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Session 25 Weekly Real Estate Coaching Q&A

[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.

Michelle DeLorme: Give everyone a few minutes to jump on in here. Did Robert have to leave or something? Is that why he called me? I know he called me and I, yeah, he's got some calls he needs to take care of real quick. Okay. Okay, so it's just gonna be a few minutes. So if. Now you're here. You can take over for a few minutes, but just one of us to kind of get us started for the first five or 10 minutes.

Yeah, absolutely. So

And Cynthia Los Angeles. Is that Cynthia Delgado? Correct. That would be Mo remember. And Samantha Burnett. Woo hoo. Well, I think [00:01:00] gets some faces I haven't seen in a while.

turn my ringer off. And there's Miss Cat joining us.

Michelle DeLorme: Welcome. Getting a full screen. I like it. I like it. So that's it, we've hit the five minute mark. And so what are some things that happened over the weekend that we wanted, that everybody wants to talk about?

Joy Steidl: Yeah, if anyone has any questions about listings coming up, I mean, that's kind of what we're here for is to be able to provide support and answer any questions.

And if there's scenarios that you wanted to work through, this is a meeting for you all. So take it away.

Michael Graham: Good morning.

Stale Listing, No Activity - Can I Use EZ Platform to Bring It Back to Life? (Listing Strategy)

Michael Graham: I have a question if that's all right. Please. My name is Michael Graham. I sell real estate in Scottsdale, Arizona. I've been doing it for 21 [00:02:00] years. And I've seen some auction style stuff before with somebody else that I know.

And this is just great because the platform is transparent online, so it's just, it's attractive to me. But I'm new to it. I haven't done one yet. I've spoken to Robert a couple times about a listing coming up that's on the market currently, and it's listed at 739. It's been in the market for about 40 days, no offers, and the seller is interested in doing the auction.

So I kind of wanted to go through some masterminding around what price to put it at and maybe what to do with the buyer's premium. Sure. The seller's willing to pay a portion of it. And there's also a big seller debt on there for solar. So. I wanna maybe walk through that as a scenario and Rob said to bring it up so that we could kind of mastermind around it and use it as an example case study.

Property Conditions that Affect Buyer Bucket Pool (Pricing Analysis)

Joy Steidl: Yeah, absolutely. So tell me a little bit of background on the [00:03:00] property and how long has it been on the market? What feedback have you had?

Michael Graham: Mm-hmm.

Joy Steidl: Kind of a little bit of background about that.

Michael Graham: You got it. So it's a four bed, two bath, about 2200 square feet. It has a pool. It's a nice house. It's pretty well remodeled as of maybe four or five years ago.

It is on a major street, 20th street in a school. So 20th street's kind of more of a busy road, so that's definitely a lot deduction, if you would.

Solar Panel Loans (Listing Strategy)

Michael Graham: And then the solar, you know, balance is \$50,000. And I know some buyers see that as a value. Most of them are gonna see that kind of as a deterrent where they have to take over a \$50,000 debt.

I mean, the monthly payments I think are 2 \$75 or something, but it does bring the electricity down. So those are the only two things that we need to tackle. Right. Well, three things, right? It's already on the market, so coming on the [00:04:00] platform half after being on the market is kind of difficult.

Robert said he's only had one successful sale that way. So, I feel like we have to do a combination of price the property very aggressively, like drop it, you know, 20% below fair market value. And then also he was talking about maybe using a portion of the buyer's premium to pay off a portion of the solar and then have the seller pay.

At least my commission. I don't know. Do you guys have any thoughts on that?

Kenneth Collins: Joy, do you mind if I speak to the solar issue?

Joy Steidl: Oh, that would be great if you have experience with that. Yeah, that'd be fantastic.

Kenneth Collins: Absolutely. Hi Michael, this is Ken Collins. How are you doing, Dan? Thank you, man. I appreciate you and I.

There's an issue. It really is. I had a deal like that out here. A couple of them, and you have to ask the owners, is it a lease or did they do conventional or credit card financing? Those, it's

Michael Graham: conventional financing and it's a low [00:05:00] interest rate. It's like 2.9% or 2.3% interest.

Kenneth Collins: Second is, is it transferable to a new owner because it's, yeah, those older cups, when the solar first came out.

They were not allowing transfer, the new owner would have to buy it outright. So, oh, that, those are the two main questions, which are solar that you have to have absolutely cleared. 'cause you'll get it. I got all the way deep into the financing 10 days before we closed and the solar company said, oh no, we don't, we don't transfer it.

It has to be purchased by the new owner. Either paid off transfer, I'm sorry, paid off by the existing owner or purchased outright by the new buyer.

Michael Graham: Got it. Yeah, no, it's completely transferable and it is at a low interest rate. And the payment or, or or fair, they're decent. So, you know, it's not the worst solar package in the world, it's just, it's not great because it is \$50,000 worth of debt.

Right. So.

Kenneth Collins: Yeah. But in Arizona, if it [00:06:00] helps that electric bill, they'll love it. Believe me.

Michael Graham: Yeah. I live here in a high desert. Yeah, yeah. No, we get plenty of sun. And so yeah, the solar does offset the cost and, and future costs, right. So, but I do think that we're gonna have to do some sort of paying off a portion of at least that debt, just to make it attractive to the buyer would be my mm-hmm.

No problem, Michael, that I can help. And

Katt Wagner: this is generally speaking, but, you know, and I'm not sure, I haven't followed rising costs of production, but if solar panels are something that have been rising in costs over the last few months, it could be more attractive that I don't know when they signed up, but two years ago, three years ago, that price.

So that might be something to consider too.

Michael Graham: A lower rate. Yeah. And it is a lower rate. I mean, it's not a high rate at all. It's in the twos.

Katt Wagner: Well, low rate, and I'm not sure if the cost of production for the actual hardware for the solar is something that's increased over the years just because of the economic landscape.

Michael Graham: [00:07:00] Sure. You could argue that I have a different perception of solar. I, I, you know, I, I, it's the salespeople that make 80% of the money on that. I, yeah, I'm with you. Like, I can go out and buy the hardware from the manufacturer myself and hire a laborer to install it and spend 16 grand on the same thing that this guy spent 55,000 on.

So it's like, you know. But anyway, I'm not gonna tell the buyers that.

Joy Steidl: So is he, is he locked into that? That's not something that,

Michael Graham: yeah, yeah.

Joy Steidl: Okay.

Michael Graham: It's an issue. I mean, it's like it is locked in, it is transferring or it is getting bought, but very rarely can you get those expunged or removed. I'm working on one at a house that we did a loan assumption on in Paeon, Arizona, where they kind of took advantage of the elderly people that they sold it to.

