

Increase Your Income per Hour
“The Success Secrets of Wynn Washle”
A Webinar with Larry Kendall

Increase Your Income per Hour

“The goal of Ninja Selling is to help you increase your income per hour so you can have a life. Wynn Washle has the highest income per hour of any Ninja I know.” – Larry Kendall

An Interview with Wynn Washle

1. Tell us about yourself.

2. Tell us about your first year in real estate, lessons learned, advice for new people

3. Describe your business – average sales price, production, source of business, etc.
 - Your strengths: The right questions and listening.

4. How large is your data base? What data base system do you use?

5. Your nickname is Dr. FLOW. You have some of the best flow systems I’ve ever seen.
 - Describe your flow systems

 - Your 15 post closing contacts and your fun facts

 - Your customer service calls

- Your special movie events
- Your wine lovers group
- *Never Eat Alone* by Keith Ferrazzi

6. Working Smart

- You don't work many nights & weekends plus you take 9-12 weeks a year of vacation
- Your weekly routine
- Dialogues for not showing property on weekends
- Your referral partners – Who handles your business when you are out of town?
- Working with your assistant

7. Your Buyer Process

- The Ninja 10-Step Buyer Process
- How you prepare expectations
 - “Cream Puffs”
 - “Doing the dance.”
- Suggestology – “Would you like to know your odds?”
- Other tips for working with buyers

8. Your Seller Process

9. Your long term goals and succession planning

- Developing Laura Jo and integrating her into your business

10. Final Thoughts – Advice for Ninjas

Wynn Washle's 15 Post-Closing Contacts

Most Realtors have the best of intentions to follow up after closing, but they don't have a system to help them stay on track. The best system I've ever seen was developed by Wynn Washle of The Group Inc. He calls it *Fifteen Post-Closing Contacts*. Wynn personally contacts his customers fifteen times in the first year after closing. Here is his list:

1. Two-day follow-up. (Are there any surprises or unmet expectations in the house?)
2. Two-week follow-up. (Are they starting to get unpacked/getting pictures up on the walls?)
3. One-month follow-up. (Have they met their neighbors yet?)
4. Three-month follow-up. (How is the home working out?)
5. Six-month follow-up. (This becomes an annual call.)
6. Anniversary of closing (this becomes an annual call.)
7. Her birthday. (Call to remind *him* three days prior to her birthday.)
8. Her birthday. (Call to wish her happy birthday.)
9. His birthday. (Call to remind *her* three days prior to his birthday.)
10. His birthday. (Call to wish him happy birthday.)
11. Wedding anniversary. (Call to remind *him* three days prior to the anniversary.)
12. Wedding anniversary. (Call to wish her happy wedding anniversary.)
13. Children's Birthdays. (Mail a birthday card to each child on his or her birthday, along with a note and gift certificate to a local ice cream shop.)
14. Tickets. (Call to give away tickets to sporting events, plays, upcoming activities.)
15. Home Visit. (Call three to five months after closing to set up a home visit.)

Wynn loads these reminders into his calendar, and they automatically pop-up, letting him know what he needs to do that day or week. He has a system. Is it any wonder that he is one of the top Realtors in the nation?

What happens if, on the very first call (where Wynn asks if there are any surprises or unmet expectations with the house), the buyer says there is a problem with some small item? Say the dishwasher doesn't work or one of the garage door opener is missing. Wynn's response: "I'll take care of it for you" (at his expense). If it is a larger item, say water in the basement, Wynn says, "I'll be right over to help you figure out what we need to do." Wynn is totally committed to customer satisfaction, and it shows in his repeat and referral business.

How does Wynn get the information for his post-closing calls? He simply asks for it, either at the closing or sometime during the buying or selling process. He fills out a simple form called *Fun Facts* on the next page.

FUN FACTS

Names: _____

Birthdates: _____

Children: _____

Children's Birthdates: _____

Wedding Anniversary: _____

Email: _____

Favorite Local Restaurant: _____

Favorite Sport Team: _____



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Wynn holds a Doctorate of Philosophy, Marriage and Family Therapy. He was raised in Southern California and has been a resident of Fort Collins since 1989. Prior to joining The Group, Inc. in 1999, Wynn was the Director of Strategic Planning for Duke Communications in Loveland. For several years he served as the President of The Teamwork Group, a training and development company in Northern Colorado. Wynn and his wife, Karen, have two lovely daughters, Laura Jo and Kyndall. The family likes to water and snow ski, cycle, golf, mountain bike and travel.