

Session 33 - Weekly Agent Mastermind

[00:00:00]

How Your Ability to Make BUYING Easier Can Help You Pitch More SELLERS.

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.

Robert Climer: everybody remember what the homework is? I'm gonna confess and say no. I'll be the first to confess and say no.

Yeah. Okay. Erica was the homework.

Erika Grubbs: Okay. Question from Robert. Why are you not listing four to five homes a month? How can you get more listings from sellers? And my response is, I am working on that.

I was So there, there was actually a question about buyer's premium that we're all doing together. What was that question?

Robert Climer: Yeah. How does this attract? And that's what I'm gonna ask you when we get on thing. How can this attract more listings [00:01:00] for you to with sellers?

A Pitch for FSBO Leads No Other Agent Has

Katt Wagner: Who hears prospected FSBOs

Every fsbo when I used to call, oh, just bring me buyers. If you're so good, just bring me buyers. Don't need an agent. I just need buyers. Well, guess how we

get you buyers? We use this buyer premium. It makes buyers able to put in offers that they wouldn't ordinarily be able to put in on homes. How do you do that? How do you get a buyer's premium option for the buyers that might be interested?

You use this platform and it costs you as little as 0%. You think you have a new value add compared to other listing agents that are calling these FSBOs?

Robert Climer: Very good. Kat

Mike's EZ Listing is Sold!

Robert Climer: Mike Nikolai got some celebration to do with you, don't we?

Hey, good morning everyone. I sold a house.

Katt Wagner: Oh, Mike.

Mike Nicolai: um, again, it's the same house that we've been talking about for months. [00:02:00] Seems, um, I finally was able to put together a deal with one of the buyers that came through.

Creative Deals: Buyer Includes Mobile Home in Offer to Seller, Uses Buyer Premium to Buy Down Rate

Mike Nicolai: They offered 4 0 5 on it. There's a 10% buyer's premium. And just as, as an added bonus, the, uh, seller is giving him a manufactured home.

So, you know, it's just gonna be a quick claim deed over there, but that satisfied. Seller's need for money and it also satisfied my, uh, buyer's need. And I was able to do both sides of it, so, yay.

Robert Climer: So hold on, Michael. So that, that, so this is the guy that was in the mobile home? Yes. So he's giving that mobile home to the seller.

Yep. Just quit claim deed over gift. Well, you guys, we gotta go out and work our deals, [00:03:00] right?

Greg Bilbro: That's some REI stuff right there. That sounds like an REI transaction. Weird, goofy outta left field. Boom. You walk out with a paycheck, baby. Good. Well done.

Robert Climer: Yeah. Ah, Michael. Hi. I am so proud of you, man. That is like, that is so great.

Mike Nicolai: Thank you very much. Yeah, it was, uh. You know, and, and the buyer and seller are just so nice. You know, they both had needs and they both were, you know, they both had to give a little bit to, to get to where they wanted to be, but in the end, everybody's getting what they needed. 'cause now the seller is taking that manufactured home.

He, he is a real estate agent by the way, and he is going to flip it basically to get the money that he needs to, you know, make up for what he had to pay. So, yeah. Now we're, the deal actually ended up probably at a sale price about [00:04:00] four 30. You know, it's a 25 to \$30,000 manufactured home.

And he needed 6% concessions. So, you know, to be able to, basically he was getting down payment assistance, he was getting assistance with all the closing costs. So what the, my lender ended up doing is buying down the rate and buying down the rate on the down payment assistance loan.

So he was u he used the money to, to buy down both rates, not just the interest rate on the primary mortgage because, you know, these, these down payment assistance programs are being required to be paid back or, or at least this one was. So what ended up happening is this buyer, you know, called me, you know, from the marketing that was coming through and said, Hey, I've got this, and oh, by the way, I've got [00:05:00] this trailer that I need to sell to move into this thing.

And so what we ended up doing is giving him the trailer to compensate him for what they were, you know, getting less than what they were looking for with the buyer's premium. Because with the buyer's premium, it needed to be up in the four thirties, and he did not have the, the bandwidth to pre-qualify for that.

He was qualified for 4 0 5. So he maxed out his qualifications. They took the, the trailer as part of the payment. You know, we had to, to do it as a gift so that it wouldn't, you know, raise any red flags with anybody, but eh, whatever. And the deal got done.