So we're trying to actually do like a, a claim against that [00:08:00] company. So I don't think we have an opportunity to do it in this house though.

Joy Steidl: Well, so have you done, do you have any paperwork, like cost analysis that you can share with the buyer showing a pro?

Michael Graham: Yeah.

Joy Steidl: Okay, perfect.

Michael Graham: We have cost analysis and all of that so we can paint a prettier picture for the buyer as to what value that solar will bring, but it's just something we have to kind of keep in mind.

And yeah,

Take it off the market or do a price reduction? (Listing Strategy)

Michael Graham: Really I think the conversation would be though is, you know, how do I take this property that's been on the market at 739 that has been on the market for 40 days without an offer and now run it through the platform successfully? What do I have to price it at and how do I tackle those two deterrence, which, you know, the solar and then the major street.

Joy Steidl: Yeah. They are factors for sure. It is always a lot more effective on the platform when you're starting from scratch. My suggestion would be that you at least remove it from the market for a period of [00:09:00] time. So that it

Michael Graham: I did, I took it off the market lot. Okay. When Robert and I talked, the other thing was I didn't remove it completely from the market.

It's temporarily off the market, so still showing as that listing. So I mean, if I canceled it completely and then started over, it's still gonna show days on market. So I don't think it's really gonna make a difference if I took it temporarily off the market versus canceling it completely. What, what's your opinion on that?

Joy Steidl: It just depends on the marketing. So, again, how long has it been on the market?

Michael Graham: About 40 days.

Joy Steidl: 40 days. I mean, ideally it is better if you cancel just simply because it kind of restarts everything. And then yes, if someone, if an agent is going in and they can still do the research and see, yes, it was on the market previously.

Mm-hmm. But I, it is a little bit more of an uphill battle, I think if you're just gonna be, you, you just had it as an [00:10:00] active,

Michael Graham: yeah. So there we have a, we have a status called temporarily off market, and so, oh, okay. You have a listing, you take it temporarily off market, so it's not available, but it does show as temporarily off market when you're-list it.

It's just gonna show that I dropped the price dramatically, but Okay.

Joy Steidl: I still, so it won't change days on market?

Michael Graham: No, it won't change days on market, but neither would canceling the listing. That would just make more work for me to cancel it and then review. Sure. Because yeah, days on market don't change.

You have to wait 90 days for it to actually be Gotcha.

Joy Steidl: Okay.

Michael Graham: Okay. On the market.

Joy Steidl: Okay. That's a little different I think than our, and I

MLS Remarks and Explainer Language When You Do a Price Reset (Listing Strategy)

Michael Graham: Think the pitch, I think the pitch around where I'm coming from in the eyes of an agent or a new buyer is, Hey, you had this listed at 7 39, what's going on now You're at 6 75. Or right, or sorry, five seventy five, a hundred and thirty grand cheaper.

And we'll say the seller has to sell and [00:11:00] they're going to sell it to the highest bidder on this platform. And that's it.

Joy Steidl: Yeah. They're,

Michael Graham: they're looking for the best, best offer. So make your offer. And that's why they dropped it, you know?

Joy Steidl: Yeah. And that is the

Michael Graham: intention. They can't sell in four or three months.

They wanna sell now, they wanna sell on the weekend. So that's kind of the goal, right. Right. Yeah.

Joy Steidl: Yeah. I mean definitely if they're willing to do that, again, you, it has to be, it has to be eye-catching, right? Like it's the shake, the system type of

drop that you're gonna need to make it be effective. Yeah. And that is, I agree with you.

I agree with the marketing platform or the marketing idea behind that is letting 'em know, hey, this is similar to, of course, we don't ever wanna say the word 'auction 'cause it's not an auction. But you wanna say again? Yes. This is, we're putting it on a new bidding platform. and this is how that platform works.

Yeah. We're

Michael Graham: putting a new bid

Joy Steidl: platform and we're, this is our Yeah. I always encourage people to, zoos say too that this is a starting bid price. So it kind of [00:12:00] of, that's the whole point is like. It's almost like you're at an auction and you're introducing the property, right? Like, okay, we're gonna start out now.

Right? You see that excitement at an auction. Like, Hey, okay, starting bid and this is what it is, right? Yeah. So, and that's kind of the whole point of pre-marketing the property. That whole point of doing it one and done open house is that it's supposed to have that kind of auction mentality and that auction atmosphere where it's like, Hey, everybody, like this is,

Michael Graham: It's urgent.

Joy Steidl: Right? Urgency. And it's, the urgency really creates more mental strength.

Where to Focus Marketing Efforts (Listing Strategy)

Joy Steidl: Yeah. And so that's where I would put my marketing towards just being like alert, honestly, you know, like alert, alert, alert. This property, we are now remarketing the property, we're putting it on this bidding platform. This is an amazing opportunity for you to get this house at a highly reduced pro.

You know what I mean? That, that kind of language where it's just like I. FYI, this is a big, you know, this is a big deal, a [00:13:00] big attraction. Just how that's exactly how they market for auctions is, you know, obviously you have the big suns and you have the big, all the marketing is geared toward that one day event.

So that's, that would be my suggestion too, is to really, really hype up that event. I would do a lot of marketing around that event, around the open house. So I don't know if it's in a neighborhood situation, but I would definitely do, I dunno if you'd do any door knocking, but I would do flyers or even if you're just hand delivering flyers to the neighborhood in and around surrounding the neighborhood.

You can do some Facebook marketing. I always do like a Facebook marketplace ad. Okay. In and of itself, I do social media posts. So I will do a post. Right? When I list the house, I go out, I do a Facebook live, I do social media live saying, Hey, again, this is an amazing opportunity. Let's take a look at this house.

We're gonna do a tour of this house. This is gonna be the open house on Saturday. It's gonna be from this time to this time. You [00:14:00] have to come check it out. Even if you want to create more excitement around the open house itself, like we're not only gonna be touring this house and you'll have an option to bid on this house, but we're gonna be giving a giveaway or whatever it is.

You know what I mean? So it's just maximum exposure and hype and excitement to get people in the door and, and looking. So, same thing around the neighborhood.

Michael Graham: Okay.

Open House Raffle/Giveaway Promotions (Marketing Tips)

Michael Graham: What's the giveaway? That.

Yeah. Is

Michael Graham: that anybody that shows up to the open house gets raffled in

Yep. And

Michael Graham: We raffle off some sort of gift.

What's the typical gift and cost of a gift? Are we talking a hundred dollars gift, a \$200 gift?

Joy Steidl: Again, that's up to the agent. I know Robert, and you can specifically ask Robert about this, he does something with a company about a trip giveaway, and I don't know exactly what his dollar amount cost on that is.

I think it's pretty, he only

Katt Wagner: pays the taxes.

