

West

A WILLISTON FINANCIAL GROUP COMPANY

**Instructor:** Eric Eltzholtz

Marketing Technology Director WEST, a Williston Financial Group Company www.PoweredbyWest.com



OK.... You Posted some Posts or.... **Launched Some** Ads attached to your Listing Lead Landing Page and You Generated Some LEADS...

**NOW WHAT?** 





## My Opinion of What Your Objective Should Be. You Know What they Say about opinions.

- 1. Create an Opportunity to have a conversation with a prospect
- 2. Create an Opportunity for Direct Business with Prospect
- 3. Create an Opportunity for Referral Business with Prospect





#### JMG Real Estate

Home

Photos

Videos

Posts

Events

About

Community

Reviews

Info and Ads

My Listings



### Well,

# What did they ask for?

# They Asked for "Their" Home's Value!

# Did they Get What they asked for?

## If you used The QuickCMA from CloudCMA [remember what it looked like when you tested it] NO THEY DID NOT!

You Gave them comparable values for ALL the homes around theirs... Leaving You with AN OPPORTUNITY!



What you Thought You Wanted Was a Lead... You Should have a Ton of Those!

What You REALLY Want is an OPPORTUNITY!



## You Know What they Want, You Know What You Want,

Let's Make it [happen]!

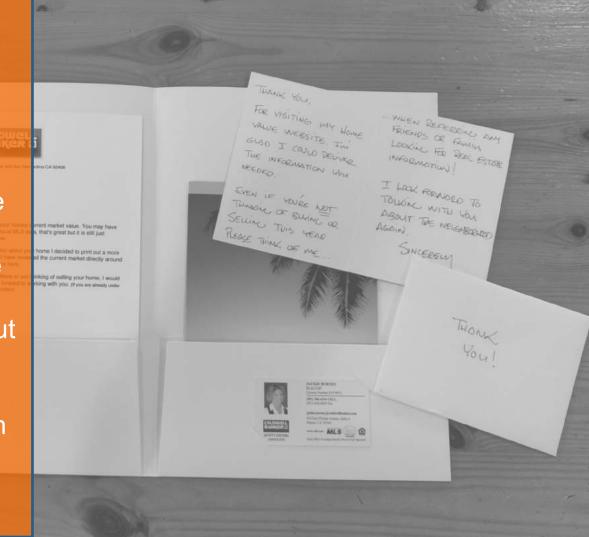
### **Coversation Cocktail Recipe**

- 1. Data About the Prospects Address
- 2. Data About The Neighborhood
- 3. Data About Something Coming Soon or Something New in the Area.



## Here is What I Would Include

- 1 A Professional Folder
- 2. A cover Letter to the Home Owner
- 3. A Customized CMA for the prospects Home Value
- 4. A Bio/Marketing Flyer about you and how you do business
- 5. A Thank You" Card with an Envelope and 3 Business Cards.





### Sample Dialog

Hi I'm Eric with Coldwell Banker Kivett-Teeters & Associates, you had visited my website for a Quick CMA home value report, I hope you received it?

I know that system from our MLS really only gives you a comparable value, so I thought I would create a customized home value report and just deliver it while I was in the area.

May I ask have you done some upgrades to the home that made you curious about your home's current value? Or are you considering a move? If you have made upgrades that would not really be reflected in any reports.

### Let Them Talk...

As Sales People we really want to sell ourselves within our market.

Give your prospect some room and let them fill in the information

Remember your objective is not really to sell them on you at the start it's to have the opportunity to have a conversation.

You can Always Bring Info to the Conversation!

# So What if they Say, "Yeah I was just curious about my homes current value"?

### **Coversation Cocktail Recipe**

- 1. Data About the Prospects Address
- 2. Data About The Neighborhood
- 3. Data About Something Coming Soon or Something New in the Area.

[ You ] "That's Great, This is such a nice neighborhood. Would you like me to add you to an automatic home value update email on a 3 or 6 month basis"?

[You] "If you ever have any questions about the neighborhood, community or real estate give me a call"







#### eZonomics

#### ING A

w E

Monthly **Emailed** 

ING. Shi



(and the present) is

nted glasses can be

ING.Ili





ir articles from

the eZonomics website



Where is your focus this



e January effect

ou want this

setings and finances behind the

49.6

propert of Austrians with a net worth over \$ 50 million were

litre is some expert device.

Trading chances to screw up

Newsletter Investors Chronicle economics writer Chris Dillow spe research on some classic investing errors.

the focusing illusion

billion Zimbabwean dollars was the price of one egg in 7:--babwo in 2008



ING.

worst happens? In Europe 29% have no savings



percent is the average difference in take-home salaries between left and right handed people

10



