

Want to join us for the 5 Weeks To 5 Listing Summer '25 Challenge?

Go to: [<<==](http://5Listings.com)

From “STALE” To SOLD!!

Immediate Action Items for Real Estate Agents with “Stale” Listings

(Check out video replay here: <https://youtu.be/s0VO0mNV4ns>)

MLS Audit:

- ☐ Pictures (Review Portals “5 Pack”)
 - ☐ Description (is it too “Al’ish”?)
 - ☐ Other Details? (Views, Amenities, Utilities, Square Footage Etc)
 - ☐ Reverse Prospect (Email, Text, Phone)
 - ☐ Feedback
 - ☐ TIRELESSLY Explore ALL Options, Cash Offers & MORE!
-

THE REVERSE OFFER STRATEGY (Before You Reduce Price)

The Strategy Explained:

"You could do the reverse offer strategy, which is you're calling the agents that have been showing the property, 'Look, I'm about to get a price reduction. This is what my seller is looking for. Here are the terms. I'm going to give you 24 hours.' That strategy has been really interesting."

How It Works:

Target Audience: Agents who have already shown the property (they have interested buyers)

The Approach: Proactively call these agents before implementing a price reduction

The Message:

- "I'm about to get a price reduction"

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- "This is what my seller is looking for"
- "Here are the terms"
- "I'm giving you 24 hours"

Timeline: 24-hour deadline to create URGENCY

Strategic Benefits:

- Proactive vs. Reactive: Instead of waiting for offers, you're actively soliciting them
- Leverages Existing Interest: Targets agents whose buyers have already seen the property
- Creates Urgency: The 24-hour deadline motivates quick action
- Pre-empts Price Reduction: May get an offer before having to reduce the price publicly

This is a proactive sales tactic that turns the traditional waiting game into an active pursuit of buyers who have already expressed interest through showings!

CREATIVE ALTERNATIVE TO PRICE REDUCTION!



Josh Schoenly - EXP Realty

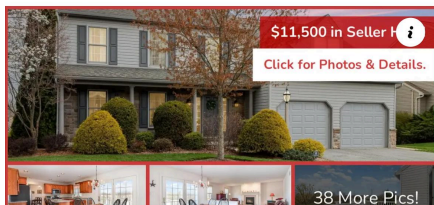
Posted by L2L Auto-Posting
May 28 · 🌐

Seller is offering \$11,500 in closing cost assistance with an acceptable offer! Use it to cover your closing costs or buy down your interest rate — potentially saving you hundreds per month on your mortgage!

- Josh Schoenly
Realtor® - eXp Realty, LLC
josh.schoenly@exprealty.com
Direct Line: (717) 510-1452
Office - 888-397-7352 x1034

Mortgage Loan Originator - NMLS #2271092
NEXA Mortgage, LLC NMLS #1660690

#HUMMELSTOWN #ForSale #JoshSchoenly
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Subject: 💰 \$10K Seller Assist on Renovated 4-Bed in New Cumberland!

To:

Hello!

I noticed you might have a buyer for [333 3rd St, New Cumberland](#), fully renovated, 4 beds, 2 baths, 2,500+ sq ft, and walkable to parks + shops.

🌟 Highlights:

- 💰 **Seller offering \$10,000 in assist** with an acceptable offer
- Two separate living areas (multi-gen or potential 2-unit)
- Brand new roof, HVAC, kitchens, baths, etc.
- Offered at **\$365,000**

It's turnkey and flexible, perfect for first-time buyers, families, or investors. Let me know if you'd like to set up a tour!



CRITICAL ACTIONS - IMPLEMENT THIS WEEK

Day 1-2: Emergency Communication Setup

☐ **Create your first weekly report** for each stale listing using this template:

- Property address and current status
- This week's marketing activities (even if minimal)
- Showing count and any feedback received
- Basic market update (new listings, price changes, sales)
- Next week's planned activities

☐ **Send immediate "system update" email** to all stale listing sellers:

- "I'm implementing an enhanced communication system to keep you fully informed"
- "Starting this Tuesday, you'll receive a detailed weekly report"
- "This ensures you see exactly what we're doing to market your home"

☐ **Set up Tuesday delivery schedule** - mark your calendar for weekly reports

Day 3-5: Data Collection Setup

☐ **Start tracking everything immediately:**

- Screenshot all social media posts about the property
- Document any print advertising or direct mail
- Record all showing feedback (even "no feedback")
- Note any networking conversations about the property
- Track website/MLS views if available

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☐ **Create a simple tracking spreadsheet** with columns:

- Date | Activity Type | Details | Results/Metrics | Follow-up Needed

Day 6-7: Market Intelligence Gathering

☐ **Research all competing properties** in your price range:

- Days on market for each competitor
- Any recent price reductions
- Marketing strategies you can observe
- Sold comparables from last 30 days