Joy Steidl: Okay.

Michael Graham: He a [00:15:00] couple hundred bucks.

Katt Wagner: Yep. Okay.

Michael Graham: And this company that gives it away or they like a travel agency or something?

Katt Wagner: I'm gonna drop a link in the chat. It's a workshop that Robert did on hosting a one and done open house, but he goes through the process of how he does this specific type of travel sweepstakes giveaway.

Obviously the bullet points for Robert are, you know, you wanna capture the information of all guests that are attending your open house, but if they want to be eligible for the raffle, they have to give you a little bit more information. Are they looking to sell? Are they looking to buy? If they are, what's their criteria?

What's some information about their house? Obviously their contact information. So it's not just you show up and wave your hand and get entered in the raffle. It's the right, you're filling out a, a more in, in-depth lead opt-in right there, whether it's on a paper form or on an iPad. But he, I forget Sky something.

Sky, I think the name is. It's I'll, I'll send it. It's a segment in this workshop where he goes through this entire sweepstakes.

Okay. So,

Katt Wagner: and I can

Joy Steidl: Try and too, and go [00:16:00] through that and get the actual information, we will get the actual information and send it out to you via email too, too. I'll get that from Robert.

But I, or I mean, again, if you want to, if there's something that you can purchase that you feel comfortable in that price point purchasing, whether it's, I don't know, whatever. Yeah. An iPad you know, a hundred dollars Amazon gift card.

Yeah. You

Joy Steidl: know, whatever it is. Again, and again, you can advertise it, like you can have a couple prizes, like, we'll have a hundred dollars Amazon gift card, \$50 Starbucks gift card, a \$20, I don't know, target gift card.

And again, people can, but that's kind of the whole point, is we're giving away prizes. Like this is an event. It's an event like you, you wanna come, you, and especially for people like in the neighborhood too, be like, Hey, just, I mean, you wanna come over, you'll, you'll just wanna come over and at least see the house, kind of see what's in your neighborhood and register to win a prize.

And again, it's just maximum exposure is what you're going for too.

Food, Music, and Making Open Houses like a Broker's Open Event (Open House Ideas)

Michael Graham: You guys do food [00:17:00] and beverages? Typically?

Joy Steidl: I do

Michael Graham: music.

Joy Steidl: You can do music. Yeah. Yeah. I mean, there's lots of different, I mean, there's a lot, I have done a lot of different types of open houses. Some take a little bit more planning.

I've even been involved in different organizations where it's like, Hey, we're out here with a charitable organization. And so they sponsor it too. I mean, I think probably you may not have time to do things like that, but just FYI for other people, other ideas? Yeah. I've done it with like,

Michael Graham: with time.

Joy Steidl: Mm-hmm.

Michael Graham: No, in the million dollar plus range. I think that would be kind of cool. Like make it, make it like how we have broker opens where it's like, or d'oeuvres and live band and like a whole to do, but around the, the auction right. Platform. I think that would be very clever.

Joy Steidl: Yes, yes. Speaking of it'd be a fun

Michael Graham: party and then they know that somebody's gonna be buying this thing [00:18:00] before the weekends up.

Like that's kind of cool,

Katt Wagner: right?

Broker Open Strategy for a Price Reset (Listing Strategy)

Katt Wagner: I say speaking of like the broker opens, if you do decide not to cancel it entirely one thing you can do is still shock the system, like dramatic price reduction, but utilize those remarks. So obviously explain why you're dropping the price so significantly. And again, with a buyer broker, you've got all these agents coming in that represent multiple buyers a piece.

Let them know in those remarks, capture that offer event that has an end date. Say all offers, let's say you set it for Tuesday evening, or if you wanna be dramatic, give them time all week because if the broker opens, the buyers aren't actually seeing the house. Maybe you do the, the broker opens on a Sunday or Monday, let the offer event run to a Friday.

This is different from what we teach agents when it's just open to the public open house.

Michael Graham: Gotcha. We give

Katt Wagner: the buyer's agents that week to tell all of their buyer clients that, Hey, there's this dramatic price reduction, and guess what? They already

addressed the elephant in the room. If you think [00:19:00] the solar's the elephant in the room, put something about that in the remarks too.

They're motivated to work with the buyer, X, Y, z, whatever the seller thinks they might be willing to do with the solar, because you're going to at least ease that concern from someone looking at that property that thinks this is gonna be a headache to deal with, or it's gonna be this price, but. A whole \$50,000 loan I have to assume and take care of, of this person's solar. Address.

Those two things in the buyer remarks, if you're gonna keep it on market, shock the system and do a broker open.

If you take it off, then I would say you could go the route that we typically teach where it's an open house to the public list on a Thursday time that offers an event to end on a Tuesday night and put in that remarks.

All offers must be submitted. We'll be calling the top offers that day, that night.

Michael Graham: That's great feedback. Yeah. When I mentioned Broker Open, I was just making an example of how we go out of our way to make a broker open fancy, [00:20:00] right? Yes. We get music and blah, and we're like catering to these brokers and no buyers.

I'm saying combine them, right? Like having the music and the food and the open house, the big six hour open house event with all the brokers, with all you know. Yep. And, and, and market.

Marketing Signs - How Loud and Flashy Should You Be? (Open House Ideas)

Michael Graham: So what other, what other marketing pieces should I have done? You guys do a lot of signs that you put in the yard with the 0% commission.

Do you, how do you guys feel about the flashing, the, Hey, sell your house with 0% commission? I know that gets people interested in what you're doing. Does it cheapen what we're doing at all? I've always looked at discount brokers as like, oh no, here we go again. Like with the discount broker. So I don't want to be in that category.

Do you guys have any thoughts on that?

Joy Steidl: I addressed that head on while I say this is a, this is a unique opportunity. This is a. A disruption in the real estate industry and where you get a full service. And I, in all my marketing, it's, you get a full service [00:21:00] listing. That means I come out with professional photography.

In my case, I am a certified stager. So I'm like, you get certified staging, you get a full cleaning, you get, I mean, and I list them like it's a whole, you get A, B, C, D, E, F, G, I mean like the whole thing. And you get to choose your commission. Like, so it's not, that's how you differentiate yourself between, this is just a, this is just a quick and easy, like it's a discount.

It's not discount, it is full service, high quality as if you're high hiring a professional real estate agent. 'cause you are. But you, it's, it's just new. It's just different. This is how we're doing it differently. It's a, it's a great transparent platform and so again, it's, it's kind of always putting that positive spin on everything.

And then it, it's just that this is the new option where you as the seller get to choose the commission. You get to pay

Michael Graham: perfect.

