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# Session 27 - Weekly Agent Mastermind

[00:00:00]

## Introduction to Weekly Coaching and Q&A

Join us every week for coaching and q and a. You'll learn how to get more listings signed and sold, following the simple and fun EZ listing method. Plus, find hidden gem tips and get motivated as you surround yourself with like-minded peers in this weekly mastermind. Let's jump in.

## Market Conditions and Pre-Flight Monday (Pricing Workshops)

Well, it's good to see everybody, trust everybody had a, uh, a good week. Last Thursday was I, I thought probably one of the best topic Thursdays that we had. I mean, my lady ended up sick, so it kind of gave all of us a chance to talk about the market conditions because it's switching at a, just a, a rapid, rapid, rapid pace. And, uh, you know, it's gonna take the interest rates coming down a little bit, uh, to get 'em back in a back into a neutral position.

So all of those things we gotta be aware of out of this stuff that we're learning in these new combinations of people we brought into the business. Greg brought up a thing called [00:01:00] Pre-Flight Monday. So starting next week we'll send you an email regarding what is going to come in and we are gonna figure out prices together on new listings.

How does that sound? Thought it was kind of a cool concept. I think it's a great idea. I mean, to help collaborate on price and figure out bucket pool, because those are, sometimes I just think, you know, it takes some more, a little bit more, uh, uh, you know, experience to get those things right, especially during the shift, right?

The shift is weird. And so it's a whole kind of like wobbly legs. You gotta, we gotta figure it out. And I think the collective approach is the way to go. I am really looking forward to that, and I think, I think for you guys, I. I think some of the best training events that we've done, the interactive ones where we are solving each other's problems.

So that being said, be ready for it.

## **Open House Feedback: Michelle's Experience**

Michelle, I'm gonna start with you. You had an open house over the weekend. [00:02:00] Wins or losses with your open house feedback. Did you pick up any leads? I had, let's see, about 20 people showing up. I had four people that were in four parties that were interested, one of which is not represented, and let's see what else?

And so there's one potential lead and then there's two others that were, but their potential leads, they weren't necessarily very interested in the house per se, or they didn't gimme real positive on the house, but they didn't have agents. So how many people have you had trans through the house? I've had about 80 plus the, uh, outside showing.

So I'm probably closer, closer to the a hundred per a hundred party mark by now. Okay. And have you received any pre qualifications? No. Okay. And you're still priced at [00:03:00] it said 5 95 plus a 7% premium. Okay. So what would that take the price to? I think it was like 6 25, 6 30. Let's not think. Let's see what it is.

Lemme get my calculator out.

41 6 56 36. Six 50. How much? 6 36. Six 50. Okay.

All right.

## **Pricing, Market Conditions, and Strategy Brainstorm**

Market value on the home. We know that there was one the same size that sold 675 completely redone. What's your plan with the seller? Doesn't look like anything's gonna happen with that. When, when do you, your event stop? Is that tomorrow? Tomorrow evening? Yes. So what happens if you don't get any offers?

Then we'll talk to the family and explain. We don't have any offers. We just, I'm, I'm thinking we'll just pull it off and wait till it's a seller's market, unless she really wants, I do have one family that's very interested. [00:04:00] They looked at it, they stayed a long time at the open house Saturday. The agent called me before I left and they came back and looked at it again yesterday.

So fingers crossed on that one. But I'm thinking that if she really is, has her heart set on a certain price point and has a dollar figure in mind. Have that conversation that you wanna just wait and do, keep doing maintenance and taxes and utilities on it between now and whenever interest rates change and hope you can get that.

## Strategies for Seller Conversations

So let's help Michelle. Gabe, what would you do with the, uh, seller in this case?

I mean, you said what market value? I'm sure what she's hoping you said, another one sold for \$675. Yeah. Completely redone. And this home needs a couple hundred thousand dollars of work. Yeah, I mean, I would say, I would say try and, you know what I mean? See if you can see if you can [00:05:00] like to shock the system.

You know what I mean? See if, I mean, I know she's probably already way lower than what she wants to be, but mm-hmm. You know? Yeah. I mean, if you can, if you go down, you know, maybe 10, 20 more thousand dollars, you know, get, I don't know, I guess more people in or, or more people interested, hopefully. I mean, maybe you can bring them, bring 'em an offer and get a couple of people, you know what I mean, involved in that bidding war.

I mean, it only takes, it only takes a couple of buyers to start shooting that price up. Okay. Marty, what do you say? Give Michelle some feedback.

Hello? Marty Matthews. Oh, Marty. Well, I think trying the shocking approach

might work. I don't know that they're willing to go down, right.

Okay, McHale.

Just to clarify, Michelle, you said that the house needs a couple hundred thousand dollars more worth of work to [00:06:00] be in prime condition. Yes. What do you think? What's the offer right now? 595 plus 7%, so a total of 636,650. It's worth 675. It can be. It's a great or \$200,000 of work. Yeah, it's in a great location.

It is livable. It's not like it's condemned or anything. It's quite livable. And you people could remodel as they go, as they choose that offer. If it needs a, it needs a good bit of work and they're not happy with 625, that might be a conversation to have with the seller. That's something, that's something that I would talk about.

I would like to talk about work. I might have an actual, I. Contractor come out and give her quotes and say, look, uh, this is the best we could do with what we have, but if you see right here, this is the money that it would cost to get this fixed up. So we can try and do it again and wait for it. But realistically, this is [00:07:00] what it would cost to fix.

And this is the offer we have. So that might be the conversation you want to have. That's good advice. And there's no offer on it yet. Can I buy something? Oh, I'm sorry Robert. You're going around. Okay, go ahead. Yeah.

Kat, any advice for Michelle? I would say the other alternative to just being a pricing solution is where, I mean, what marketing was done to attract buyers that might be looking to move to this area. So are you doing any intent, keyword type advertising?

Or is this just really, I. In the MLS boost? More in the MLS. So that, that would be the other thing is, you know, attract more buyers with the outbound efforts rather than just alone do a price reduction. That's good advice, Greg. Well, I was gonna [00:08:00] send it in the chat. I wanna clarify something first. So, is the house or are you telling, are you saying that this house is a 675 house or something like that after the 200 K is invested?

