

# Sell-a-bration Wednesday Networking Lunch Topics

## 1. What was your most successful marketing idea for 2004? Return vs. cost?

- Newsletter, tax assessors letter, and Sonoma County nicer restaurant list poster
- Direct mail (i.e. Newsletter, receipts, or name card), create CD of listings, and client appreciation party
- Add client to personalized door plaque, website created for specific homes, and gift bags with calendar, pens, etc.
- Movie ads with milk mustache, "Got Realtor" and Mature Living Choices magazine with the slogan "Patience not Pressure".
- At Board of Directors meeting, ask past clients how we can improve, put calendars in community newsletter, no self-promotion unless it promotes a property as well, and market to database
- #1 Expert website
- Community party grand opening. It was patriotic, flags were handed out, and the entire community was invited. Referral drawing for free trip. Pass out swing CD.
- Buying furniture and then staging their home.
- Realtor.com is great for bringing the buyer to the agent.
- TV advertisement, open house, business card flyers, and send out useful numbers.
- Radio advertising, area specific newsletter, "Just Sold" postcards, organized third party accolades, and website for just investing.
- Private websites for each listing thru agency, Kids Book Club with \$5.00 gift certificate, then child must send report to get another gift card, phone cards for clients, and pencil bag for kids that can be mailed.
- Postcard campaign, CD, magnetic calendars, sending HUD statements to both buyers and sellers, and putting your sign on you car.
- Candles at Thanksgiving, monthly postcard, thank you notes, and gift baskets.
- Pumpkin party-Buy pumpkins and invite two subdivisions to come. It turns out to be a big party and in return you get listing and sales throughout the year.
- Deliver Poinsettias every Christmas, raffle off a bottle of wine, and send out a newsletter.
- Buying a moving van for buyers and sellers for their relocation. It has my photo and co-name on it. I also make it available to charity events and each driver has insurance so there is no liability.
- Balloon advertisement and new luxury home designation.
- Sunday morning T.V. and past customer party
- Client holiday party, 8-page non-real estate related newsletter, every other month newsletter, calendars, and magnets. Internet responses in timely manner.
- Use back of brochures for homebuyer.com
- Homes magazine, client appreciation movie, neighborhood BBQ handout, "Meet your neighbor", and family referral for subdivisions
- Persontoperson.com, customer appreciation party, and sending out batteries when it is time to change smoke detectors.
- Hobbs Herder System, just listed.com, realtor.com, time change postcards, and hand deliver large calendars.
- Trees for toys-Bring prospect clients to your office. Give them a tree for an unwrapped toy. Take pictures with Santa and post them on the website. Mail out potholders with agents names. Monthly mailer leads to referrals.
- Marketing to other realtors, homeagent.com, and Star Power.
- Newsletter and poinsettia to past clients
- Give past clients' season tickets for baseball game, give gift for first anniversary of home, monthly newsletter, and calendars.
- Christmas movie, theater rental in mall, television Real Estate University, writing a real estate column in local papers, and past client dinner and parties.
- Monthly postcard and referral reward gift certificate
- Web page, postcards to past clients, telephone contacts, client appreciation events, send poinsettias at Christmas, magnetic business cards, and world journal for foreign management.
- Holiday parties at restaurants and buy T.V. channel
- Condo website, CD business card, moving truck to move special items, and pre-inspection report.
- Newsletter, postcard to neighbors announcing home to be open, glossy postcard as insert in local newspaper, and home feedback.com
- Join high-end marketing group, magnet calendar, car door magnet, and send cookies at Christmas.
- Subdivision newsletter, direct mail to past clients, market to area where owners come from, follow-up to calendar mailings, cigars, and marketing with full body shot.
- Postcard mailings, seminar giveaway for anniversaries, birthdays, etc., McDonald's gift certificate, Homes by Design magazine, rent a movie theatre and give a movie night to clients.