Joy Steidl: Yep. And again, I think social media can be really, really good for that. [00:22:00] That's where I found I've reached a lot of just buyers individually, like through Facebook marketplace listings in some of those social media posts, they're just like, oh, wow. Like, that just seems interesting. Or just even if I've been looking in that area.

So that's, I target my Facebook to a specific geographical area because again, if I'm a buyer and I've been looking, or a lot of times, especially now, buyers are interested, but again, they're not working with an agent 'cause they don't wanna have to go through all that signing a buyer's rep. And so they're much more apt to come to open houses and events and things like that, so.

Right.

Joy Steidl: Yeah. Just a big open invitation for those kinds of people.

Michael Graham: What market are you in?

Joy Steidl: I'm in Tennessee.

Michael Graham: Okay.

Joy Steidl: In the Nashville, Tennessee area. Okay. So, yeah, I just recently closed a couple weeks ago on a listing where it was an investment property. So we went in, it was kind of a mess to begin with.

So I told the seller right up front, Hey, we need to have [00:23:00] this, this, and this done. And so we were able to clean it up, get it in really good show condition, and again, then I just did a ton of marketing around it and we ended up having, and, and the way I priced it, I knew like I was probably, I don't know, \$10 under one of the lowest prices in the whole entire county.

And that's exactly how, no, I was like \$10 under the lowest price of a house in the county for that, for that bedroom and bath. Okay. And so that's how I marketed it. I'm like, this is the lowest pri, this is the lowest house in the county. You have to come see it. It's an amazing opportunity.

Michael Graham: Okay.

Joy Steidl: Why would you not be there

Michael Graham: and how, what transpired, what'd you guys end up selling it for and how many?

Yeah.

Joy Steidl: Yeah. So I had about 45 people come to the open house. I only had an open house for three and a half hours. So it wasn't a super long day. But I had 45 people come to the open house. We had an addition because it was a vacant [00:24:00] property, out loud showings before the open house and after, so we had a total of about 56 showings altogether.

And then we started at 300,000, or just under 300,000. And our final price was 336.

Greg Bilbro: Okay. So,

Joy Steidl: and we had multiple offers. We had a backup offer. So the nice thing too is that when we went through inspection you know, there were a couple of things that they found. We ended up, there was a termite that we had, so they had to treat that.

We have to do that in Tennessee. The sellers are required to do the termite treatment, but there were a couple, there were like a couple other somewhat significant things and I just said, Hey, they're just not gonna be willing to do any of that. We have a backup offer. And they were like, that's fine.

We understand we already got a great deal on this house. I mean, and that's kind of the whole point when, when the buyers are there and bidding, they're like, I already went through this bidding process and I won and I'm not gonna give that up. Right. So, right. So yeah, so there was, we paid the 8 [00:25:00] 95 for termite and that was the only repairs that they had.

And then we just, it was, it was simple after that. Very, of course, praise. No problem. And yeah.

Michael Graham: Yeah. That's great. Yeah. It makes sense to me that if you get a hundred people or 50 people in and you get five or 10 offers, you're gonna find fair market value or more. Right? Yes. There, there's just no doubt in my mind that that, and it, you know.

Who cares what the list price is, it's what it ends up selling it for. That, that, right. It's important, right?

Joy Steidl: Yeah. And again, so that's the same thing. My, that was exactly what my sellers had said. They were like, well, we were, you know, I said, well, is this kind of what you were hoping for? And they were like, yeah, we were, we were kind of hoping for somewhere around like three 50, but we really didn't know if it would bring that.

And I was like, we had over a hundred people come through the house. They're telling us what it's worth in the condition. That was, I mean, it wasn't in great condition. We had it ready, but I mean, it was an older home. It had like [00:26:00] linoleum in the kitchen. So this was not like, ha I mean, you know, it was older bathrooms and older tile.

And so I'm like, for, for what the house is, this is absolutely fair market value. And they're like, no, I think you're right. I absolutely agree with that. So, and they were very happy, very,

Robert Climer's Advice on Using EZ Listing Platform as a Price Reset Amplifier (Save the Listing)

Robert Climer: Hey. Yeah. Joy did, what did we work out with Michaels?

Michael Graham: Graham, we're in the middle of it. Robert, I, I brought it to the group and I've gotten some good insight so far.

So thanks for jumping

in. So tell me,

Robert Climer: Tell me what the insight was. Sorry you guys for missing half of this. You got a little catastrophe going here that I have to take care of and not getting a lot of help getting it taken care of, so couldn't sit and listen in. No worries. What is the what, what did you like that you heard so far?

Michael Graham: So, I'll give you the recap. I. The listing that I have has been on the market for 40 days, hasn't gotten an offer. My seller in the commercial real estate [00:27:00] line believes that we can do the auction successfully. And so now we're just trying to combat the couple of things that are deterrent, which is the solar debt of 50,000 that needs to be taken on, and then it's on a busy street.

And so, we're just talking about how to make that successful. I did take it temporarily off the market. I didn't cancel it completely because the days on market will not reset anyway. And when we bring it back to market, the pitch to the public will just be, you know, the seller has to sell in the next couple weeks.

And that's why we've dropped the price. We're selling it to them, to the best offer that we get. That's why we're having this event. So what, what's your

Robert Climer: resolution for taking care of the solar?

Michael Graham: I liked your idea of making the buyer's premium, either 6% or 7% and doing either all of that or half of that to pay off half the solar.

And then using the other portion for their [00:28:00] buyer broker. And if there's no buyer broker, then the whole thing goes to pay off. You know, the majority of

that solar, I think that would be very attractive. And then the seller's willing to pay my portion of the commission, which I'll end up charging him either 3% or two and a half percent.

I took his listing as a friend and a partner at 1% just doing a traditional listing. And, you know, and obviously we haven't gotten anything. So I've already told him, I said, Hey, if I run an event and do all this, I'm gonna charge you a full commission. And he's fine to pay that.

The Power of the Buyer Premium

Robert Climer: So, so does everybody understand that the power of the buyer's premium is a hundred percent negotiable anytime through the transaction, right.

It is when you've got something that's outdated out-priced out, this and that. The beauty of the buyer's premium is what? That they can actually take that amount, plug it into their, you know, the, the, the price of the home and not have to have separate contracts. The other thing is that [00:29:00] Michael had said that even if he can get the buyer to cover half, this guy would cover half.

So nobody's gotta come up with cash outta the pocket if we do this the right way, right? No, we just use it for the proceeds and pay it off now. And a buyer may say, you know what? No big deal, no harm, no foul. I don't want to put that into my mortgage. I'll just pay it off. He may say, you know what? Let's take this thing up a notch.

Lemme run on both sides of it and have the seller give back half his commission so I can finish doing some work on the house. All these things with a buyer's premium, you've gotta start thinking and compartmentalizing. Because all of this stuff can happen anytime, anywhere, anything. And especially as you guys start dealing with investors, it's wonderful to have a protection mechanism for 'em.