Yes. Okay. Well that's definitely a problem. Why would anybody buy a 600 box, put 200 into it and be into it for 800 to change when they're in a 600 K neighborhood? Are they in a 600 K neighborhood and it's worth 675? Why would I go eight large when it's a six box? That doesn't make sense. But the other thing that doesn't make sense is.

Why would anybody, why would you get such good turnout? A hundred bodies? I don't know. I don't understand that either. Why would you get a hundred bodies and not a single pre-qual? That to me is another kind of break in the chain. You're doing good. You got the listing, you did boom Thursday, you did your stuff.

You did your stuff. A hundred people over these five days is great. I know you said it was like 20 here and 20 there and 30 there, but so what? And not one prequal. That's so so that's suspect [00:09:00] number two. The math doesn't make sense, but the zero, the 100 to zero ratio doesn't make sense. 'cause if you're, if you see the pictures and let's just put the weird math aside.

I don't, I still don't understand that. But they saw the math, they saw the pictures and they said, let's go look at it. A hundred people, not one prequal. That's weird. So I don't know if I have answers. I have questions. So, thanks Greg. You're kind of coming outta the rabbit hole. Sorry. Sorry. That's actually where I wanted to end up on this, is that mm-hmm.

In this market, you guys, when you let this, and we were all guilty of this, when you let the seller dictate the price to you, and in this case, Michelle not only had a seller, but she, this is family and it's much more difficult to, you know, she's got a, a brother-in-law that sticks his nose and where it didn't belong, [00:10:00] and you had some other agent come out and say the home was worth 695,000.

He goes, I'm gonna list \$695,000

goes back to what February? So things were a little harder then, but then they went south. I don't know how the interest rates were higher in February. I don't think they were hotter then. No. You don't think so? Okay. Not by the stats that I look at every month. So it's, it's playing the game with the seller.

It's not doing the listing presentation from start to finish so that they understand exactly what the site does. It's not showing the bidding from before. It's not a lot of times when we get ourselves into trouble, it's because we're not doing the processes that we've laid out for you guys to do.

Anybody that's [00:11:00] not using those listing stories with the actual purchase sale agreement, with the actual offers that are made on the site with the actual closing statements. You are not doing your seller a justice because your seller doesn't, they just think it's a gimmick. It's really important to tie in reality into this, because by the time we get done, your sellers gotta understand, and especially in a declining market, right?

They've gotta understand, I mean, she hasn't hit bottom yet. You know, she's not at our place here that we've lowered down \$300,000 and still nobody's looking at it. It's finally now less than the kids paid for the place. And I went to war with the kids. Yeah, Paul, I, um, I wanted to wait till all the traditional responses were.[00:12:00]

Would this be one you'd ask an Ovation expert to take a look at and see if you can, uh, throw something in terms of improvements at it and, and then get a better, uh, you know, split the difference. So something like that. So they get a little bit more out of it. But, uh, you also make money as an REI guy. I don't know.

I'm not a Novation expert, so I'm just thinking that might, you know, be outside the box. Well, go ahead. That's a great idea. It's just that math is weird. The math won't work. 'cause if you don't bring enough money to the party in terms of renovations, like there's an s-curve of rehab, right? And if you bring \$1 to a house, you get no return in return on investment.

But if you put \$1 million into the average house, it's overdone and you don't get your million dollars back in plateaus. Right? And so there's a sweet spot of, is it, is it 200 K? Well, can I get away with 150 and still hit some number? Or is it really 200. But again, even at 200, even if it's less, 1 56, 50 plus [00:13:00] one 50 is 800 K.

It's just not an 800 K house. Who would do that? Yeah. I'm just throwing out ideas. Retail. No, but it's a good idea. It's just that math is weird. Michelle, are there any options that you see that could help your mother-in-law get more money than she would get? Just letting it sit there. I don't think she wants to ride this thing down to the, uh, when, until the market changes.

I mean, you're probably talking about a year. Yeah. I don't think it's feasible. And it's what I've told my husband. I said, you know, if we want, if she wants, if she has that high number in her mind, then are you and your brother going to keep going over there to do maintenance on the house? Is she gonna keep paying taxes and utilities on the house?

You guys are gonna still do the cameras and blah, blah, blah. Because those DBs are charged every so often. That's just a lot of work for you and your brother to keep doing. And it's all the financial echo to keep the power on for your mom and the taxes. And by the time she does that, [00:14:00] and we, whenever time span goes by, has she actually made any money or has she actually lost money?

So I'm thinking of a couple things. 'cause it seems like the biggest issue is that the house is, she has an unrealistic, um, opinion about what the value is. We're definitely, in most places in the country, we're in a buyer's market. Mm-hmm. And so, the positive thing is that you've had a lot of people come through the house.

Exactly. And so, you know, I would kind of have a come to Jesus moment with her about pricing and say, you know, Hey, let's get a, um, you can, you know, would you be open to get an appraiser to come and give an opinion of value. You could have a contractor come in and say, Hey, this is what the estimate is about, how much work the house needs.

You could do a reverse offer because it sounds [00:15:00] like you have one. I. Buyer that has come several a couple times looking at it. Um, maybe do a reverse offer. But the bottom line is that, uh, she's not realistic of what the actual value of the house is. And so you probably need another opinion of value from someone independent.

So either, um, an appraisal and if they don't wanna pay that much, maybe a, you know, broker price opinion or something like that, but just some other third party that would give, because you can't go off of comps that you got in February. It's a completely different market from February to where we are right now.

Right. And so maybe getting another, uh, valuation, um, if they, you know, not trusting, I mean, why have you to do it if they're not gonna trust your opinion on pricing. But if. You know, you can get a third party to come in and give you [00:16:00] some pricing because it sounds like you've, you've had a really good flow of people coming through.

And so if you can do some reverse activity on some of those people with a new price drop the price appropriately, you'll get it sold. Get, and then if you do the math and show them what it's gonna cost, the holding cost, and it's, it's better to just bite the bullet and say, okay, let's just go ahead and get an appraisal done.

And in that way, I mean, because no matter what she wants for it, if it can't appraise for that amount, especially with the amount of work that needs to be done, it's not gonna happen. And so they have an unreal, unrealistic opinion on what the house is worth. And it's, it's kinda like being on the, the spend it, the hamster wheel.

