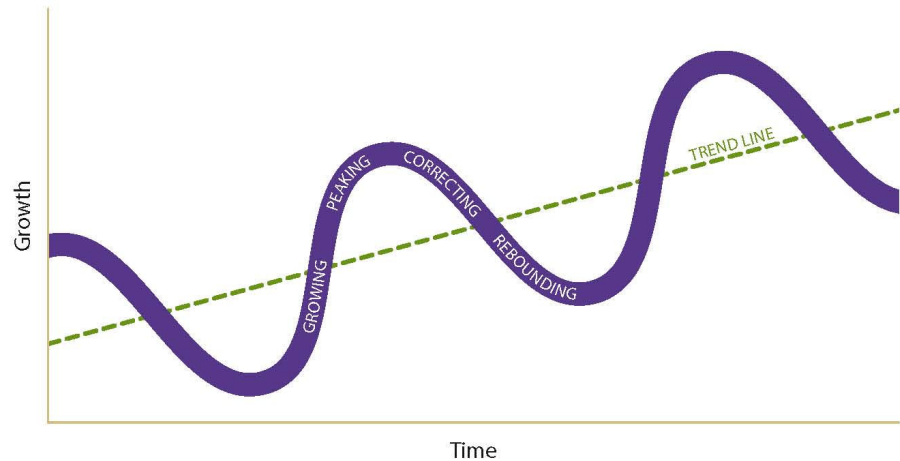


“Upstreaming, Moving Faster Than the Speed of Business”

A. Most markets are in recovery



Real Estate Market Phases



B. Good news:

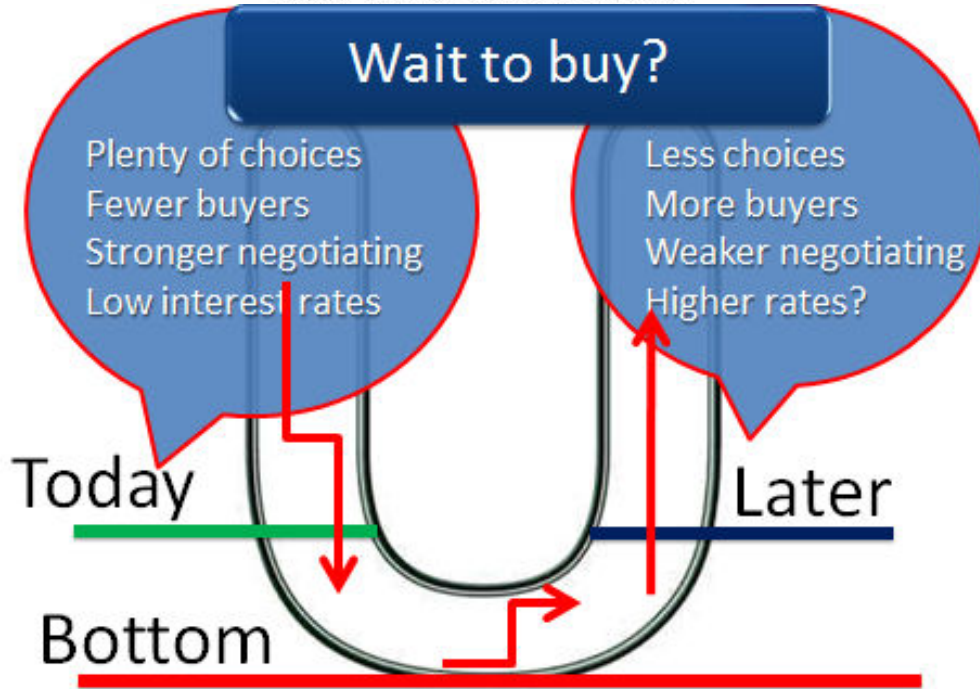
C. Bad news:

D. Challenges

- _____
- _____
- _____

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E. "Upstreaming Strategies:

- Strategy #1: Early warning system for listings

- _____
- _____
- _____

- Marketing Syntax

- _____
- _____
- _____
- _____

- Strategy #2: Show up!