It's wonderful to have a place where we can negotiate anything that we want by using the buyer's [00:30:00] premium. Okay. So we gotta keep that first and foremost. So, yeah, and if you need help with that, Michael the one thing did you warn your seller about getting 5,000 calls from, because you took it temporarily off market.

Every agent in the world's gonna be

Michael Graham: calling him. I don't, I don't think he'll get calls 'cause I took it off temporarily off market. Our setting is great because it's still my listing, right? Nobody's gonna give, okay. So, well temporarily off market still my listing, when it goes back on, it'll be, you know, the same amount of days on market, all that kind of stuff.

It'll just be, you know, us. Shocking the system, which I'm thinking about. You know, 20% below what I think fair market value is, which it's at 739. Fair market value gotta be under 700, maybe 675. If I take 675 times 20%, it's about 130 some odd thousand. So I'm thinking of bringing it to either 575 or five 50.

Okay. Can I go to [00:31:00] low? Is there a, is there a,

Robert Climer: well, you, you just, you just wanna make sure that you get, I would keep it higher than lower because of the, you know, the buyer's premium and, but you gotta make sure you get the buyers in there so at least you can talk to people about how to, you know, is right now is the biggest objection the street or the solar, are they both equal?

Michael Graham: I think it's, I think it's, I think it's the street. You know, but, but. Because that's the, that's the first thing that you notice on the property, right? But then once you dive into it, like, oh, this could be a property for me. Then you find out that it's got \$50,000 worth of solar debt, then you have to wrap your mind around how much value that has for you as a buyer.

And, you know, some of them may think it has a value, some of them don't. I think if you pay half of that off, it's gonna be a good value because it's at a 2.9% interest rate and it's fully assumable and it does bring [00:32:00] the energy bill down. So, you know, I, I think we're in the right direction on doing the split, you know, fee between the buyer premium and the, and the seller paying the listing commission.

Robert Climer: Very good. Sounds like everybody did a good job.

Hey Sonny, before I get into your situation, have we gone over Sonny's situation as well?

Joy Steidl: Not yet.

Robert Climer: Okay, cool.

What is the Most Important Part of the Sales Process? (Listing Strategy)

Robert Climer: Before I get into that, hey, you know, one of the things that, that, you know, we've got new agents that are putting stuff on the site this last weekend, and one of the things that you guys gotta remember when you're putting something onto the site, when I go through my story and, and I'm gonna start asking questions on this.

When you're doing your listing presentation or you understand the processes, what is the most important processes that you need to keep in the back of your mind when you launch that listing on Thursday, when you do your open house on Saturday and then put, quit putting [00:33:00] Mondays down and use the Tuesday.

Use that extra day for financing. You know, you guys are cutting yourself short that are cutting it off, but what should you be thinking about when you are listing that property and just start throwing out stuff, in fact, here. Ace, what should you be thinking about when you list property? I

Ace Tejada: Like, having it priced six to 10%, or in some markets, 20% below what the market very good

Robert Climer: is the most important thing, right? Joy? What's another thing they should be thinking about?

Joy Steidl: Absolutely. I mean, I, you need to be able to have your marketing set for that. So again, make sure that the house is show ready.

Make sure that it's gonna show well, and make sure that you have that excitement in place. Again, we're building up for that big event, so we have to have all those pieces in place to, again, when it hits the market, it's gotta hit the market with a bang.

Kenneth Collins: Shane

Robert Climer: What's another important factor when you're listing a home? What's important for you to do? [00:34:00] While you're listening at home, everything that you need to do before the closing time until, what's another important thing?

Joy Steidl: Shane's new. Shane's new, so he may not know.

Okay.

Robert Climer: But

Joy Steidl: That's okay.

Robert Climer: How, how about if I go to microgram? Then we'll leave. Shane won't pick on you yet. Shane, Michael Graham. What's another important thing?

Michael Graham: Hey, I'm new too, man. I'm drawing a blank 'because I didn't think you were gonna call on me. Pricing it really aggressively, I think that's the most important thing.

Like if you miss the mark on that, then it's gonna be weak. I think you have to be fully committed. Okay. And yeah, the marketing, the time, the urgency. Yeah, I can't think of anything else. Okay. Sunny.

Sonny Cutler: To me it's trying to get 100 buyers in the door because of the map.

Robert Climer: Getting closer.

Sonny Cutler: Good

Robert Climer: job.

Cynthia. Queen. Cynthia.

Cynthia Delgado: Oh, the pressure. Well, okay, Robert, I'm gonna say for me what comes up are the [00:35:00] estimates, the seller's estimates showing the traditional and the easy platform pricing.

Greg Bilbro: Perfect for me, Greg. Well, I think there's a few. One of the listings, there's one, well, one of the listings we had over this weekend, which I think was an error, was only uploading two pictures.

I'm pretty sure that's not a good idea.

Robert Climer: Professional photography. That's great. Yeah. Mikel,

Michele Santorsola: You gotta have the team to manage the event. Gotta have two. One to two mortgage brokers and three to five agents.

Robert Climer: Ooh, getting even closer. Love it. John King.

John King: Well, I'm new and I'm just listening to all you guys. Okay, hang on.

So that's what I'm on here for, to get some techniques because I, I gotta listen, I just listen. I got a couple things, so I'm listening on, on how to do it.

Robert Climer: All right. Well, how about Kenneth Collins?

Kenneth Collins: Oh, yes. I [00:36:00] was gonna say with a couple, I'm gonna tie in with what Joy said, and that's the lead up, and making sure that you drive the area, make sure where you're gonna locate your signs, your flags, your fly, your you're, your promotion to the house leading up to that open house and that you design it.

So it's almost like a drive through park, get out and you gotta have someone out there ex, you know, because if it's anything like Alton said in his house, he literally had to have someone out there kind of like directing traffic because he got so many people in there. On that, I think at four or five hours he said that.

Okay. It surprised him. And so that's what I'm, I'm, I'm looking to do so with Yeah. We don't need that kind of shocking system. Right. Overwhelmed with the, how many people show up to the open house, Sean Dell. You don't wanna shock the system. We don't need that kind of shock, the system where we're not prepared for the open house, [00:37:00] so.

Robert Climer: Oh, I heard that. Okay. Sean, thanks. Kenneth Seandell?

Yes. Hi. I'm here.

Robert Climer: Another important thing,

Cynthia Delgado: the pricing I bring. Okay. I already

Robert Climer: got the pricing. Do you have anything else?

No.

Robert Climer: Okay. Samantha Burnett thanks, hon. There's one important thing that we're all forgetting. Can I, I have one. Can I add,

Can I add something?