Robert Climer: Wow. How awesome is that you guys?

Uh, congratulations buddy.

Joy Steidl: Yeah, that's super awesome. You didn't give him any no tutorial on that story

Robert Climer: before you got [00:06:00] on Michael. I had told everybody that, uh, you had sold a home, but what I love about this story here, he has stuck with this thing.

he's gone through some very tough trainings with me, uh, right, Michael? Yes, absolutely. He, he, he didn't take it personal. He stuck to it. He stuck to his guns. He knows that we're all about helping him get a deal down and, uh. That's, that's a superstar move there, Michael. Very proud of you.

Mike Nicolai: Well just, uh, yeah, let's, let's let whole bunch more guys.

A Better Way to Do Real Estate

Robert Climer: So Michael, I got a question for you. Yes, sir. Is your seller ecstatic? Now, beyond words, are your buyers ecstatic? Yes, they are. So you created a win-win transaction. You double-sided it, and you did. You represented the buyer and seller and did that [00:07:00] with our platform, right?

Mike Nicolai: I, I did.

Robert Climer: You got, that's what this is all about, you guys. This is about, when we talked about taking real estate out of the tech company's hands, putting it back into your pocket. That's exactly what you're doing by being a part of this group and this community.

It's important and, and, and I encourage all of you with your videos, role playing questions. It's, it's, I love getting questions on the phone, but I'd rather you bring it up in front of the group. Let's see what the group has to say. I'm crying out loud, Frank Ery. Every time he says something it's like, Ooh, it's a golden nugget. Anybody else have any wins, losses for the week?

Uh, Anybody have any questions? Cynthia, you had your hand up? Did you, did it get answered? Oh, I was applauding. Oh, that's so nice. But, but you know, since you called on me, why not?

Video Marketing Strategies

Cynthia Delgado: Yeah, I made a video. I, I can't share [00:08:00] it right now, but, um, I'll, I'll share it with you an email, Robert, um, and maybe Kat, joy and Michelle.

Um, Just kind of get your two. I have sent it out, um, and I sent it via text, um, and it's under a minute. So that was a little bit challenging for me, um, to get it under a minute. Um, but I got enough in there. Um, so I am getting some responses from that because a lot of people. In my calls, I'm seeing some hesitation, but I am getting responses with this quick video, but it's so quick, you know, and it's fast and you know, and I say things quickly, however, I think I need to do a new video for that.

Are you just saying that as a video on Facebook page? Hold on. I have two questions, Robert. First, hang on. Hang on. Michael, are you doing that through your own phone, video, texting, or are you doing it through BombBomb?

Robert Climer: How are you sending out the text, Cynthia?

Cynthia Delgado: Oh, one by one organically. I'm not using any service. Perfect. But my, my thumbs.

Robert Climer: There you go.

Cynthia Delgado: These are personal messages, like I'm specifically [00:09:00] targeting people. You know, like, Hey, Robert, I know you hadn't, you, you had your property listed six months ago. Look, the market's changed.

I can get you what you want, and guess what, I can save you the commission. I have a 0% program that would work. You're not interested more. And they're like, oh, well send me information. I was like, I'm gonna text you a video right now. It's under a minute and I want you to watch it, and I'm gonna follow up with you.

Click. That's it. And then it gives me an opportunity to follow up to say, Hey, did you have an opportunity to watch that video? You know, yes or no? Yeah. It's just a good follow up for me. Then I can do that.

Mike Nicolai: Very good. Awesome. Hey, put that on the, Facebook, uh, page so that we can all look at it.

Cynthia Delgado: That's a great idea, Michael. Um, let me see when I jump on Facebook. No promises, but I, I will have it on my agenda, but no promises. If you don't mind, if you send it the YouTube link, we'll put it on for you. If you have a hard time doing it, listen here, here's what I love. Let, let me explain, Cynthia, why I'm saying that is one of the things [00:10:00] that, you know, I had talked to Michael's, uh, seller a couple weeks ago with him, and it was a little combative.

Robert Climer: It was a little uncomfortable. It was a little, he flipped a switch when I said, look, you know, this is a, a community of several agents that are getting together and brainstorm behind each other and make us better. It is not just me. It's not just joy. It's not just Kat, not just Michelle, not just Adam, not with just Greg.