If, if, if they're not mm-hmm. Take it, be honest. Look at what the cost is. You're just wasting your [00:17:00] time. They're wasting their money holding the property for all this additional time, and you're losing out on buyers that are coming through because you're not, you're not short for buyers. You have a ton of buyers coming through.

I'm sure if you did something aggressive with the pricing, you get a lot of, a lot of offers. Thanks, Terry. And, and, and Michelle. This is just, this is a learning curve for everybody. Mm-hmm. But I, I thought some terrific ideas came out for you and maybe you ought to consider doing that. Maybe the appraisal, maybe getting a contractor out there to give some realistic prices.

I mean, I think, I think your, uh, your mother-in-law would probably appreciate that. I think that's some good ideas. Can I, so we're gonna move on to the next one. So we've, we've gone over that one and, uh, I thought some great ideas were going. So, uh, Mike, get ready. You're, you're not next, but I'm gonna call you after [00:18:00] I talk to Mikail.

## **Open House Strategies: Michele's Cape Coral Listing**

So, Michele has a listing, Michele got some offers on the site. How did your open house go and did you pick up any leads? Give us the, uh, the good news. Yeah. So, uh, I really enjoyed doing this open house. I had two to three agents help me out with it, and I had a mortgage broker. It wasn't, there wasn't a point in time where everyone came in at once, but it was a very steady flow.

Like it was four to five people coming in. The neighbor's early access preview, I didn't really get anybody to come from 10 to 12. I tried to do an event for that. I had one neighbor come in. And she was, uh, when I told her about the buyer's premium, she did not react well to that. But that being said, I didn't really collect many leads, but I've been getting good responses, so I'm mostly focusing on getting the price to bid up.

I just talked to an agent who looked at the properties looking to submit offers, and I'm gonna start calling [00:19:00] buyers at 4:00 PM potential buyers that came through. And I actually had someone call who, who came in on Sunday, who was like, are you doing more sales like this? I was like, well, each sale gets my individual focus, so right now this is the only one.

And he was like, well, let me know if you have more like this. So, good responses. Good responses. That's awesome. How many offers do you have right now? Four. I only have one offer. Uh, we did have a second. That's part of my concern. I. Because I haven't done one of these before. My seller, they, they're willing to take less than what it's worth.

It's worth three 30. They're flippers, so if they get two 90's, they're happy. I did have a second offer come in, but his pre-approval was only two 60, so I'll be reaching out to him. So if he can get something more but hopeful and, uh, I believe that we're going to be able to bid up the price, but yeah.

Awesome. Good job. Thank you. Uh, Michael Graham, how did your shock system go? Ha ha, [00:20:00] sir. Yes, sir. I. So not as many people at the open house that I was planning for or I had hoped for, but it was just so new to me that I didn't know what to expect. So we didn't get a hundred people. We got eight groups and probably 20 to 25 people.

I did start at about 10:00 AM and I did have a couple people come by that were neighbors. Uh, not 'cause I knocked or called, and I think that that's something that I need to do, knock, call or send flyers, but I didn't do those things. But really the price dropped to 5 75 from the 7 39 was the, the, the thing that brought so many people for the open house.

The open house was great. I think in preparing for this event, it was very helpful to get the seller on the same page with me, which was, they're motivated to sell. What creative things are we gonna do to get that to happen? And so in this process, we got the property [00:21:00] staged. We negotiated with a company to pay in third.

So he paid a third to get the staging there. And it made all the difference in the world. The property actually shows really well because of the staging. You know, I think that if we would've been coming to market initially and not already had been on the market, it would've made a difference in the amount of people that showed up.

Because when a market, or when a house first hits the market, that's when it has the most amount of attention. So that affected us, right? Those 10 groups, or 10 showings or 15 showings that I had the first few weeks or couple weeks, none of those people came. Right. Maybe they already went under contract or whatever it is.

I've got a, now I've got a plan though to follow up with all of those people. And then everybody that came to the open house were at the open house, qualified and interested buyers, which was [00:22:00] go very good. Right? That was, um, you know, 'cause sometimes you have open houses and you're, you just have people like looky lose, you know, that aren't really qualified or just kind of nosy.

And there weren't many of those. It was mostly people that were qualified and actually looking. One couple did say they were eyeing the house, they saw me take it off the market and then come back on at 5: 75. So. I'll, I'll shut up, but I'll share this. My next strategy is to follow up with all of them and then entice that first offer to come in.

My event ends on Wednesday. I wanna get my first offer today. Um, I just got off the phone with a seller and he's like, Hey. He's like, you know, we were married to a certain price and getting what we got, but we're motivated. He's like, we'll take at this point, somewhere between 6 25 and six 50. And I think that that'd be a great deal for any buyer if they came to that.

So my goal is to kind of find the first buyer that's willing to pay 6 25 and just have 'em put an offer in on the [00:23:00] platform and then call everybody else and be like, yo, jump on this. What feedback did you get from your buyers that came in? That it was priced really well? Way below everything else in the market and that the house looked really nice.

So, but I just feel like this hesitancy of like, I. You know, who's gonna be the first bidder, not me, kind of thing. Like, let's see what happens. There is one group with a realtor that came in, he called me beforehand, and had a ton of questions, very specific questions about the solar. What I did on my, and I'm just sharing all this stuff to hopefully help you guys.

What I did on my, 'cause I've got a solar debt on it of 55 grand. So what I did was a split, uh, event fee. I'm drawing a blank on what it is, the premium. I did a split buyer premium where each side listing side pain three and a half, seller side pain three and a half. The listing agent gets two points, a half percent commission and 1% to pay the event fee.

And [00:24:00] then three point half percent on the buyer side, two point a half percent goes to the. Buyer agent and 1% goes to do a buy down of the debt on the solar or to hire a resolution company that has a money back guarantee to get rid of the solar. So now I have these options for these people and I would

explain that when they would come in like, Hey, if you love solar, this is awesome.

Take it as a big energy saver. If you don't, here's 1% towards hiring this company. Money back guarantee. They'll get rid of the solar debt. So it's like I'm trying to cover all the bases that I can. The three giveaways I just picked at random who came in and then I just texted them and I'll follow up with a call.

You know, I gave away. I have another company that does portable shade, but anyway, I gave a cool portable beach shade to one and a dry bag for another and a camping gym for another. So, I'm gonna do another open house tomorrow afternoon to let those people come and pick it up and then hopefully get it.