- Strategy #3: Check showing log daily

- _____
- _____
- _____
- _____

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- Strategy #4: Check expired listings

- _____
- _____
- _____
- _____

- Strategy #5: Focus on your Hot List/Warm List

- A Hot List is: _____
- A Warm List is: _____
- Focus at least daily
- Creating a Warm List - _____% of your data base

Ninja and Facebook:

- Primarily _____ not _____!
- Look for _____.
- _____ or _____

- Strategy #6: Contact out-of-town owners

- Get a list from _____.
- Target _____.
- Postcard campaign

- Strategy #7: Reconnect with builders

- Join _____.
- Join _____.
- Lot list from _____.
- _____ them!

- Strategy #8: Use open houses to generate listings

- _____% currently own a home
- Ninja open house scripts/process
- Your intention: _____.

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- Strategy #9: Move-up buyers opportunity
 - Mid to low price range is hot
 - Upper price range is still slow
 - _____ - trading in two unequal markets simultaneously

- Strategy #10: Shift from “Relocation” to “Recruiting”
 - Help _____.
 - Handle the big 3 questions:
 - _____
 - _____
 - _____Become part of their _____.

- Strategy #11: Think several moves ahead on your contracts
 - Contract fall out rate is high
 - On multiple offers, if possible:
 - _____
 - _____

- Strategy #12: Focus on investors
 - _____% of all homes sales in 2011
 - The “new” real estate investor
 - Be proactive – organize to help investors; provide investor tools

The Wake-Up Money Investor Workshop (www.NinjaSelling.com):

1. Investor basics
2. Why real estate?
3. Why here?
4. Why now?
5. Evergreen investments

“The Wake-Up Money investor workshop is the most productive thing we’ve done to generate business. You have given us the keys. Now all we have to do is drive the car.”

– David Maider, Owner/Broker, Windermere Real Estate, Everett, Washington

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These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below or above their means”?
6. Have lived in their same house 7 years or more?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have a commute of one hour or more?
10. Have received a substantial inheritance?
11. Own a building lot?
12. Are getting married or are recently married?
13. Are getting divorced or are recently divorced?
14. Are getting divorced and married?
15. Have a dream for “Wake-up Money” investment property?
16. Have a commute over _____ minutes?
17. Have a dream to live “anywhere”?

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Five Open House Questions (to obtain listings)

The objectives of this open house are:

- To meet prospective buyers who are also sellers
- To market the home to buyers and meet buyers
- To sell the home and satisfy the seller
- To generate listing appointments. If the open house is from noon to 4:00 p.m., the goal is to have listing appointments after the open house.

After the guests to the open house have entered the home and you have greeted them, allow them to “get their bearings” and circulate through the home for a bit. When you sense they are comfortable, approach them and ask these questions:

1. Are you folks from around here?

If “No”: Where are you from?

What brings you to the area?

How soon do you plan to move?

If “Yes”: Where do you live now?

How long have you lived there? How do you like it?

Why do you want to move?

What homes have you seen that you particularly like?

If you could live anywhere, where would that be?

Do you own your own home or are you renting?

2. Will you want to sell your current home to purchase a new home?
3. Do you have an idea what your current home will bring in today’s market?
4. Would it be valuable to you to have a current market evaluation showing what your home will sell for in today’s market, what your closing costs will be, and how many net dollars you will have from your sale to buy a new home?
5. I get off my open house at 4:00. Why don’t I swing by your house on my way home and help you with a price opinion? That way you’ll know how many net dollars your working with to buy a new home. It will only take a few minutes and there is no obligation.

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Open House Listing Appointment

1. Would you give me a quick tour of your home?
2. Rapport – F.O.R.D. Questions
3. Information gathering questions:
 - When did you buy this home?
 - What sold you on it?
 - Have you done anything to it since you bought it?
 - Do you know the approximate square footage?
 - Do you know your approximate loan amount?
4. If you were to sell your home is there anything you would want to exclude? – work bench, dining room chandelier, etc.?
5. Is there any special item you would like to include in the sale? – hot tub, play ground equipment, etc.
6. Would you like to price your home with _____ or _____.
7. How many properties have you sold?
 - When did you sell your last one?
 - What were your experiences with that sale? How did it go?
8. What other properties do you have that you might need to sell?
9. Based on the information you've given me I'll prepare a current market evaluation showing what your home will probably sell for and your net dollars from the sale. When can we get together to go over it?
10. Here's a package of information that I would like to leave with you. It will give you an overview of the current market. Will you be able to take a look at it before we get together again?