It's, it's you guys and your feedback and your ability to figure out. We can say things like, like buyer's premium. I, I feel like that I'm saying the same thing I've been saying since we've started these trainings, but obviously it's not. And the more as a community that we help each other understand about what is happening, the stronger we get [00:11:00] and the better we get.

Leveraging Buyer's Premium to Win Listings

Robert Climer: When you hear about the flexibility of the buyer's premium, every buyer and every buyer's agent should love you, not be running from you.

And if you can convey that over to your sellers that we have that flexibility because you're using these system, your pricing, the home down below that, we have that latitude to where instead of the seller having to give away a, a, a ton of money that we can utilize by building it on the price of the home.

Sellers want their home to sell faster. Wouldn't it be easier to sell a home faster with a lower mortgage payment? And these are the things you guys have at your fingertips by utilizing the buyer's premium. And again, we, your, your message to these sellers, your message to the, for sale bound your message.

Every one of 'em be talking about, about the 0% listing, but also the benefit to the buyers that by using this mechanism that we have and I

mm-hmm.

Robert Climer: That we can actually help [00:12:00] buyers get a lower interest rate. And when they get a lower interest rate, what does that, what is the benefit to you, Mr. Seller or Mrs.

Seller? Chances are we can go up in price a lot because they got a lower payment, right?

And it's not coming outta the seller's hands, the sellers and the buyer, by the time we're done with it, this should be. You guys should be better at this. And me talking to agents. Sold. What? What's that? I said I think these get their properties sold. Uh, thanks Michelle. Some of these properties that are going up in price and not, and young families that can't afford it, they can get their interest rates down to a payment that they can afford.

Yeah. And it, it's, it's it's a, a very, very, very valuable tool and I'm gonna keep coming back to it. Who has access to it? Only the EZ certified agents, right? I does. Anybody else? Nobody else is using [00:13:00] buyer's premium right now. Just us for traditional listings.

Video Marketing Tips

Katt Wagner: And I think while we're kind of having this hybrid discussion on the value add and this idea of video marketing, and Cynthia said 60 seconds or less YouTube shorts reels, everybody. You can have longer form content now, but those vertical videos, the goal is typically to catch somebody's attention within the first three seconds or less.

So rather than treat your video as an academic sort of educational video on here's a platform, here's a feature, here's a thing that it does, it's great. In those first three seconds, you've gotta be spitting out something that means something to the person that who's gonna be clicking on that video. So if it's a message, it's gonna reach a seller.

In the next 60 seconds, I'm gonna show you. How you can get buyers to your listing that wouldn't be able to buy your property any other way. Something to that effect. Now they're curious. Now they wanna know, and now they keep watching and you're setting the expectation of what you're gonna show them. [00:14:00] Um, if it's something that would go to a buyer or even a buyer agent, like imagine a video like, Hey, I know you had questions about this listing and you might have a client or more than one client interested.

I'm gonna show you how you can get paid without your buyer having to worry about it. Right? That could be all, all of these things, this is just spit balling, but there's so many one-liners that you could use to open your video that will be more important than anything else that follows in that video. As long as you end up showing them this is the actual benefit that we have to use it, contact me or to use it, I'll, I'll show you how to list your home this way for 0%.

Seriously, I dropped the link in the chat to this video. It's an interview with a young teenage creator named Jenny Hoyos. She is incredibly brilliant.

She's gonna show you exactly how she scripts these short little videos and trims it down to the point where she cuts out little word gaps to make her video shorter and shorter and shorter and shorter just so people watch all the way through and even repeat the video. Uh, for homework. You guys watch that video.

[00:15:00] That girl will teach you a million things in this 30 minute interview.

where do we see this video? Watch video right now? It's so good. It's one of my favorites. So it's in the chat. Robert, if you're looking, uh, Bob Manino, if you're looking for it, it's in the Zoom chat right now. But I'll also put it in the YouTube description and the blog recap with this episode when it publishes.

Katt Wagner: Uh, but her name is Jenny Hoyos. Her interview is on Jay Clouse, C-L-O-U-S-E. So it's on his channel, but it's an interview with her. You should be able to search those two names and pull it up.

Awesome. But, but it's really awesome. And always remember, like we think that we need to explain everything in and out and we, as the person that's offering a service or benefit or feature should be able to understand the ins and outs of how the thing that we're doing actually works. But most people don't wanna sit through five minutes of you listing off what sounds like a terms and conditions.

