

“Bulletproof CMA” Cheat Sheet

Webinar Summary:

Lesson 1 – How to perform a world class CMA in under 15 minutes

Lesson 2 – How to get multiple CMA requests per week

Lesson 3 – Create an evergreen system that brings you listing appointments on auto-pilot

Stuff You’ll Need:

Bulletproof CMA App

The tool I use to get airtight valuations on any property, in any market, in under 15 minutes.

Link: <http://www.bulletproofcma.com>

Bulletproof CMA Tutorial

Watch me do a real CMA live so that you understand each step of our Bulletproof CMA.

Link: <https://www.loom.com/share/61400d58bb1b4299b6fbfd87abf1b1aa>

Bulletproof CMA Webinar

Watch as I teach thru what’s wrong with the standard CMA methods and why the Bulletproof CMA will yield more accurate values for you and your clients.

Link: <https://www.loom.com/share/90ae91c26fba480d932695b91791630d>

Copy/Paste Classified Ads

See real life ads that we run to bring in 80+ buyer leads per month, ready to copy & paste.

Link: <http://www.guerillarealty.com/adexamples>

Seller Conversion Script

Available at Callster. The actual script I use to convert listing appointments from regular buyer leads.

Link: <http://www.callster.io>

Important: You need tested/proven lead capture

- Pro Tools
- Free google forms

Programs that WON'T work:

- KVCore
- KW Command
- Brivity
- Chime
- FUB
- Cinc
- Other CRMS

The FB Marketplace Playbook

Get the complete playbook FREE just by attending a demo of my Pipeline Pro Tools system. There's no obligation or pressure to buy but you do have to show up.

Link: <http://www.calendly.com/guerilla-realty/web-demo>

NOTE: In order to receive the **Playbook Download (\$1240 value)**, you must show up for the demo on time. However, there is no further obligation... you don't have to buy ANYthing.