- Referral letter, full-page ad, monthly newsletter, magnet on mailbox, and contacting people you know.
- Magnets, pay for food at housewarming party, send flowers to arrive 30 minutes to arrive after listing appointment, annual brunch client party, personalized newsletter about themselves and send postcards.
- Mother's Day or Birthday cake and cookie bouquets
- Target investors only, use CRS folders in listing presentations, use audio/visual tours as a listing tool, and taking people to dinner.
- Do display ads in CRS directory, keep in touch with investors, hand deliver calendars, my website, and monthly recipe cards.
- Postcards with information on them, adding a buyer's agent, and database maintenance.
- Santa letter from the North Pole, Blockbuster video coupon with goodies for a night in, Happy New Years card with lottery ticket, and a campaign to raise money for the families of the service men.
- Ad in national travel magazine, direct mail, homevalues.com, sponsor local college or little league.
- Newsletter, calendar, website, CRS book, and client appreciation party.
- Going back to the past clients and tap into existing customer base. Extended office hours. Picture board in the office window of current listing.
- Taught new home seminars, take coffee samples to past clients, send personalized items, and use an area specific newsletter.
- Hand deliver poinsettias and magnetic calendars, website with auto response, TV advertisements thanking clients, and holiday handouts.
- Magnetic calendar or football schedule, send book of carwash coupons, and birthday cards for voters list.
- Send out holiday notepads. Basketball schedules on cards. Put resume on business cards. Annual cruise at customer appreciation party.
- Purchased an IVR system, customized newsletter, giving back to the community with a contribution, pop-up calendars and personal CD.
- Pay-per-click on Goggle, networking, and bring seasonal gifts to clients.
- Mail hand-written anniversary cards, client appreciation party, children's birthday cards, coupons for local businesses, Homes by Design magazine, fund raiser for Alzheimer's organization, and lunches on day they move in.
- Send out postcards offering a "gift of thanks", and signed up for "Homes by Design"
- Real Estate web page, laminate business cards to handout to prospective buyers, marketing to sphere with individual letters, passive marketing which translated to referrals, and monthly newsletter to past clients.
- Newsletter to database, Home by Design magazine, visualtour.com, April promotion discount coupons, contact past clients, Sunset Magazine, work directly with clients, and direct marketing.
- Large calendars, cards with calendars on back, Christmas cards, client party each year, marketing to other agents, thank you letter, and newsletter with insert.
- Proquest to track flyers, ads, and website, sharperagent.com, title company, stay in track with past clients, goblet collection for referrals, movie client appreciation, open house Sunday, and invite family to entertain.
- Tent or magnetic calendars, realtor.com, housewarming, direct mailings, give gift certificate to kids, and CDs for the holidays.
- Telemarketing, housevalues.com, touch point, Home by Design, and postcards.
- E-mail newsletter, townhomesonly.com, and customer appreciation events.
- Keeping in contact with past clients by sending birthday and anniversary cards. Deliver calendars and have a neighborhood website.
- All listings have own website, PGA and NFL schedule magnets, and marketing as consultants.
- Mail "Seed of Friendship" in early Spring, CD to client with all closing documents, Christmas CD, client picnic, Christmas ornament with year of sale, Memorial Day flags, newsletter, photo with Santa for kids, and sport magnet with local and NFL teams.
- Give CMA to past clients, call capture system from Craig Proctor, regular mailings, donate ¼ advertising to local charities, notes and phone calls to past clients, personalized newsletter with current events, and lead generated website.
- Contacting past clients for referrals and spoiling them. Mass mailings.
- Call twice a week or monthly. Help yourself and sell yourself real estate.
- Company website franchise website and enhancing personal website, systems in place concentrate and do better, keep in touch better, companies provide print media and agents are providing Internet.
- Staging listings and coming to CRS to improve my web page
- Multiple websites that capture leads, sphere of influence, personal notes handwritten, annual client party, magazine subscription to buyers home, park bench for house warming, "Do No Call" postcard reminding FSBOs, and reflective sales sign.
- Magnetic calendar, movie cards, magazine subscription, Humane Society, send out evaluations, write notes, house warming, and send flowers.
- Contact past clients