They wanna know [00:16:00] what's this cool thing? Why does it matter to me? Should I use it? Are other people using it? So maybe include some phrasing like, here's how I'm helping other buyers. 'cause that short little phrase, or here's what other buyers are doing. That phrase is social proof. It conveys without having to spell it out that other people are already trying and using this type of service successfully and getting benefits that they aren't getting otherwise.

Robert Climer: So Joy what do you have to say? Eric? I've been getting some great feedback from people that are doing the training with you. They love the, uh, the little nuggets that you're, you're giving, uh, anything you want to share with the group that, uh,

Joy Steidl: yeah, I mean, I, I think again, just trying to really reach out and convey that message in a unique way. We offer something so unique that we sometimes take it for granted that maybe everybody understands [00:17:00] that, or maybe, and honestly, uh, there are times when I, I've even, I think I just did a video on TikTok or something like this that just said, really just asking questions like I, if you're a buyer or seller, why would you continue doing the same thing over and over again?

Why are we continuing to list high? Drop the price, drop the price, drop the price, have it on the market for six, nine months. Why? Just, why are we doing that? So again, I, I think we have to kind of sometimes step out from a, a larger perspective and kind of think about how the real estate industry has always done things and those are some, maybe some good video topics and just ask why, like, why are we continuing to do this?

It strikes me sometimes like I, I'll just be, you know, 'cause I'm in doing real easy real estate stuff all the time that I forget how really impactful it is and honestly how exciting it is. So I, I think sometimes zoom out a little bit and be like, this is so unique and [00:18:00] so different and we have an opportunity, like Robert said, there's very few of us right now, right?

So we have a really opportunity to be that unique voice and to get out there and spread that, that message. We should be excited to do that because again, like we're in a unique situation. The regular industry is continued to do the same path and we see it not working over and over and over again.

Every day I'm on real estate forums where people are like, Hey, what are we doing? If a house has been on, I have a house in the market for 120 days, they won't drop the price. What should I do? And I'll text back, I found a way, check out this platform. So just in your everyday conversations, if you're on, you know, I encourage you to go on Facebook and join some different real estate groups where you can start those conversations and then again, on your own Facebook page, on any of that, anywhere you would reach, even if it's email or you know, if you're sending out video texts, which are great.

But [00:19:00] again, I think this is something I think each week, and I appreciate that Robert's given the homework to do that. But again, each week

kind of start the week maybe on Mondays and say, Hey, what can I do this week that's gonna pique people's interest with this unique message every week? It's like something new.

It's.

Robert Climer: Awesome. Thank you. Joy.

Frank's Golden Rule:

Frank Macri: I, I think so. Go ahead Frank. I was gonna say part of it is if you have a seller that isn't realistic on the price, don't take the listing, move on. I mean, that's, you know, even with the platform, it's about accurate pricing. Um, you have to have someone that's, uh, you're rowing the boat in the same direction.

If you've got a seller that is not realistic, you know, there's plenty of fish. So you move on. That's it. Very good.

What Objections Are Others Getting?

Cynthia Delgado: So then, are there any. I'm sorry, Robert, but are there any objections that people are having [00:20:00] a hard time with? I mean, mine that I, that I come up with or that I'm, come across is send me some information. That's why I'm doing what I'm doing and causing an opportunity for me to follow up with them to still have a conversation.

But what, what other objections? I'm just curious.

Robert Climer: I don't think people are getting objections from anything. I, I, I think the biggest thing you, that we've been hammering for the last month, and then we'll keep hammering until everybody's got it down, is figuring out, you know, between the investor segment and between the listing real estate segment, where does the buyer's premium fit in?

How can you guys maximize it? How can you get into contract faster and understanding, you know, how to explain it to buyers and buyers agents. So, and, and, and I believe that we've come a long way after last Thursday's training, well, the, for the month we'll say. That you guys seem to have a better understanding the benefits on a [00:21:00] buyer's premium.

Right.

And then, you know, we've, we're getting into, on Thursday, we're getting more into the investment side of it where we're actually using that buyer's premium to, to build in a, a protection mechanism for them, a 3%. And there's different ways of pricing the home with somebody doing an investment property versus a traditional.

