basement. If possible, make the basement look like a “living area.” Clear out as much clutter as possible (consider moving it into storage). If you have an extra sofa or loveseat and coffee table, consider creating a living area.

When You Let Potential Buyers In The Door

Make sure that the exterior and interior are both in order! Furthermore, appeal to the potential buyers' senses: make sure the lights are on, the home has a vanilla aroma, and perhaps soft classical or jazz music playing on the stereo.

As your local Property Marketing Expert[®] designee, I wrote this report to help educate you and help maximize the marketability of your home. Property Marketing Expert[®] designees are versed in the science of packaging, pricing, and aggressively marketing homes. I have enclosed a Property Marketing Expert[®] Property Marketing Plan that outlines the aggressive approach I would take to maximizing the selling price of your home and get it sold quickly.

I hope you found this information to be valuable, and if there is ever any way I can be of service to you or anyone you know, please contact me at (xxx) xxx-xxxx. There's no obligation, and I'd love to help you!

Best Regards,

<Your Name>

Property Marketing Expert[®]

Your Phone Number

Your Company

Special Report:

Clever Things Property Marketing Experts[®] Do To Their OWN Homes Before They Sell Them!

By [Your Name]

Property Marketing Expert[®] Designees know to get top dollar for their own homes. After all, they package, market and sell homes for a living. In detail, here's what they do to their own homes to prepare them for sale:

The Exterior

Agents understand the importance of "curb appeal". To beautify the exterior of the home, they focus on the driveway, entranceway, landscaping and front door.

1. The front lawn and shrubs are manicured. Gardens are mulched.
2. All clutter is removed from the front lawn.
3. Cracks in the driveway and walkway are fixed.
4. Gutters and downspouts are cleared and in good working order.
5. Chipped or fraying paint on door and window frames is removed, and fresh paint is added.
6. The front door is painted or replaced if needed.
7. The exterior of the house is painted if needed.

The Interior

8. Walls are cleaned so there are NO smudge marks. If the paint is dingy, the walls MUST be painted. Light colors are used to make the house appear larger.
9. Carpets are clean and in good condition. Otherwise, get rid of them.
10. The windows are thoroughly cleaned. Buyers like to look outside the windows. The windows and screen doors easily open and close and are in good shape.
11. All clutter is removed.
12. All clothes are placed in the drawers or neatly in closets.

13. The kitchen is thoroughly cleaned. The cabinets, counters and appliances are thoroughly spotless. All clutter is removed. Dishes and glasses are neatly stacked in the cupboards. There are NEVER any dirty dishes in the sink or on the counter.
14. The closets are reorganized so they appear larger. Some clothes are removed if necessary.
15. Furniture is removed and either put in the basement or into storage. This makes the home appear much larger. You NEVER want to make it difficult to walk through all the rooms in the house . . . clear the pathways!
16. Electrical and plumbing are in working order.
17. Broken appliances are fixed.
18. The garage door works perfectly.
19. Curtains are always opened, windows shades always up and lights always on (including lamps, hallway lights, etc) when the home is being shown (even during the day). The combination of sunlight and artificial light helps make the home appear larger and open.
20. A fresh scent is always used to appeal to buyer's senses. Vanilla is one of the most frequently used scents in builder's model homes. You can buy vanilla air fresheners that fit directly on your air filter (available at Home Depot).
21. Pet odors are always eliminated!
22. Soft jazz or classical music is always playing on the stereo when buyers come through.

Caution! Never do excessive work!

Many sellers think the more fix-up work they do, the higher the price they will get. That's not true. Beyond the necessary fix-ups, you can easily start wasting your money. Never do any unnecessary fix-ups prior to selling.

I hope this informational report was informative. As your local Property Marketing Expert[®] designee, I am available to answer any questions you have about making your home "perfect" prior to putting it on the market. 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[®]

Customer Company

Customer Phone Number

Real Estate Report:

How To Pick The Hardest Working Real Estate Agent In Your Market!

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 sold 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*[®]

I hope this informational report was informative. 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

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