- Client events, referral contact, direct contact, send cards on special events, and CRS directory ad.
- Free pumpkins for Halloween, magnet calendar, recipe cards, Heimlich maneuver magnets, and overture for website.
- Seminars for prospects and clients, get involved in specialized field, 1/3 page CRS directory, Fashion Show with door prizes, focus on customers niche, and postcards
- Broker agent magazine, referral letter with dinner tickets, open house, meat and cheese tray to buyers, created yellow pages for the members of the church, and personalized cards.
- Instructions for Heimlich maneuver, City Hall numbers on magnets, computer calendar, and form an alliance with buyers for investments.
- Marketing client list, send cards, sponsor baseball team, direct mail, and "Just Listed and Just Sold" cards.
- Newsletter, postcards, direct mailings, and call 10 clients per eve.
- Website, postcards, mobile advertising, and cable advertising.
- Virtualtours.com and give away a tomato plant.
- Neighborhood postcard, virtual tour, hire an interior designer to stage the property, and front cover of real estate book.
- Marquis on building, sign riders on generic post signs with central office number, exclusive listings, and CRS.

## 2. What is your strongest script, dialogue, or techniques you have found success with in addressing commission objections?

- Do no show Help-U-Sell and you get what you pay for.
- Polite "no" are there any other questions? I am not the cheapest, but I know how to close a deal. 2% commissions for the first 30 days and after 30 days, add or remove ½%.
- Show MLS printout of competition, you get what you pay for, and if I negotiate my commission so readily then how can I defend the price of your home.
- I would be happy to drop the price of my commission by 1% if you drop the price of your home by 17%. If I cannot negotiate my own commission how can I possibly get top dollar for your home.
- I will only charge you 6% if it does not sell. When I first started, I had nothing to offer. What is more important, what I get or what you get?
- Just say "no". If the agents drops their commissions quickly, how fast will they drop the price of the house"?
- XY2 said they would cut their commissions. My response, "they should." I have done 5 million with 50/50 and I do not give them a discount. We are a full service company. Those companies discount.
- Provide a checklist for everything you do. I have a set commission depending on your price range and I do not discount that. Have eye contact while you say that.
- If I cannot negotiate my own commission, how can you expect me to negotiate the price of your home? Give some business cards to the buyer when you are working with them.
- Say "no". How can I negotiate yours so successfully if I am so quick to give away my commission. Explain value. Which one of my services do you not want me to do?
- I rather disappoint you today then six months from now. For sellers who want high prices, tell them it is like a picture that cannot be framed.
- If I cannot protect my commission, how can I protect yours? If I get full price, it will be such and such percentage, if I get below that amount it will be such and such percentage.
- "No". What part of my service do you want to cut? Right now my commission is zero.
- Come back to me when you lower your price.
- I understand you are looking for value, but rest assured, I have the best marketing plan and track record.
- Ask why they want it reduced?
- If I give in to you and lower my commission, how do you think I will negotiate for you in front of buyers?
- MLS statistics affirming ability to secure higher sales price.
- I will obtain your objective and give you the value you want. I want the value I know I am worth. Do you have any objections to my 6% commission?
- Just say "no". Give a list of services and ask client what they want taken off to lower commission.
- Have the seller offer an offer to the buyer
- What part of my service would you like me to eliminate? My reputation brought a buyer sooner.
- Do you want Nordstrom or K-Mart service? If another one is willing to negotiate their commission, what do you think they will do with the sale of your home? It does not matter what I cost you. The important thing is what I net you when your home sells.
- If I cannot negotiate my commission, then how can I negotiate for you.
- Confront discount brokers head on
- If I cannot protect my percentage, how can you expect me to protect yours?
- No, I have a set fee.
- You pay employees, if you want a good employee do you pay them less?