Investor Opportunities and Campaigns

Robert Climer: And, uh, just so you guys know, we are starting in a campaign. Um, the, uh, William, you just, uh, signed up down the bottom. He does, uh, Facebook advertising and uh, been very good at it. Adam's brought him into the, uh, the company, but did he disappear? I guess he left. Oh, there he will. No,

Michelle DeLorme: it popped in Kevin.

Robert Climer: He, uh, he has sent over, uh, five investors for us to talk to and the short time that we've known him. So, you know, [00:22:00] and we're, we need to you guys to start understanding that these investors are the best pathway to listings and faster closings. And the only way that could happen is by utilizing a buyer's premium.

So Adam, who has come into the company, has sold, uh, I think Adam, we had 10 on our site.

I think he is Michelle. He is at 10, isn't he? I think so, but. The thing to remember on him, he's averaging, uh, somewhere in the neighborhood of \$40,000 per because of the buyer's premium. And also he is getting some offers on the home as well. So the price is going up and escalating on both sides of it. So our investors are making, uh, money.

But the biggest thing that's the most exciting thing is, is that um, there were non-converted leads. There were leads that would've gone into the garbage can if it wasn't for the buyer's premium.

And you guys by now, with as much [00:23:00] talking we've done over the last month, you guys should start being able to put two and two together. How is an investor's property listing is gonna be, and again, on Thursday, the topic Thursday, we'll be getting into the investor side of it as well. Once we get done with the, uh, the, the traditional, did you have something, Greg?

No. So anyway, so, so William is, uh, he is, uh, just he is gonna be a, a, a very strong part of this team. He is gonna help us work in and get our own investments going that we'll be listing with you guys. And then he's bringing agents in at a furious pace that are gonna need agents to list their homes on the platform.

So you want to get to know this guy, you want to, we want to take care of his customers and, uh, it's gonna be a, a, a, a fun journey with him. But, uh, he and Adam have known each other for 11 years and, uh, both of 'em we're, we're, I don't know that if it weren't for Adam, I don't know that [00:24:00] William would've agreed to work with us.

Uh, so we feel very fortunate to have him a part of the team. Do you guys have any questions for William? You wanna ask?

Yes, William.

William Yu: How's it going, Kenneth?

Kenneth Collins: Hey, how's it going? Uh, William. Are there areas that you're marketing for the investors? Are they across the US or are they specific locations within, uh, Midwest, east coast, or west coast?

William Yu: For sure. That's a great question. So we work with guys nationwide.

Um, I have clients from Colorado, the Tampa Bay area, all the way to California, Texas. Uh, over the, just past week our deal flow was one in Michigan. There was one in Houston, Texas. Um, we have one that's closing out in, I believe, the Tampa area this week as well. So it's, it's pretty spread out. And I think we just got one locked up on my internal team that we submitted to Robert this morning.

Uh, and [00:25:00] that is in Florida. I forgot exactly where it's at, but we're all over the place.

Kenneth Collins: Excellent. Excellent. Looking forward to working with you, William. Thank you.

William Yu: Yes, sir. Nice to meet you. Kenneth

Kenneth Collins: Uhhuh. Thank you.

Robert Climer: Yeah, so we, we are going to, uh, starting out with a minimal buy-in this month, and then, uh, we'll increase it next month by substantially a lot so that we can get everybody in the areas that, uh, where you guys are, that are grasping this.

Uh, so that brings in Mondays or Thursday's homework part of this stuff. You guys remember me saying that if I, I wouldn't give you a lead. There were only two of you. I'd give leads because they had, they were, they, they had the right answer on the buyer's premium. So keep working, keep practicing, keep role playing with yourselves.

Perfect it because we'll be moving into your area areas.

So it's gonna be fun. It's, [00:26:00] this is gonna be a good ride. And, uh, so, you know, the company will actually be doing, uh, the investment side of it as well. And then obviously we'll be tracking quite a few agents because of, uh, our unique selling proposition. So what other, so today's question Monday, does anybody else have any questions or,

What to do When a Shady Investor "Sucker Prices" a Seller

Ace Tejada: um, no, but, uh, I wanted to kind of highlight somebody here on this platform. Uh, Greg Greg Bilbo, um, he, he presented me with an opportunity out there in Cleveland, Texas. And, uh, this opportunity here was somebody was trying to sell their property and, uh, they went with one of these iBuyers initially right?