The [00:25:00] other people that have already seen the property early on, just call every single one of those and say, Hey, I have the house open. Just stop by. With or without your client. Doesn't matter. You need to get an offering 'cause this house will sell and somebody's going to get a really good deal. And that's, so remember the, one of the things that you can do right now when you call these people, Hey, you know, do your buyers love the home?

You know, can I give you a little tip of the trade? You know that we've done many of these things. The seller's watching the website, 7 24, you guys all agree that this is priced well below market value. And of course they're gonna say yes, right? And so don't come in with the 5 75, but go ahead and put in a reasonable offer.

And if the seller sees something he likes, he can take it. And you don't have to compete against these other, you know, eight, nine people that are interested. And that's always a good thing to keep reiterating through. All of your leads there use the same rhetoric. And [00:26:00] you, you don't necessarily have to compete with everybody.

And, uh, a lot of times that'll help you get your first, uh, offer on it. Yeah. So, all right. Well done. Pretty creative. Michael Nikola, did you have an open house?

You muted? We can't hear You

I still can't hear you. Still muted. Well, his microphone looks like it's on, it's not on mute. So something's going on with his settings. Yeah. Why don't you pop the audio?

So we've, uh, it is kind of fun to hear, you know, about, I don't necessarily like listening to losses myself. I think six new homes are on the, uh, the website this last week. Four of 'em have offers right now, and, uh, I anticipate getting, uh, more on those. So things are working out the way they're supposed to work out in a, in a quote unquote, buyer's market.

Um, I would make sure that your sellers [00:27:00] understand the market conditions you're in. So, and I know, um, you know, Gabe and our Florida friends have been dealing with this, uh, uh, seller's market since the hurricanes. And, you know, they've gotta do a lot of fancy footwork to get the sellers to understand. You know how the prices go in a, not only a buyer's market, but when insurance companies are pulling out, when, you know, we're, we're getting right back into hurricane season here faster than expected.

And these are all the things that even, you know, whether we have hurricanes, fires, or, you know, just basically a, a, a crappy buyer's market. These are all the things that we've gotta help the sellers understand that we're either chasing the price down or we're chasing it up. And in this case here, we always wanna be chasing the price up.

Never down, never freaking down, not in a buyer's market.

## **Preparing to Launch a Listing: Mike's Story**

So, Mike, [00:28:00] let's see if we can hear you now. How, how about now? Yep. You're clear. Yay. All right. So. My photographer didn't get me the pictures in time, so I wasn't really able to market it. So we decided to wait a week and we're gonna have the open house, you know, on Saturday.

Cool. So the question that I've got, oh, thank you very much for that mha. Um,

what is there, okay, if I put the house on the market with our MLS, we've got a three day period of time where it comes in as a new listing, and that is the important time to have, you know, get everybody in there to, to really hype up the open house, correct? Yep. Okay. So I should not put it on the market any sooner than Thursday, so that in May it's there.

Let's talk about that, [00:29:00] you know.

We, uh, we, you know, Mon and I, we, we like to do, you know, in a better market than most cities in the US have been up in Seattle. We utilize a Thursday, Friday, Saturday advantage and I don't know how many, uh, when you put a new listing on your MLS oh my god, what is the word I'm looking for? They, um, they send out the syn, what's that?

Syndication ate. Yep. They syndicate like ours up here, say they syndicate 16,000 other websites. Um, uh, whether that's true, whether it's not, I don't know. But the other thing, you know, if you were to start it on a Tuesday and have your open house on a Saturday, right? Mm-hmm. You're still, you're getting three better days for your bang, for your buck on the open house because we're using one of the, when it goes rolls of [00:30:00] Sunday, we're not getting the bang at biggest bang of the buck for the open house on Sunday or Saturday.

But here it's just because it's, it's always frenetic about it and it's work. But you guys gotta remember as we start sliding into this buyer's market, you know, we've, we've got a listen coming up. We're probably gonna go, uh, two weeks from now. Let's talk about it. 'cause one of the things that we preach as a company is you can sell your home in half the time.

Well, if we understand what a buyer's market is doing and people that are chasing the price down, they're anywhere from a, a, a 45 days, if they get lucky to, probably realistically 180 days. So even if we go 14 days. We're still a quarter of the time, less than everybody else. Right, right. And we can run a couple open houses and we can do some extra marketing and we can do extra things.

You [00:31:00] know, when we do an open house on Saturday from 10 to noon for the neighbors, and then 12 to four for the consumers, the public on Wednesday, we are out there talking to every neighbor in that neighborhood and we're inviting 'em by, like I told you, I have a raffle, you know, a vacation that I give away for the, uh, the neighbors.

And I give a vacation away to the public. It's a good way to get 'em to sign up without being a headache for you. And if we're not doing this. Time of the market and we're not doing these things that we need to do to promote the open house, then we are just doing something that every real estate agent does, that's why there's so many for sale by owners out there.

They're not putting in the effort that the sellers think they need to do to give 'em the listing. Right? I mean, when you think, uh, yeah. Say a [00:32:00] \$700,000

home, two and a half percent commission, you're talking 27. \$28,000. It's a lot of money. Why wouldn't we go out there and give it our all? Yeah. Always touching the na What's the benefit of touching the neighbors?

Pick your own neighbor out. And by the way, you know I'm not charging the seller commission. What? What are you crazy about? Nah, come on down to the open house. Let me show you what we do for real estate services and. They come on down, then you, hey, you know, let me, let me show you what I do. Gimme 30 minutes in your home out there.

But having the perception, you know, with tents set up, people in there to help 'em, a lender sitting there, everything is to help set you apart from every other agent that's out there. So to put this on the market instead of Thur putting it on market on Tuesday [00:33:00] instead of Thursday, is not gonna really have a problem.

So now, as far as the event goes, do we open the event when we put it on the market or do we wait until Thursday? Well, the way I would answer that is, Michael, what are things sitting on the market around? How much inventory do you have around your house? Like, we have an agent in Arizona that was selling a home in Goodyear that had 150 homes for sale, you know, within a couple blocks.