- Asking what they really want. Listen to their need and deliver what they want.
- "No, do you have any more questions for me?"
- No. My goal is to get you to your goal. While handing them your brokers card, say "ask my broker, I cannot do that".
- Let us put aside a certain amount for flaws from the home inspection. If I cannot negotiate my own commission how can I negotiate the sale of your house.
- I will list it for 3%; now we need to decide what we want to pay the other agent.
- Just say no or explain that higher paid listings get higher paid commissions.
- If you pay peanuts, you get monkeys. No. If I were so free with money, how would I be with yours?
- If you cannot negotiate your own commission how can you trust them to negotiate the sale of your home. If the agent is so quick to reduce their commission then how quick will they be to reduce the price of your home. The results of your home inspection are a result of your home not my service.
- Personal guarantee, I will check with my brokers, it depends on my broker, show your value, show the marketing you will do, and show the statistics.
- No. My commission is 3%, what we want to offer the buying agent. If I am not going to protect my own place, how am I going to protect yours? Explain difference between full service, flat fee, and discount brokers.
- There is a market for real estate professional services, shall I show you what that market is?
- Would you like it if your boss asked you to take a pay cut this week? When asking to negotiate, quote a higher rate.
- No. You get what you pay for. Do you ask your Doctor to lower their fee? Do you want agents to be excited about selling your home?
- Menu of services, strong presentation, and pie chart. What commission do you want to pay? What level of service do you want?
- No. It is not fair to the many clients I have already served that have paid me for the value I bring. Show value prior to the objection. Let us look at your net (not on my fee). Do you want me to call my broker?
- 1% reduction is a 17% reduction in my pay. If you are willing to reduce your home by 17%, I will reduce mine 1%.
- Yes, it is negotiable. We can go higher.
- No, are there any other questions? Build your presentation to address the commission issue.
- What part of the service would you like me to cut out? If I cut my commission on my own behalf, how do you think I will be to negotiate the price with a buyer?
- Yes, sometimes we get a higher commission. Good negotiating skills. Listing price equals full commission.
- You will have to call my broker. If you work, do you expect to be paid? I do not get paid for what I do, but for what I know.
- If a buyer asks for a percentage returned, he asks for the buyer to make an initial investment in him. Point out value up front. Have a prelisting book.
- You get top dollar. I get top commission. I do not negotiate on three things: Heart Surgeons, who packs my parachute, and my fee
- For Sobs, you can take out your own appendix, but not smart. Go to a professional.
- If I cannot negotiate my salary, how do you think I can negotiate to the best of your interest. Always be gracious when a client calls and assure them you are willing to list their house at a fair market commission.
- Just say "no". My job is to get where you want on time. What part of the marketing do you want me to cut?
- No, I will not reduce it. How can I negotiate a higher sale price for you? Give the same gift for each client. You have a defect in your home, not my service.
- If I cannot negotiate your commission now, how can I protect your money? You get what you pay for.
- I am a full service company. What service would you like me to drop? Describe how the commission is split.
- Opening statement at a listing presentation and agents will show other homes first.
- Have your commission in writing to show your clients. Bring up the commission question first and tell them you will get to it soon.
- Stick with what you are worth. Offer different marketing programs with different fee structures.
- Limited service providers do not negotiate and do not assist you to closing. We are not average agents.
- If I am this easy to negotiate my commission, then how easy will I be to negotiate for you? If my listing fee is reduced, there is less incentive to sell your house.
- Explain how commission works and if they want to help sell the competition, offer menu pricing, ignore the objection and ask another question, compare services rendered to discount brokers, graduated higher commission as time goes on, and if I cannot negotiate my commission, then what is going to happen with your equity.
- Practice scripts that say no to cutting commission and explain while cutting commission is not a good idea.
- Find best target price
- You get what you pay for. What if your employers wanted to cut your paycheck this week? Cutting your commission cuts the amount of service you get.
- I am not Kmart, I am Nordstroms. If I cannot negotiate my commission, do you want me to negotiate you asset sale?