That that inflated the price that said that they said that they were going to purchase it at. And, uh, Greg said, just be patient. [00:27:00] Hang out with this lady for a little while, right? Um, let her know that she's got a, uh, like that, that you're happy that she got this opportunity at a higher price point than it is that they were able to offer her, right?

Um, and then he gave me a little bit of a background story about one of his experiences, a shocking experience initially that that he went through to find out somebody else, uh, had inflated the price point at which they were gonna buy the property at. And that wasn't really their. Intention to buy it at that price point, right?

And so, listening to Greg's advice, hanging in there with her, she eventually called me later on, like, not, not even a month later and stuff maybe like a, like a week and a half. She said, ACE, can you help us sell this home? You know, so, um, that as soon as it is that she [00:28:00] signs everything and uh, we go over the plans again that home is going on the platform.

Robert Climer: That's awesome. Ace. Good job, Greg. Way to go. So, uh,

Greg Bilbro: yeah, let me add to that a little bit. 'cause Ace, you're so polite and kind in the way that you communicate, it's really like impressive to watch a, a gentleman speak as smooth as you do. The chick got hoaxed, she was getting suckered

it's called Sucker Pricing. And it's a real story that happened to me probably 10 years ago. So the move is this, I was trying to buy a house like 500.

I don't remember the numbers, but like for sure I knew my numbers. I'm know what I was doing. This other competitive wholesaler who I know of and was a bigger shop than me and been around for longer than me. So, and I didn't know much of him, but he comes in at like five 50. I'm like five 50. That is ridiculous.

I put my tail between my legs, I lose the deal. I say, Mr. And Mrs. Jones, I can't do five 50. I just, [00:29:00] I, I don't, I can't do it. I just, I don't even know what their, how. Five 50. That's ridiculous. I'm at 500, only at 5, 4 75. So I'm already stretching this for Mrs. Jones. I was very polite. I was very kind. I said, if anything happens, you let me know. If he backs out, you let me know. And Sure. And then I, and then I figured out the move, and here's the move.

And this is big in the RA space now. They even have a name for it. I called it sucker pricing 10 years ago. They call it retreading. You say, Mr. And Mrs. Jones gonna be five 50. I'll close in 30 days. I promise I'm all cash.

I've been in town a good reputation. Been doing this for a long time. Then what do you think Mr. And Mrs. Jones does? They get excited. They go rent the U-Haul and that's what this was happening. They're moving from Scottsdale to California U-Haul to live with next to granddaughters and retired and done.

And then you shut off your utilities and you buy your new condo and you know you're transitioning life and you're doing the 800 things you gotta do to get out of house one and get to house two. So what do you think happens in a 30 day escrow with a, with a dirt [00:30:00] ball? You get a phone call, day 25. Oh, Mr.

And Mrs. Jones, I'm so sorry. This is, I hate to do this, but some bad news came up, uh, insert liar, you know, answer here, whatever that bias, and then you try to say, look, so I just can't buy it for five 50. I'm at 4 75. And that's like exactly what happened. And they were devastated. They called me and I did the deal.

And that's where sucker pricing came from. But I know that stuff happens. And so you build the moat, you make all the buyers go away. You isolate the seller, you hose 'em for 25 outta 30 days, and then boom, you ding 'em for 75 grand.

Sucker pricing.

Robert Climer: Well, good job, Greg. Good job. A good execution there. Yeah.

Real Estate Agent's Role in Seller's Success

Robert Climer: You know what I, the best part of this story is it's about doing what's right for the seller.

Bob Mangino: Mm-hmm.

Robert Climer: Isn't it nice to know as an agent being a part of this system that we get to do our job with the sellers, make 'em the [00:31:00] most amount of money without the complexity?

Right.

And that, that hugely important because we're not just one dimensional, we're not just a real estate company anymore. Between all the options that you guys have now for the real estate investment side of it that we can do, plus we can turn around and all else fails, we can turn around and tell, you know what?

You don't like the the cash offer, you don't like the innovation offer. You don't wanna do it this way. How about you're on our preferred list. We give you, we do the listing for you and not charge you a commission

after we tried to make a more money after. They know that when we do our sales pitch, when we get a lead for an investor, we don't just hop in and, and, and go to the listing. We want to talk to 'em about what's in it for them. This conversation, you guys, with these investor homes that you're gonna be talking to, [00:32:00] how can I make you with the, the forethought on your mind and how can I make you more money?