☐ **Prepare for honest feedback conversation:**

- Ask sellers: "Do I have permission to share all feedback, even if it's about price?"
- 99% will say yes - this gives you ammunition for future price discussions

WEEK 2 ACTIONS - BUILD MOMENTUM

Enhance Your Weekly Reports

☐ **Add specific metrics to your reports:**

- "Newsletter sent to 500+ contacts with 35% open rate"
- "Property featured on Instagram to 2,000+ followers"
- "Broker's open attended by 8 agents with feedback collected"

☐ **Include competitive intelligence:**

- "3 new listings came on market this week in your price range"
- "2 competitors reduced prices by average of \$25,000"
- "1 comparable property went under contract after 45 days"

Start Price Conversation Preparation

☐ **Begin documenting everything for future price discussion:**

- Save all marketing efforts with dates and results
- Compile all feedback in organized format
- Track market changes and competitor activity

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- Note any patterns in buyer objections



WEEK 3-4 ACTIONS - PREPARE FOR PRICE DISCUSSIONS

Create Your "Price Reduction Presentation"

- ☐ **Develop a formal presentation template** (PowerPoint format):

- Slide 1: Market overview and trends
- Slide 2: Competitive analysis with specific examples
- Slide 3: Complete marketing campaign documentation
- Slide 4: Buyer feedback compilation
- Slide 5: Pricing recommendation with data support

- ☐ **Schedule "market review meetings"** with stale listing sellers:

- "Based on our 30-day marketing campaign, I'd like to review market response"
- "I have comprehensive data to share about buyer feedback and market conditions"
- Position as informational, not confrontational

Advanced Documentation

- ☐ **Create extended report for 30+ day listings:**

- Consolidate all weekly reports into comprehensive overview
- Add detailed competitive analysis
- Include complete marketing investment summary
- Provide market positioning recommendations



MONTH 2 ACTIONS - EXECUTE PRICE STRATEGY

Conduct Price Reduction Presentations

- ☐ **Schedule in-person meetings** when possible for price discussions
- ☐ **Present comprehensive data** showing all marketing efforts
- ☐ **Let the data speak** - avoid being pushy about price reductions

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- ☐ **Expected outcome:** Seller says "Wow, you've done a lot of marketing" and agrees to reduction

Prevent Future Stale Listings

- ☐ **Update your listing presentation** to include:
- Sample weekly report to show communication system
 - Explanation of 30/60/90 day review process
 - Market positioning strategy overview
 - Value demonstration before problems arise

QUICK REFERENCE TEMPLATES

Emergency Weekly Report Template (Use This Week)

WEEKLY MARKETING UPDATE - [Property Address]

Week of: [Date] | Days on Market: [Number]

MARKETING ACTIVITIES THIS WEEK:

- [List everything you did, even if minimal]

SHOWING ACTIVITY:

- Showings: [Number]
- Feedback: [Any comments received]

MARKET UPDATE:

- New competing listings: [Number and details]
- Price changes in area: [Any competitor reductions]

NEXT WEEK'S PLAN:

- [Specific activities planned]

Questions? Call me anytime.

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[Your name and contact]

Price Discussion Conversation Starter

"Based on our comprehensive marketing campaign over the past [X] weeks, I have detailed data about market response and buyer feedback. I'd like to schedule 30 minutes to review this information with you. When would be a good time this week?"

CRITICAL SUCCESS FACTORS





What Makes This Work:

1. **Consistency** - Never skip a Tuesday report
2. **Documentation** - Show, don't just tell
3. **Data-driven** - Use specific numbers and metrics
4. **Proactive** - Address issues before sellers get frustrated
5. **Professional** - Formal presentations for price discussions

Expected Timeline for Results:

- **Week 1:** Improved seller confidence
- **Week 2:** Reduced seller anxiety and questions
- **Week 3-4:** Sellers asking "What should we do?" instead of "Why isn't it selling?"
- **Month 2:** Successful price reductions with seller cooperation

Red Flags to Avoid:

-  Skipping weeks because "nothing happened"
 -  Verbal updates instead of written reports
 -  Waiting for sellers to complain before taking action
 -  Making price reduction requests without comprehensive data
-

THE ULTIMATE GOAL

Transform this conversation: Seller: *"Why isn't my house selling? What are you doing?"*

Into this conversation: Seller: *"I can see you're doing everything possible. How much should we reduce the price?"*

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TIME INVESTMENT

- **Weekly reports:** 20 minutes each
- **Extended reports:** 30 minutes each
- **Price reduction presentations:** 1-2 hours preparation + meeting time

ROI: Prevents listing loss, maintains relationships, facilitates necessary price adjustments

Remember: "It's never going to be my fault that the home didn't sell. It's the market that's speaking to us." This system ensures sellers understand that distinction.

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