- Make an empathetic statement, address the concern, restate their goal that addresses their concern, and show what value you give to that goal.
- Give a credit of \$250 for repeat customers.
- Describe your value versus another discount broker who does little more than put property on a list.
- Knowledge superior performance
- I am worth 10% and I am giving you a bargain.
- This is probably your biggest asset. Why would you employ a discount broker for discount service? I do not discount my rate and I do not discount my service.
- You get what you pay for, use comparison to the board average and talk about the net profit instead of the commission cost, and compare service quality and the uncertainty of using ala carte brokers if something goes wrong.
- You know there are other people who work for less, perhaps they should. Discuss difference between agent and consultant. I cannot fulfill your needs unless I know what they are.
- Call limited service provider. If I am writing to lower my commission so readily, how do you think I would handle your money sale. The market is not kind; the market does not lie.
- What are you willing to pay for me? I would not ask you to take a pay cut. If I said I would take less, what does that say about my ability to negotiate for you? My broker will not allow it.
- You get what you pay for. I do not negotiate my commission upfront, but I am not going to lose the deal for you. Let me know what the commission covers. What area do you want me spending your fee on? If your boss gives you a two-week project for x amount and you do it in 1 week, would you want ½ your salary.
- Take my thickest closed escrow file and put it on the table. Price versus list price.
- I will make it up to you in the negotiating, others in the neighborhood are listed at 5%, what is more important to you, how much I make or how much you put in your pocket? Advancedaccess.com
- Team has more people working for you at 6%. If you need to help it will be at closing. What service would you like me to delete?

### **3. What are you doing to generate more prospective buyers and sellers?**

- Call old clients and send thank you cards
- Mailings and sphere of influence
- Housevalue.com, FSBO.com, and call 20 people a week from past client list and ask for a referral.
- Business to business network, neighborhood party, and offering room in building to girl scouts
- Free over the net home evaluation and referral contest with a paid vacation as the prize.
- New website to target sellers that have been in their new homes for 2-3 years, multiple websites that generate buyer leads, and working past clients for referrals.
- Ask for business, keep in touch, take SOI out to lunch, get involved with the community, and be the source of anything real estate related.
- Schedule lunches with past clients. Write notes to people (not necessarily thank you notes), have house-warming parties, and send birthday and home anniversary cards.
- Full color ad in local newspaper
- Ask for referrals from past clients. Put more ads in color. Direct mailings. Marketing yourself. Flyers.
- Real estate promoter.com, Realtor.com, and phone calls to warm contacts.
- Letters to new community members from a list from the local Chamber of Commerce.
- Sell-a-bration, farming expirers, Internet leads, and getting involved with state associates.
- Monthly mailings, sphere of influence, personal touch, and give out business cards to everyone.
- "Just Listed" and "Just Sold" cards.
- Regular Mailings, call database, and increase community visibility.
- "Football Referral Program"-I offer a catalog of referral gifts and gift certificates for each consecutive referral during the NFL football season.
- Prospect calls daily and network referrals.
- Educating buyers and sellers, direct mail, and personal contact.
- Make five calls a day, advertising, database, newsletter, and photos at closing and for Christmas.
- Sell-a-bration, networking, learning more about technology, driving prospects to your website, and staying in contact with sphere of influence.
- Consistently update website, continue to ask past clients for referrals, hour of power, and sending notes.
- Send out closing statements in January and February, attend Sell-a-bration, stay updated with website, and use stickers on popcorn bags at concession stands.
- Answer phone calls and e-mails in a timely manner. Have live person answer phone during business hours.
- Parties for friends and past clients, farming referral bases, keep in contact, and non-profit involvement.
- #1 Expert website, buying web traffic from home again, and cable advertising.
- Personal notes