These are the things that we have to offer. I wish Jeff Teslot was on the, uh, the line here.

Jeff's Story: A Lesson on Empathy in Real Estate

Robert Climer: I'll tell you the quick story and I'll probably have to wrap it up here. So, Jeff's parents, and this is back in the nineties, uh, parents passed away. So they left the kids a condo to sell. And this is in, uh, somewhere in Wisconsin in a, a very nice area of Wisconsin.

And you know, Jeff with probate with that, he was the executor of the will. And, um, he wanted to get the home sold quickly. So he had a, knowing that the home needed like \$50,000 of work, and then that home, 50 to a hundred and that home would've been worth \$750,000. So he started off with one of those, Greg, what'd you call those, those investors that, that steal from you.

[00:33:00] And don't execute. Oh, like the sucker pricing script. Sucker pricing. Yeah. They sucker price 'em in. Yeah, sucker priced them in and then it didn't sell and the kids couldn't afford the payment, so ended up selling it. They had no choice but sell it sucker price.

And so when we were talking to 'em about what we can offer, even with a Novation, he turned around, and this is on Saturday, yesterday, said, Robert goes, I wanna make sure I understand this. So you're telling me that you could have offered me another 50 to a hundred thousand dollars on that property, gone and did the work, and turned around and sell it for us and not charged us commission.

Yeah. That's what we do.

But you're gonna find that there are a ton of investors out there that are out there just trying to make a deal work. You just gotta keep in mind what's the best method to take our people through when you get to 'em? Because it [00:34:00] can be a cash price, it can be a fix and flip, it can be a novation. All of these things come into play.

And like I say, worst case scenario, they don't wanna do any of those things. We'll list a home and not charge 'em a commission.

Is there any reason why you guys shouldn't close a hundred percent of your listings with that unique selling proposition?

So anyway, so that, that, uh, that's Jeff's story and I, I heard it and it, you know, it, it happens all the time out in the real world and it's gotta be refreshing knowing there's a company out there that is out there for the sellers trying to make a win-win situation between sellers and buyers.

And the, the, the Michael Nikolai's thing down here.

How to Get Buyers Excited About Buyer Premium Options

Robert Climer: If you guys go back and you go through the training again, you don't, you know, when you, when you start talking about the buyers, is there anybody that doesn't feel like they know how to explain a buyer's premium to a buyer's agent and [00:35:00] a buyer better now than a month ago? So when you were able to talk to 'em, look at, just imagine saying this, Michael, to your, your, your buyer's agent and buyers at this point.

You got 'em, you know, you're at the open house and they're hot and heavy, ready to go. You know my objection, my objective is always to get one offer on the home on Saturday. Uh, 90% of the time that happens, 10%. It doesn't. On there. But you know, when you can talk to a, somebody who's hot and heavy, ready to go at the open house and say, Hey, you want me to tell you how to steal this home?

Come in at a seller. Obviously, you see how many people are here. That's why you need the, the, the buyers there and front of 'em and said, if you don't wanna have to compete with them, don't come in at the base price. Come in at a whatever you and your, your buyers decide. Come in at that price and then let me.

Now that we're in a buyer's market, your [00:36:00] buyers are at the price they're at because they can only afford this amount of payment. Right? If we were to build in enough points for the cost of the house to take their payment down, we saw what those numbers were right on a 4% buyer's premium. I think the payments were like a thousand dollars less on a mortgage.

How much more buying power does that get for you and your seller?

Okay, all down pay all financing. It boils on how much can they afford in a monthly payment. When you guys start putting, the reason why we're doing this training, it's putting two and two together. They have to work together. You get the people into the open house, you find somebody who wants to make an offer, and now you gotta tell 'em how to beat the system.

And I'll tell you what, agents love that. Buyers love that. They love the advice.

So this is exactly why we're working so hard [00:37:00] on the buyer's premium. Is the getting you guys to understand and talk to agents and the buyers where it makes sense for them. But the best thing about telling 'em about the buyer's premium and the flexibility is because they can make higher offers than they can doing it traditional.

I do you guys know any buyers that wouldn't want a 500 to a thousand dollars lower payment on a home,

but yet when they are resisting the buyer's premium, that's what that agent's telling you. No, I don't wanna represent my buyer. No, I wanna do a traditional and screw 'em. Or what? What is that? What's that pricing called? Greg? Mm-hmm.