What, what's your inventory look like? Within a mile I've probably got about 20 to 30. So there's not a lot. Okay. And your price below all those, you said 6% below the absolute. Yep. So, yeah, I, I mean I, you know, so when I go into a listing and I say I'm gonna do a five day turnaround, I generally know by [00:34:00] the open house whether I'm gonna stick with that or whether I'm gonna add time on.

If my phone's blowing up and I've got agents looking at it, and I got people calling about the open house then, and I know I'm gonna have a hundred people there, I run with it. If I feel for some reason there's gonna be, you know, 25, 30 people, I'll extend it. I'll extend it another week. Why? Because I gotta do some better work and get some more people into the open house.

Okay. Okay. So, but yeah, I, they listen, everything's flexible. You guys, your buyer's premium on that. I, Michael Graham, I mean, I couldn't be any more proud. We sat and talked and he finally came out with something to help this solar system out on a higher priced home. And as far as I'm concerned, it's a success because they got buyers in there when they weren't getting 'em at the seven 25 or seven, seven, [00:35:00] whatever it was listed at.

So at least we got yours, your job is to get buyers in there and let them find out, determine what the market value is, right? So all Yeah, Paul. On that last comment when you said that if you only got 30 or 40 and you wanted to get your hundred, you'd say you put it on the market for another week and you do more work.

What, can you describe the additional work, um, a little more clearly rather than, so I would, you know, I'm a new agent or even if I'm an existing agent. What, what additional work would you do that week that you didn't do the week before that you think is gonna get them in there? Is it knocking on doors?

Is it, what do, what is it? No, everybody knows that I paid \$25,000 to become a social media marketer. I'll actually throw some, uh, you know, a few hundred bucks behind reach ads, a few hundred bucks behind video views, and then I'll even [00:36:00] go into Google and throw a few bucks at it. And again, why am I doing that?

Because it takes it outside of the MLS and it'll bring people into the, uh, the open house or make a phone call or have the realtor. Hey, I'd, I'd like to. And you know, the last homes that we didn't get a lot of traction on, there are four of 'em sold, utilizing that strategy. Okay. That's good to know.

I, I, I appreciate that extra detail. Perfect. And that class between all the other bazillion things we're doing, and we've gotta get that thing out there and get it going. And especially with all the great pieces Kat has that she's made, and I mean this every week, I just look at the website and just think, holy moly, man.

Uh, we've got a great community, you guys, and we've got a, a, a ton of content.

## **Using Buyer Explainer Videos**

And every time I turn around she [00:37:00] unveiled, uh, a buyer's Kat. What, what were the last two videos you did? Are you talking about the updates to the buyer explainer? Yeah, yeah, yeah, yeah, yeah. Okay. So there are, you guys know, in the compliance course when we talk about the documents and details, when you're doing your remarks and setting up your easy listing, you may or may not include an offer detail sheet.

Robert always says, I never use an offer detail sheet, because what do I do when I have someone interested in making an offer? I call them and I'm, I'm always selling, so I call the agent or the buyer if they're unrepresented and I ask about their finances, their terms, and get a feel for what they're looking for.

For those that do choose to use an offer detail sheet, that's the simple way for an agent or an unrepresented buyer to not have to write out a full offer, right? They can just give you, you know, there's contingencies. I want an inspection. Here's [00:38:00] a brief look at my financial condition. Simple as pie.

That's why we call it making an EZ offer. But the video, the buyer explainer that we had. Said, send in the addendum and the offer detail sheet. We've made a version that doesn't specify that. Um, we've also made it, I think, a bit easier for you guys to record your own. So if you were to go to the buyer explainer video page, there's the script from that video, which means you can just quickly record your own version.

You are the face in the video, you get your brand equity in there, rather than using Chrissy Amundson, um, which as lovely as she is, I think anytime you can put your face out there, you might as well get the free marketing. Um, I'm gonna drop that link in the description. Every listing you upload should have a buyer explainer video.

Why? Just because you talk to someone at the open house and explain to them how the process works, when it actually comes time to do the thing. They're gonna forget what you [00:39:00] told them. They're gonna be having the same questions all over again. Mm-hmm. And that friction, that hesitation, if there isn't a push there, that gives them the confidence.

They might say, mm, I don't know. Nevermind, I'm just gonna wait. I'm gonna wait another week. So if you're not following up with them, if we don't explain this as much as possible, you could lose that offer that seemed like they were really interested in the moment to the wayside. So I think I saw Michele did an offer.

John Froelich isn't on the call, but he did, uh, a buyer explainer video. I think Vince Yurak, he's not here either. He did one, but I don't believe with the other active listings over the last two weeks that I've seen anybody using that explainer. You can use Chrissy's if you don't wanna record. You can also quickly record your own by using the script we provide.

So commit to doing that, it makes a huge difference.

Thank you, Kat. So let's open the floor. What are the questions? Any questions? Anybody has any comments?

Chandelle, Bullington, [00:40:00] everyone? Yes. Yes. What? It's just easier to say yes before somebody starts talking.

## **MLS Remarks: Where to link the Buyer Explainer Video**

Where would you put that link? Do you put it in the agent only remarks or The MLS probably wouldn't let us put it in the other part, would they? About how to do the premium? Well, you've got, on your MLS, you've got six links that you can put in two.

The MLS you, one for virtual, one for, I mean, they gave you a, we're gonna do six of 'em. I put 'em in there and I do put 'em in the agent's remarks. Where is that at? I didn't know about that. Well, Sean, I'm not gonna tie up everybody, but just gimme a call. I'll show you where it is. It's on it, it's there.

Trust me. Okay. Good question. What else you guys got? It's also on the easy platform, right? Like Yes, you can. That explainer video on there. Okay. Yeah, I saw that. Put it, do [00:41:00] that. Yeah. I, if you guys aren't utilizing the document section, the picture section and the video section, shame on you. That's a huge feature for you guys. The video explainer that's like templated by somebody is that something you have to pay for or you can just download and use that? Oh, Michael, so, so you can either, there's a generic version. So in a perfect world, every listing that you do, you can customize the template to include property pictures and details about the property to remind them which one it is at the time.

And then again, you could either use Chrissy's video within that. Or you can record your own and swap out the video portion using Canva. But we have two generic versions, the one with the mention of the offer detail sheet, and one without the mention of the offer detail sheet. So make sure you keep in mind, am I going to include an offer detail sheet on my EZ listing, or am I just gonna have them submit their pre-qual docs and the easy addendum before they make their offer?