- Ads and call past clients
- Monthly calendar with local activities and monthly gifts to top 50 referral people
- Community involvement, fund raising, and teaching at junior college
- Personal website
- Back to basics, investing seminar, and keeping in touch with past clients.
- Other agents open houses, volunteer at community functions, and birdview.com.
- Yellow pages on CDs, monthly newspaper article of useful information, call past clients, and #1 Expert website.
- Personal website, contact 50 past clients per week, attend events, join committees, and "What Happened on the Day You Were Born" birthday cards.
- Provide good service, Real-Pro system, newsletter, advertising on RE magazine and on the web.
- Added another website, friends and family postcards, Howard's Star Power, and e-mail campaign to stay in touch.
- Stealth marketing, website name, and postcards supporting charitable events.
- Continuing education, give sellers a cleaning person, gift baskets on moving day, freshbeginnings.com, and formal invitation to closing.
- Promote website, revitalize your current marketing, reinvent your business, create a scholarship, top of the mind awareness ads, and a moving van.
- Ten calls a day, do a homebuyer workshop, bridal show booth with lender, and Blitz marketing every two weeks.
- Keep in touch with past clients.
- Call past clients, send postcards, and have good Internet presence
- Improving online exposure, stay in touch with previous contacts, and ask for referrals.
- Referrals
- Sponsoring a local RE expo
- Prospecting phone calls
- Keeping anniversary date on data base and calling to see how things are working out, send Happy Anniversary card to the house, and establish good relationships with other agents, because so many leave the business.
- Fund raiser for an animal sanctuary, chocolate party at the office, and give a tree at Christmas.
- Drive more prospects to the website and redesign the website.
- Attend the CRS convention, open houses, mailers, monthly calendars, and enhanced realtor.com showcase ad.
- Client database, follow-up e-mail, three hours of power, and marketing on Internet (Homes.com).
- Calling past clients and customers ask for referrals.
- Housevalues.com and follow-up on service to past customers and then working referrals
- Call your past clients, have a great website, and a company that finds you leads.
- Promoting by billboard advertising, get involved in community activities, and getting more ideas by going to seminars.
- Follow through with "Just Listed" and "Sold", mass mail outs to Iraqi troops, sponsor little league, bed and breakfast used for advertising, postcard mail, and neighborhood newsletter ad with MLS solds in neighborhood.
- Justlisted.com and Marketing Company hired to create advertising campaign teamed with finance company to advertise on radio.
- Calling every 90 days, networking group with other professionals, leads generated by the website, sending Birthday cards, ask for business, get involved in the community, and Internet marketing.
- Ask for more referrals and have mailings.
- Build up my testimonials from past clients and post them on my website.
- Bringing in team approach, increase presence in community, and town party including both the community and other agents.
- Websites, direct mailers, and calling past clients, and monthly personal note cards.
- Took CRS 206 and web marketing from Randy Eager
- Go to CRS convention, send a newsletter with family and customers in it, list and sell postcards, and moving trucks.
- Knock on doors and highly rated website
- Neighborhood website, book report, pumpkin carving contest, hour of power, and working FSBO.
- Internet, make more contacts, advertise "Free Market Analysis", and talk to clients about investing.
- Geographic farming, demographic farming, drop in on clients of influence, and send out a "sold" postcard.
- Automated e-mail of listings to buyers and access search on website, ask for referrals, cold calling, and client appreciation night to the movies.
- Seminar, time to refinance, and converting equity to make it work for you.
- Roldex software program, house values, and farming prior clients.
- Referral basis by keeping in contact with past clients and agents. The company name in the website. As soon as we get a referral, we immediately send them a handwritten thank you note with a gift certificate.
- Internet presence and Proquest technology
- Website, client parties, seminars with financial planners, live radio show, and moving van.