Michelle DeLorme: Sucker pricing.

Robert Climer: Sucker

Michelle DeLorme: Pricing. Sucker pricing. Yeah.

Robert Climer: You, I see. You just wanna do sucker pricing, don't you?

And the chances are he is gonna make more money off of our system by utilizing the buyer's premium. Hell in Seattle. The the new homes that are going up listed, they're at 2%

Why MLOs and Real Estate Agents Should Collaborate

Greg Bilbro: because of this buyer's market. [00:38:00] Robert, you had an interesting little idea that kind of, that I just sort of, uh, thought through a little bit. It wouldn't be a bad idea for everybody who's interested to kind of take it on

their own volition and call their own MLO guy or girl. and say, Hey, I wanna work on a little kind of, you know, like a, like a dynamic duo pitch with you, Mr. MLOI wanna come up with a something, something affordability home program, right? And it's all about the mlo. So now you're getting the m LO's endorsement.

You have him or her or his staff run all of the amortization schedules, right? That's their language, that's their speak. Let them do that. And then you, you know, you stay in your lane as the agent who brings this superstar, you know, approach in selling and marketing real estate, right? And now you're MLO and now you can kind of speak that speak, you can say, we have this x, y, z affordability program, and here's the numbers, and here's my team and here's my partner, and here's how we put it together.

And now it looks a little bit more packaged rather than you just, you talking on a cell phone saying, here's the buyer's premium. And it's cool and you should like [00:39:00] it.

Frank Macri: Yeah,

Robert Climer: yeah. Anyways, we're gonna, we're gonna keep the good fight going until everybody understands how to talk to agents. But it's like I tell you when I talk to an agent's, got a resistance to a, a buyer's premium, it's like, listen, seller's not doing it for himself, dude.

He's doing it for you and your buyers.

We're making it open and transparent. Not only that, we know that right now we're in a buyer's market. You agree with that? Yeah, of course I do. And your buyer can only afford a \$350,000 home. What could make it so they can afford a \$450,000 home? What you can do that

we saw what 4% buyer's premium can do to a payment in the Thursday training. And like I say, I don't care if it's \$500, that that \$500 will still pump 'em up. An easy 20, 30,000 bucks. Well, 50,000, right? That's the rule. So [00:40:00] Michael was at, uh, 400 utilizing the bi pre and, and the other thing I'm gonna say about Mike Nikolai, Mike, I think the trainings help you put this deal together, didn't it?

Now all of a sudden you got the understanding about the flexibility of the buyer's premium. Yes, that's correct. It it, trust me. Without the coaching, without the input, I would not have been able to put this together.

And that you guys, that, that, that's all you. Michael Graham, uh, you know, same kudos to you two.

'cause you put together one l of a deal. But I believe it would've been easier for you now what you know now than what you did back then, right?

Yeah. Yes, it

Robert Climer: will. So keep all those things in mind you guys. These are things that you have to do in this market to close things. We had a \$2.2 million close and it was a pain in the ass.

Closing Thoughts and Future Training

Robert Climer: There's no easy deals out there anymore. You gotta fight for everything [00:41:00] you get, but what you gotta do and separate yourselves from everybody else, the buyer's premium can help your buyer get into this home for less money. That doesn't mean discounting the home. That mean most important thing isn't the cost of the home.

The most important thing is the payment, right?

Mike Nicolai: That's correct. Affordability.

Robert Climer: So, and, and that's that from day one, it's where I've always been with the buyer's premium. And like I told you, for those who continue to fight me, it's like, man, you're not a very good agent, are you? You're telling me your buyers, if they could save a thousand bucks on all 500 bucks on a mortgage payment, they wouldn't be interested in that.

That wouldn't change their life.

And you know what they say after that, right? Maybe I'm not understanding this, because sometimes they gotta get out of their own way to hear it. But the seller isn't making us do this. We are doing this to help your buyer. Pure and simple. [00:42:00] So anyways, appreciate everybody. Topic Thursday. We're gonna dig deeper into the, into the Frank Macri's buyer premium.

Frank Macri: All right, so anyways, look forward to seeing y'all then. Thanks for showing up. Bye everybody. Thank you guys. See you guys.