Whatever [00:42:00] adventure you choose, you just follow the corresponding video. We have generic versions on our YouTube. That way if you don't have the time or the will to create a custom video, you can, you can use whatever. But again, those generic ones won't have your listing information or your face. It'll be Chrissy and just explaining the basics of making an offer on EZ

No call. Yeah, when I was doing some of the flyers, I just saw the Canva and then something popped up . I don't have a Canva account. It was like, Hey, you know, and then it was like buying Canva, and I just kind of excited it. I just wanted to get stuff done, but maybe I should look in next time.

Next time you see that. Can you drop the link in the Facebook group? Uh, our member one because Canva made changes. There were things that used to be free. If we were, if someone with a premium account made the template and shared it. It passed through, but then they changed that about I don't know, probably 10, eight to 10 months ago at this point.

And we're still finding relics of that. So [00:43:00] the solution is either swap out the element that wants you to, it, it, it's one picture on the page, probably a placeholder image. Um, that's a premium element. And now we can't pass through our premium benefits to you. So you can either swap that element or if you drop a link in the Facebook group so I can find it.

I can just go and swap it universally in the template. I've, I've gone through like dozens of ours, but haven't gotten all of 'em. 'cause it's, there's no indicator that it says, Hey, these contain premium things. Perfect. Thank you. Mm-hmm. We don't charge you for anything extra. You guys. Uh, this what you, you sign on board.

You know, it's, all we want you to do is take care of your family, pay your bills, and they use the platform. It's, uh, good people and it's definitely the new way real estate should be sold as Mona said so eloquently. What other questions?

## **Handling Offer Capacity Where Someone Wants to Pay Cash at Closing Above Their Prequel Amount**

I have a question. I just had a call with [00:44:00] someone who's looking to submit a bid.

His max pre approval is two 70, but the current offer is 2 68 0.5 with the buyer premium included. He wants to offer two 70 and pay the 6% at closing, but on the offer site it's 2 72. I don't think he's gonna win. I don't think he's gonna win it, but I do wanna get as many people on the site with offers as possible.

So I just tell him, Hey, it's not gonna work out or is there, well, unless he's got a way to make it work out and you agree with it and check it. He said that you tell Michelle Yeah, he said that he's willing to do a two 70 bid and then he pays the 6%. Uh, buyer premium at closing with cash. So it's, so he has proof of funds.

If he shows me proof of funds to go along with that pre-approval, then I can add those two together for him. Okay, great. I've done that before many times. Okay. I'll let him know. Awesome. Awesome. And what's the best Michelle [00:45:00] email address?

## Submitting Proof of Funds Documents and Contacting Support

Is that the best place to send documents at that point in time? I, what I'm hearing from users is once they've submitted a document, they get that second document submitted online or the SA second document or the same source or same type, doesn't always work well on the website.

So the info ad works well. So info@easyrealestateplatform.com. Mikel, he walked away. I'll put it in the chat. Okay. Got it. I heard you. That buyer's been on an email loop with us already this morning. All right, you guys, we're at the end of the hour. Next week, Greg Borough's gonna lead us in pre-flight Monday.

Come with your, oh, I'm testing. Alright. Yeah, you're gonna be our critic. You're gonna be the buyer. Bucket pool critic is, are we gonna create 'cause I've already got something created, but I didn't know if we were gonna, 'cause I don't have like the easy branding and all that other stuff. Is this something Kat that you can [00:46:00] help you, you'll help me make and make it like corporate and look, right?

Or do you want me to just go make my own thing? Or you, me? You're talking about a checklist? Yeah, do that. Yeah. Send me, send me the bones. Oh, okay. Good. Perfect. I'll send it to you right now. Here we go. That way you guys will have a paper copy of things to brainstorm. So if you want to do it on your own, if you're too shy, don't be too shy to raise your hand on any of these calls.

But in case you are too shy, you'll have the checklist. Shy, not this group. So I do have just one question and all it is, is like the length of the bidding events, I mean, is there, I know obviously you said you had one, you know, you did for two weeks, Robert. I mean, are you against, you know, doing like a 90 day, like is there No, listen, you guys, especially you guys up in your area, right?

You know, you just gotta make sure people know if the seller sees an offer come in that they like, it's, it's not going to be 90 days there buddy. Just so anyways, uh, it's, [00:47:00] uh, you know, you, you, you Florida folks, I mean, you know, it's, uh, you, you're just in a tough marketplace. Mm-hmm. Hopefully it, uh, you guys get spared this year.

You had enough crap over the last couple years. It's ridiculous. So, fingers crossed. So, all right. Anybody else got anything to say? Oh, hey, by the way, Greg, I do have a background for your pre-flight flight Monday. Okay. I'll send that out to you later on. Okay, good. Yeah, I think you had mentioned that you were kind of having fun with the idea, the concept, and it was, yeah.

Oh, yeah. It makes a lot of sense. Everybody, everybody knows it makes a lot of sense. But Robert is also a pilot. He used to be a pilot, so well, okay. But the CEO is also used to being a pilot. Like how does that not kind of just go well with each other? I'm not a pilot. All I gotta, I gotta, guys, I have a question for the team.

If you could do us a big favor and in the chat, type in your biggest challenge when [00:48:00] you first started using the platform. Or your top two or three, that would help us a lot in terms of, you know, in, you know, changing or improving training and how we can help you early on. So if you could just do that, you know, what was the biggest thing you didn't know?

You know, you were surprised like a month later. I didn't, I don't remember that. Or I don't, I didn't know that. Or, or the biggest disappointment you had and did you find the root cause of the problem and what was it? Anything you can do to provide us some feedback so we can continue to work on things and make them, you know, slicker would be really, really helpful and, or good stuff too.

Yeah.

Robert, I appreciate, I, I'm, I, I think we do like 90% great, but I'm just looking for the holes right now. You know, Swiss cheese is very tasty. I'm looking to fill the holes. That's all

I've got. One more, another, you know. Thank you for those. Showed up. Does anyone have agent peers? And it doesn't need to be somebody in your market. It can be your referral partner, someone else [00:49:00] that you want them to get in on this program as what we're calling an early adopter. If so I mean we're probably shutting this off in like a minute or so, but email me, Kat with two t's

KA TT at Easy real estate platform, the agent you'd be interested in, and we can get them free enrollment.