Robert Climer: Ronald, go ahead.

If all of your buyers are, are they supposed to be registered? That's, yeah.

Robert Climer: That, that, that

goes

Robert Climer: with, with

that,

Katt Wagner: I'll say, this is, this is my suggestion. You've got to talk to people. Put the details in your remarks. Don't shy away from this being an EZ listing. Be comfortable explaining what it is when you're having your open house, whether you're just doing the one to the three hours open to the public, or you're following what Robert does where he does six hours and has the neighbors come out [00:38:00] beforehand.

You should be explaining to everybody that you know, this is an online offer event. Everything's visible. There's no more guessing games. Whether you're trying to sell your house and do true price discovery, or you're a buyer trying to make an offer. You've gotta follow up with some of the buyer's agents.

If you're not speaking to them, having a long conversation with them face to face during the open house. Make sure you have somebody there that can explain this to them like Michele said, and like we have with our workshop with Dave Elkins. Last week, get a strong lender that's willing to qualify buyers and get them registered on the spot.

Have your form ready to explain the details. Follow up, encourage them to, you know, my seller's gonna be watching this, my seller's excited. This is only a few days. This is closing up Monday night or Tuesday night. Don't wait. Come in and, and go register for the site and put your offer in because that seller can bingo, bingo.

Pick the first one that they see. Because think about how excited [00:39:00] your seller's gonna be, that they get an offer at all. Right? When the average I, it shifts. But the average amount of offers nationwide that a property gets is usually somewhere between one and a half to two and a half offers total.

So most sellers are gonna be excited to get an offer in general at the starting price that they're starting with. And they know they don't need to pay the commission. So encourage everyone you speak with, don't wait.

Robert Climer: So you got at the open house. What is my goal at the open house? Get an offer at the open house.

Get one offer before you walk outta there. It

Michele Santorsola: can be low, it can be a low offer.

Robert Climer: Well, but you know, if you, you know, when I'm sitting here talking to the agents, the buyers, I don't, I specifically don't come in. You already know this thing's 10, 15% below market value, 20% below market value. Don't come in at market value.

Talk to your buyer. You know, if you're talking to the buyer, go think about it. What's something you feel comfortable with making that offer? [00:40:00] And in my story, the, the, uh, starlet they, her buyers got pre-qualified by my lenders. They left for a half hour, then came back. I help 'em register on the site and let them throw on the first offer.

Does everybody remember what that first offer was?

Katt Wagner: Four 10.

Robert Climer: Four 10. 400. \$10,000. \$10,000 above market value on the first one. And why do you encourage me to do it? Because my seller is watching the site 7 24, when something hits their numbers, they can stop everything and take your offer. We had a lady fill out a form on Sunday and she's gonna be making an offer on the home in Minnesota, and she actually wants to become an agent to use the She already did.

What's that?

Michelle DeLorme: She already [00:41:00] placed her offer.

Robert Climer: Did she place it above market value?

Michelle DeLorme: She put him in right at the listing, at the suggested offer just to get started to see where it's going, but she's watching it and she'll increase it.

Robert Climer: If you're doing that stuff, you guys. Getting that first offer on the site eases the emotion one way, but starts it another way.

All of a sudden somebody said, okay, this is a great way to do this. I love transparency, I love everything. But the idea of, so she didn't follow my direction, but at least she put an offer in on the site. So if the seller is, if we're not doing our job and we're not telling people at the open house to go ahead and place an offer, like my objective at the open house, get somebody to come in and get registered and put an offer on right away

because it eases, it eases everything in the playing field, even though it's much simpler since the NAR settlement [00:42:00] down there. But you got to, you've gotta be so proactive about this thing and listen, hey, this is the way the seller wants it. He wants it to be a hundred after all the NAR crap. He doesn't want to be accused of hiding anything from anybody,

and this is the only platform in the world where you can do that. They always, it's much easier to explain nowadays than it's ever been in our lifetime. But yet you gotta get somebody to throw. If, let Joey, let me just finish one more thing before I turn it back over. But if people are gonna wait till five o'clock to start making offers on the property, what do you think is gonna happen?

Katt Wagner: Tech issues. Don't know how to create an account, can't submit their documents. They miss getting the bid in before Michelle's gonna go crazy trying to help everybody all at the same time in those last few minutes.

Robert Climer: So do [00:43:00] yourselves a favor and follow all these training and all these things. I mean, I have said a thousand times that pricing the home is right.

Being prepared for the open house is right. Getting somebody to make that first offer is right. And these are the things you guys gotta think of. A, again, a good real estate agent does these things anyways, regardless of the platform. We wanna make sure we're ahead of the competition, that we're ahead of, you know, our, our fellow agents, this and that and, you know, so it's, it's important that you

guys get that stuff going and, you know, let's, let's face it, you know, maybe they can't even get a pre-qual from their bank.

That's another reason to end it on Tuesday. 'cause I, you know, bankers come back in on Monday, they're getting caught up Saturday and Sunday and a lot of times they can't even get on. So, joy, did you have something you wanna add on to that?

Katt Wagner: Oh, I was starting to speak, I think you thought I was [00:44:00] joy. Oh. But exactly what Robert's saying, but remember.

How to Speak to Buyers as an EZ Listing Agent (Pitches and Sales Language)

Katt Wagner: This platform benefits everybody, but tweak your language so it's digestible to the person that you're speaking to. So I think the biggest imposter syndrome I see here is as listings, as EZ listing specialists, you guys always seem afraid to talk to buyers about the benefits of using this platform.

What does a buyer want? A buyer wants to get their offer accepted. So just as we're sitting here saying, you know, the seller's sitting here ready, they're looking at offers, they could accept it. Right now, the outcome, the hero journey for the buyer is they put their offer through, and it could be accepted today, it could be accepted in minutes.

So we understand that conceptually, but you have to put that into your conversation when you're explaining things to the buyer so that way they can feel their outcome and understand why it's so important for them to, you know, right here, right now, scan this QR code. It's gonna take you to the listing.

Since you don't have an account yet, it's gonna make you create a username and password. [00:45:00] Just do that right now. If you have your own lender, there's gonna be a button where you can upload your prequal letter right there and in 15 minutes or so, our team's gonna look at that and give you your offer capacity. If you need it.

If you have any questions while you're here, make sure you ask us. We'll walk you through it. If you don't have a lender, look, this is this table right here. Even if you don't buy this property, this team, our lenders right here, can help you with whatever home you decide is the one that you wanna buy, right?

So make everything about that buyer's journey, because what happens with the transparency, you have a better chance than ever without any violations of your fiduciary duty to double side that transaction. And maybe that buyer needs to sell a property as well, and maybe they wanna sell it the same way.