I mean, we're gonna cut off this free enrollment thing. We're trying to get to a certain number. So if you have a referral partner that wouldn't wanna pay several thousand to enroll in this program in the future, thank you guys for showing up. We can get you on board. But do that, do that today. Do that in the next couple minutes or so so we can reach out and get them enrolled in the remaining free enrollments.

I have a question in regards to that. Yeah, go ahead. Alright. So, oops, miss, so. Loaded out. Okay.

## **Agent Recruitment and EZ's Enterprise Program for Passive Income**

Um, there's called, uh, I'm with exp. And exp seems to do a lot of concentration on building a downline, right? Uh, what you guys have is fantastic, and I think that it is, uh, a [00:50:00] very much a, a viable platform and a tool for recruitment as well, too, to be able to build this downline.

What I've seen a lot of the exp agents doing is actually hosting in-person seminars, showcasing some of the tools that they use in order to get more listings and whatnot, right? So, uh, this program that you guys have, uh, it is excellent for, is an excellent solution for, and you guys have already identified it for FSBOs, for expireds, things like that, right?

Like, I would like some help in trying to figure out how to build that. And essentially put it on a kind, some kind of pitch deck and develop some kind of funnel system in order to capture agents that are suffering right now and looking for more opportunity to be able to get in front of these FSBOs and these expires and stuff and say, Hey, this is the tool that you guys need right here in [00:51:00] order to, to go after those things.

Right. Um, I know that you're trying to close this, this entry point sometime soon and stuff, right? But can we kind of develop a little bit of a workaround or like essentially just build something based off of the premise that like, uh, we can use this to be able to build or downline. So enterprise, we have an enterprise program that's built for that.

And just like you build your downstream with exp. You can do the same thing with the enterprise. Our enterprise program can either compliment what you're doing within exp to recruit more agents to your EXP team. Or if they don't wanna switch brokerages, you can still give them a seat in, if you buy enterprise seats with us and give out an EZ seat, you can still earn revenue share on their transactions downstream.

Mm-hmm. So obviously you'd get, you know, extra benefits if they join your EXP team and take an EZ seat from you and get listings on the easy platform. But you don't have [00:52:00] to get past that final hurdle of getting them to switch brokerages. No, no. Like a And the reason, the mechanism behind that is our revenue share comes through a buyer premium fee.

So it's not a commission referral split. Right. Which is why it doesn't need to be any type of agent broker to broker referral. But as far as using it as a benefit, oh, this is another thing that you'll have in it, in your toolkit when you're on my team. Um, you could take it all the way and say. I'll buy your seat on this platform so you don't have to pay for an enrollment.

And you know, any marketing that I have, I'll extend to you. You just plug your own face on it and you're ready to go using this EZ listing tool. So it's pretty easy to add on as a benefit. Um, one thing I learned, EZ agent Matt Chick started saying, rather than traditional listings versus an easy listing, he describes, and I love it and I've embraced it, he describes an easy listing as everything you get with a traditional listing, plus the [00:53:00] transparency, the visible competition, the shorter window to sale, the higher sales point true price discovery, all these benefits, and you can pay me less with the 0% listing commission.

Right? So if you wanna include that in your pitch to recruit people to your team, you're basically saying you would have access to the best agent USP ever, essentially. And it would be your choice. It'd be your choice. How you'd want them to hold their seat. Do you wanna buy their seat for them through the enterprise program?

And remember, you can swap that out. So if you end up recruiting somebody and they don't perform with the easy platform, you can take your easy seat license and give that to a different agent.

Robert, did you reschedule with the vendor from last week for this Thursday, or could you make that Thursday's workshop?

She is in the hospital. She hasn't got out yet. So how about, how about that? Why don't we do this Thursday, as you know, the [00:54:00] enterprise option, you know, so everything about recruiting, building a team. And so you'll learn, you'll learn about how the platform works, the revenue share program, and then also how to use it as a recruiting tool.

All right. All right everybody. Good question, ACE. Thank you, everyone. Don't forget the topic. Thursday is going to be on the enterprise. I have a question. I was just wondering, sorry Paul, I cut you off. No, that's okay. It's alright.

## Marketing Message Scripts + Tools

I would have a question regarding marketing and trying to get listings. What's a good tool or a text message to say to someone? Is there anything, any listed anywhere, specifically Kat, that will help get more listings?

You said text message, you're looking for wording, like if you were to put together a text message or do some outreach, you're looking for the messaging, [00:55:00] correct? Yeah. Or, or calling them and say, same thing. I think it would be the same language. So I think our pitch pack would be the best place to start with that.

It covers more than just outbound like outreach for potential sellers. There's some other stuff in there as well, but it really gives you a quick elevator pitch, whether you wanna send a text message, email or like a direct message on LinkedIn or Facebook. Obviously if you're doing an email, you'd wanna use a subject line, but everything else can be reworked for either a text message format or a quick message on Facebook.

So that's where I would start. As far as just a quick pitch, um, if you're looking for a program, are you looking for a tool to do SMS? Yes. Where, where would that be located? What are you identifying? I dropped it in the chat, but you can also find it at the bottom of almost every one of our blog posts right now.

Oh. It's like the big call to action, sorry. Um, or you can just search on the agent hub for pitch and it, it [00:56:00] should come up. Yeah, I've got it right here. Is that the prospecting, pat Kat, or is there a different one now? So you're thinking of the FSBO and Expireds prospecting pack that has letter templates and like longer cold call scripts.

I can drop that as well. Um, but the one, the pitch pack has more, you know, you can pitch any type of seller, not specifically FSBO or expired.

Alrighty. Thank you. Love all this stuff. So cool. Okay, so there's a second link in the chat. Um, any recommendations, who do you guys use for your SMS messaging? Um. When I was still in the sales side, I didn't, if I was texting someone, it was manual because it would've been right after I got off the phone with them.

I wasn't really sending out SMS campaigns, but if anyone in this group is and wants to recommend, I know a lot of people use BombBomb. I dunno if that's still one of the leading tools for that. Um, I believe it is. I still hear [00:57:00] people mention it, but that's one shandell if you're looking to do some automation, but make sure you follow TCPA and all of that compliance.