Don't look at the buyers at your open house, who most will be unrepresented 'cause it's open to the public. Don't look at them as outsiders and others. And, you know, I, I forget that this is good for buyers too, but I know it's good for my seller because the seller's saving on [00:46:00] commissions don't squirm and, and be uneasy about speaking to the buyer.

Those buyers will be evangelists. In fact, I'm gonna link into the chat. There is a video, Quinn Greenley, he's not on the call today, but his very first listing with EZ not only did he get a video testimonial from the sellers, which raise your hand if you think it's a pain in the butt to get your seller clients to leave you a review.

We all know that it's, you have to chase him down and maybe they'll write you five words in response to an email. He got a video testimonial, 10 minutes from his sellers, and then another eight minutes from his buyers who were unrepresented and were comfortable working with him. They said, we've bought plenty of houses before.

This is the first time we've ever done it this way. And we decided we didn't need an agent because of the platform transparency, and we knew we were not gonna lose this house. So we raised our cash offer to beat the highest offer. Buyers are excited about this, and you have to match your body language when you're speaking with buyers at your open house to keep them excited.

Don't be shy, [00:47:00] don't be scared. If you guys think it's worth doing a role play, you know, maybe next Monday we can do some buyer objection conversation, role playing together to shake that. I think that's the number one queasy feeling I see from you guys is you guys are afraid to tell buyers why this is good for them.

Michael Graham: I think that's buyers just want their

Katt Wagner: offer accepted

Michael Graham: The role play part that I think that's genius. So, there you go,

Katt Wagner: Robert.

Thanks, Kat.

Katt Wagner: Yeah,

Robert Climer: We'd actually be happy to do that, actually. Articulates Well,

Use EZ to Save the Listing (Save the Listing)

Robert Climer: Sonny, let's get into your deal. What happened?

Sonny Cutler: Yeah, I had a similar I had a listing similar to Michael has a listing, but they, it was coming up to the expiration date and then that week right before I found you guys and I got myself, you know, through the academy and everything and other courses.

So now I'm an easy specialist and that is awesome. But I went back to my seller. I'm just like, look, I know this is coming up to an end here. What are your thoughts moving forward? I, I just kind of heard from him and he's just talking about like, man, I, [00:48:00] I, this is, it's more timing than anything for me because.

I want to use the money for that so I can get my next deal going. And I, he's got a couple other properties, he's an investor. The house is in pretty good, you know, order. It's got, it's got tenants living in it now, who will have 30 days to vacate once an offer gets accepted. So I was just like, okay, that's awesome, but you're gonna, you're gonna basically sell this yourself, right?

And just give somebody 2%. He's like, yeah, that's what I'm thinking. I'm like, okay, well check out this. I have, I have another solution for you. I wanna tell you about it. And so I explained everything to him as best as I could, you know, new agent and everything. And he's on board. He is like, okay. I, he, he sat with it for a day.

and Joy, helped me get some other properties that she's done and that have done the easy listening platform to see the results. And I sent that over to him. He is like, listen, I want to do this. Let's get this going this week. So, so, we're on board and he's gonna sign another listing agreement. The offer, the, the listing expired on Saturday.[00:49:00]

So we're gonna relist it. It was at 2 93 last time we left, or that's about the fair market value is about two 90, maybe even 2 85, something like that. So I said, let's go more toward the 20% side. So we're gonna do 2, 2, 2 29 to start out with I, unless you have other suggestions, but I told him, you know, it's a three bed, one bath, so it's, it's gonna be popular.

It's not as popular as a three bed, two bath. That would be like the most, that, that'd be like the biggest buy box of people, which will drive the most traffic. But I said, my goal is to get as many people there. Our goal is always a hundred. We'll see what happens with your house, but do you let, let's at least try this.

You know, if it doesn't work, it doesn't work, but then you can do whatever you want. But let's, let's give this a go. And he was like, I'm, I'm all on board for this. Let's do it. So, that's what I'm looking for right now. An open house this weekend, so Yeah. [00:50:00] And, and there's another seller as well that wants to do this.

I'm sorry, go ahead.

Robert Climer: I was gonna say add any input for Sonny from everybody.

Michael Graham: Be successful Sonny, so that you gimme confidence in being successful on mine too.

Sonny Cutler: You got it, man. At least we don't have solar panels. Yeah, exactly. So when are you putting it back on the market? I was gonna do it on Thursday. Okay. And with, closing the deal or closing the bidding by Tuesday.

Joy Steidl: Okay. And tell me a little bit about your marketing to do that. How are you gonna remarket it?

And tell me a little bit about, like, I, I know you have, I've seen the professional food. Pictures and

mm-hmm.

Joy Steidl: How are, again, I'm assuming the renters have it still in good condition and then it'll be in good condition for that open house on Saturday?

Sonny Cutler: Yes, and the condition is pretty good still. There are some walls that will need like [00:51:00] touchup paint where like, there's, there's like

something, like one of the toilet things that was screwed in is off the wall and there's a hole that needs to be plastered and stuff.

My seller is, you know, he owns his own construction company though, so I need to also be transparent and let the buyer know that he's gonna fix all this. Right now there's a seller, there's tenants in there right now. So basically he's gonna say at the end of this, he's gonna treat it just like a blue tape walkthrough.

Whatever you need, we're gonna, we're gonna patch holes, we're gonna repaint. We're gonna, if there's anything in the Fluor rain, there's, I, there's a little gap in one of the vinyl planks. He's gonna just fix all that stuff. So I wanna do, I wanna be transparent with everybody when I do that, but yeah, what did I answer your question about?

Oh, you were asking me about marketing. We're okay.

Yeah.

Sonny Cutler: Yeah, so that's what I was, that's what I was trying to call you earlier about today. 'cause I wanna market this. Well, I want to ask about how many signs you think I need. It's in the [00:52:00] neighborhood. And then where do I get, like, what's the best signage to use?

Vendor Team for Your Open House (Open House Ideas)

Sonny Cutler: And then the last thing I was gonna say was, I'm trying to find, I do have a lender that's a, a preferred lender, but he's not really interested in doing this until, sorry, I had a call. He's not interested in doing this until he sees the first one done because he feels like open houses have been a waste of his time in the past.

But that's 'cause they're, he's going to open houses that are priced, you know, at market value or above. So I want to find a lender that's also like, ready to go and wants to do this.

Joy Steidl: Perfect. Yeah. Or does he have any kind of app? How does he do pre-approvals for his clients?

Sonny Cutler: I usually, I mean, I just, he has an app yet.

He'll send a link after I introduce the client to him, he'll send a link and the client will like to pre-approve them on the spot there. He'll do that. But like Shane said, he may not be my preferred lender. Yeah, I, I was gonna say, if

Robert Climer: they don't wanna sign [00:53:00] up and they play ball. Yeah. On this first one, if they don't understand the value of uh, as we see, they don't understand the value of what a hundred people at an open house can do.

Then that's not the right agent. We can have Dave reach out to you. He's our preferred lender. He is FDIC. He'll have somebody in Nashville, I'm sure that'll come out and help you.

Sonny Cutler: Okay. Yeah, for sure.

And then the team is the other thing. I'm trying to figure out what to do with what you said there, it's good to have like three or four agents there as well, somebody said.

Yeah.

Robert Climer: So how many people do you anticipate getting at 2 29?

Sonny Cutler: Um,

Four. Three beds. One bath. I was thinking closer to 50 to 60.

Robert Climer: Enjoy. What did you have at home?

Joy Steidl: Yes, that's what I had. I had 45. So I, it was vacant, so that's a little different because I had

mm-hmm.

Joy Steidl: 45 people show up to the open house.

But we also had [00:54:00] 56 showings as well. So, I don't know. Will there be a That's what I was gonna ask. Is there gonna be a period of time where they'll be able to allow showings? 'cause you'll have people that are

Sonny Cutler: Yeah.

Joy Steidl: Interested in and so that might be a little bit of a navigation that you'll have to work through.

Sonny Cutler: Yeah, that's, that's some I'll have to work through, honestly. They like two hours ahead of time. Advanced notice, but obviously during the open house, I would say this Saturday, do something else. Go somewhere. Do, you know, have some fun. 'cause we want to use your house. We wanna use the house to maximize, you know, the walkthroughs.

So,

Robert Climer: so, so 45 or 50 people, probably a couple of you can get away with that. Mm-hmm.

Michael Graham: I have a quick question for Sonny. Sorry, is it, is it No furnished or unfurnished? Sonny? It's furnished right now.

Sonny Cutler: Okay. I mean it is all the tenant stuff, they're gonna be taking it.

Michael Graham: Okay. Yep. Yeah, mine's unfurnished and I'm actually considering getting it staged 'cause it just is gonna look way better for an event stage.

Would you guys agree? Yeah.

Joy Steidl: I 100% agree. Okay. Joy [00:55:00] and I, I can help you with that too if you need. I, I don't, I don't know, but I'm, I can, you can do staging very, very simply. And it doesn't take a whole lot of effort. You really just need a master or primary bedroom, a bed in two nightstands, some sort of living area, and then maybe even a kitchen, and then some small, nice things around.

So it doesn't have to be huge. Yeah. I don't know if that's something, and I can help you walk through it if that's something you feel like you can get the, the furniture and stuff to do or find a stage or who would, and again, if this is about partnering too, you need to be able to partner with companies, you know, your mortgage provider, find a stager that's gonna be willing to,

if provide discounted services for that, or, again, because again, you're getting maximum exposure here,

right?

Joy Steidl: So you're gonna only have a hundred people walking through buyers, but you'll have agents too. So be like, Hey, look, if you're gonna give me, [00:56:00] gimme a little bit of a discount here. So that, and, and, and I'm happy to have your information, a signage there, QR code, whatever you want.

This is advertising for you too. So, perfect. Building those network clients. I mean, again, it's a team that you can put together that just gets these done. I may reach out

Michael Graham: to you, joy separately, can you put your number in the ju Yeah. Group. Absolutely. Thank you.

Sonny Cutler: So what do you guys think about like, the neighborhood and like open house signs and also getting the neighborhood involved to show up before the MLS access, you know, like everybody?

Robert Climer: Yeah, I, I'd rec highly recommend you go out and if you're gonna go walk the neighborhood on Wednesday. On a Wednesday, the first two hours are gonna be for them. Generally. I have a little bit of food and water with them. Okay. I have something I raffle off yeah. That I should call. I still got 15 of these things.

I could start sending 'me' to you guys that are doing open houses and [00:57:00] uh, I'll make sure they're still, still good. But I'll uh, you have my phone, right? Sonny?

Sonny Cutler: Know how to get your phone number. I don't have it in there, there yet, but I will,

Robert Climer: I'll put it in the chat.

Sonny Cutler: Yeah, go ahead. I'll, I'll pop it.

Robert Climer: Yeah. Gimme a, you guys, everybody should have my phone number.

There you go. We're, we're, we're bucking up against our hour. And appreciate you guys so much. Thursday we have an interim financing guy. Any of your or you're REI guys that are doing wholesaling and doing real estate investments and vitamins would be on that call on Thursday. You, you? Okay? You might be shocked by what this guy comes up with by using the buyer's premium, that's gonna be one of the coolest ones that we have.

Robert Climer: And then the week following week, it's gonna be hard money. Linda, I've got a lender that's trying to do a joint venture with us where he'll give you your fix and flip, guys, a 9, 9, 9 interest rate [00:58:00] in this economy. So that'll be the week, father not this Thursday with the following week from there.

So, we'll we'll, we'll keep pressing on making this thing better and better, and better and better. Appreciate everybody's input. Remember you guys. Two words we never use in marketing and in using the platform. Anybody know those two words?

Michele Santorsola: Auction.

Robert Climer: Auction one. What's the other one?

Katt Wagner: Free. Got free,

Robert Climer: free, free for, oh, look at that.

We got a bunch of masterminders there. Frank

Michelle DeLorme: has two different ones in there.

Robert Climer: Oh,

Michelle DeLorme: quit and fail,

Robert Climer: Greg. Yes. That's no lead left

Michelle DeLorme: behind.

Michele Santorsola: Yeah. And if anybody wants to practice their listing presentation, we're gonna be hosts, I'm gonna be hosting a Zoom tomorrow. We're gonna try to keep each one for 30 minutes.

So look out for that. It's gonna be in the Facebook group. Yeah. So the event that Mikel created is already in [00:59:00] the Facebook group. So like, this is why I said you gotta talk to your buyers. You should be following up a buyer's agents as well, like. They leave, they go to a bunch of other open houses, they look at things, they forget to enroll.

Katt Wagner: You gotta do your follow up as an agent, whether there's a platform here for you to use or not. But just like Mikel saying, Hey, there's this thing tomorrow, don't tell yourself right now. I wanna do that. I'm going to remember to do that tomorrow. Go to the Facebook group right now and Mark is attending.

Put it on your calendar and show up. 'cause if you don't do it now, you'll probably forget.

Robert Climer: All right. So one more thing before we hang up. Joy, Greg, Michelle and Kat, can you guys go to my personal Zoom for about five minutes after this? Yep. Yep. All right everybody. Thanks everybody. Have a very wonderful week and look forward to success with you.

Have some fun with this thing, right? Absolutely.

Michael Graham: Thank you. Thank you. Alright everybody. Thank you.