You do not wanna be the subject of ambulance chasing litigation, for sure. Oh yeah. So, and, and don't forget about you know, we did a, uh, uh, a year ago there was a class on video texting. I had forgotten, kind of forgotten about that myself. And then Donnie Bennett resurfaced back up and sent a text message that he had sent out to a seller he didn't get in touch with.

I sent it out to several of you. Uh, and then lo and behold, Quinn Greenley says, oh my God, he, I kind of forgot about doing that. Quinn had gone out on one of our for sale by owner leads, didn't get it. And, uh, he ended up shooting that guy a video text afterward, and now he's supposed to be meeting with the guy this week.

So if you don't know how to do that, it's on our site. [00:58:00] It's, it's simple to do. But, um, video text, not just video, not just a voice, you know, they identify with you. They can see who you are and you know, it's not something that's said. One of the things I hate about emails and texts is you don't see where somebody's heart is in a video text.

You absolutely see where their heart is, and I think it makes it easier for the seller to relate with you. Where do I locate the information you were talking about at the beginning, the letter.

Do I have to watch the whole video again to get that? Or is that the whole video For what? The training video that you were talking about. I'm gonna stumble on this 'cause I don't know the language. You talking about video texting? Uh, no. What you were recommending at the beginning of this course right now And the [00:59:00] buyer explainer videos, and the walkthrough videos and any other videos add to your listings.

# Listing Presentation and Net Sheets

No, the, you ought to be doing the listing presentation with the, the actual contract, with the net sheets, with the closing statement, so your seller knows what you're doing from A to Z and they can actually see something.

Just because we start lower doesn't mean we're gonna end lower. The one that you were talking about, how you got the sale and at the very beginning of this class, you were my listing presentation. Right? Exactly that. Where is that, where is the information for that? Of course, it's the course. It's the course.

That's what I was saying. Do I have to watch the whole course to grab it? Nope. There's, at the end of the course, there's, there's a lesson that's called Course Resources, and it has the links to everything that's referenced as a resource within the course.

Even if you pull up the courses, it'll have all the different modules so you can choose, you don't have to watch all [01:00:00] two hours. You can find the module where he's speaking.

It's labeled.

Yes. I think it might look a little different to you guys. But over here. You obviously see the modules and one of the last lessons, well modules is called course resources. And if you open up, it just has everything that we've listed and linked out to earlier in the course, all in one place. So you don't have to go digging to find something that was linked somewhere.

Um, if you're looking to just rewatch a specific thing, you don't have to go through the course, you can go to the specific module and watch what you wanna do. So if you're just looking for how to take your listing live, you know, the agent remarks the addendum, and then sets up your listing, you can just rewatch that module.

Well, I was looking for what Robert was talking about at the beginning. He was saying, you need to be using his tools to help us get listings. You're probably talking about the net sheets and then the listing presentation. So [01:01:00] those are actual resources. Uhhuh, like the handouts, you can grab them from. I was gonna say, Kat, if I can share my screen, I'll share what it looks like on my side.

The story you were talking about, you were saying you gotta use the story. Yeah, yeah. It's all in there, I promise.

Whoa, see?

See, you got Robert's story right here. Yes. And there was something else you mentioned that you said we needed to use.

Robert's story, that's an example. Net sheets. Yeah. Robert's story is the book, uh, example. Net sheets are the documents that you can use in your listing presentation. So if you need to learn the story, if you need to learn the verbiage, you can read this or go back through the course. If you just need the documents, you'd go to that resources panel.

And not in training, Robert.

Okay. See right there it says example net sheets,

All right. [01:02:00] So I, this is what I use for my listing presentation, and if you go through the listing presentation story, it's only, it's only the 13 pages that talks about the listing presentation and their net sheets listing presentation executed offer. So everybody can see that. And, um, I'm gonna go ahead and go into the website and let's go into the platform site. And then if we take a look at listings, we can get, go to closed listings.

Yeah, I'm not, I'm trying, did you know that when the, hang on, Shon, this is the actual listing I use. This is my story listing. Okay. I go right down here and I show everybody the bids. Remember we talked about this home, we listed at, uh, 3 79, whatever the heck it was. And the [01:03:00] first offer that came in, remember the traditional amount?

It was the, uh, after nine agents, Keller Williams was the only agent that said he'd sell it at 400,000. Our very first offer that came in by utilizing that story, the seller's watching the site, 7 24, he's got his number. Don't come in at the 10% below market value. Come in, whatever your buyer feels comfortable with because my seller is watching this and they can tell me to pull it and yada, yada, yada.

And what Shonda, what doesn't this 14 include

it? What are the four, are you asking me what it doesn't include? Yep. It doesn't include the premium. There you go. So 22 beds later, we ended up at 4 51 5.

Then we go over and show 'em the contracted price. So it ended up 4 51 5 and we added a 6% buyers premium. [01:04:00] That's this amount right here, 4 78 5 90. That's what's written on a purchase sale agreement.

Buyer doesn't have to come out with any money out of pocket to cover the buyer's premium. It's all included in the purchase sale agreement. So all of that stuff is there for you. I use that when I go into a listing presentation. I use that every time, even today, even though that event was done back in 2021.

The reason why I used it back in 2021, uh, is because I got permission from all brokerages, the buyer and the seller to use it as training material. We've had a lot better events in that. My best one, \$290,000 cash deal over, uh, purchase price. The site itself, Joe Peto, \$309,000. Over a [01:05:00] starting price. So anyways.

## **Final Q&A and Closing Remarks**

Alright you guys, I think that's enough fun for one day. So that's all in there. Take it and, uh, run with it, uh, Kat if we can figure out where to get that offer into something or maybe it's there somewhere or no, it's in the course, your documents, but the public facing, like the blog post asset only had the netsheets rather than the full documents.

Okay. So I can make all of that stuff public to non-students if you want me to add it in that place that you were looking. Yeah, well, I mean, legitimately that's what I use for my listing presentation and everybody knows I have a hard copy of it as well. So maybe we should do a workshop on that again too.

I think people are forgetting the basics of this, so. All right. Good job, Kat. Thank you Shandell. Thank you. Anybody else have anything?

Obviously I can't even find my own stuff on the [01:06:00] website. . I'm a bad guy to ask, so thanks for thanks.