

Topic Thursday 15 - Reverse Prospecting

[00:00:00]

[00:00:00] Wins & Strategy for Meeting with Sellers

Robert Climer: Uh, while we're, I know there's a few other people that are hopping on. So while we're doing that, uh, any wins, losses for the week?

Mike Nicolai: Well, I've got an escrow opened up for a buyer and I got another escrow that as soon as it, uh, gets a signature and an earnest deposit gets, you know, another escrow. So I've got two buyer escrows going right now.

Robert Climer: Congratulations, Michael. So you have a meeting with the seller after this meeting? Correct. And what's it in reference to? And what are you going, what are you planning on?

Say what, what are [00:01:00] you, how are you planning on talking to 'em? What, what's your plans?

Mike Nicolai: Well. What I'm gonna do is I'm gonna say, okay, you really want to have the traditional listing going. Instead of the EZ real estate platform, because you are getting feedback from the, or the buyers and the buyer's agents that are showing up at your door to do a walkthrough that they don't understand the process and that they just don't think that you know, having the buyer pay.

Buyer's premium on top is the way that things should be. In other words, they're uneducated and my seller is not educated yet, but he would, you know, he, he has shown interest. He understands the platform. He is a [00:02:00] realtor and he thinks it's good, but he doesn't think that it's being used enough so that people out there can understand it and he wants to sell his house.

So, Joy and I put together an analysis of four, five, or five different options of where he could go. Let it, let it ride with the platform and, you know, keep the

momentum going. Do some. Some additional things that, you know, we're gonna change up. And then the next one would be to take it off the platform.

Just write it on as a traditional listing. Then the third one is to keep the traditional or keep the easy real estate platform in place, but also put a clause in there that, you know, if you want to buy it now, per se, like what you had mentioned earlier that [00:03:00] we can do that. Or to put it, you know, reverse that and put it on the market as a traditional listing with an, oh, by the way, for the you know, easy platform.

Or the fifth one would be to say, you know, sorry, you just, you know, you, you want to do this by yourself, you know, here you go. No hard feelings. I tried so. Giving it back completely to the seller to make a decision between one of those five things. And we've outlined benefits and deficits from each one of those different options and the different things that we'd be doing in each of those different options.

So, we'll, we'll see if he's stuck or if he listens.

Robert Climer: Uh, a couple things that are alarming to me. Before I give my 2 cents, does [00:04:00] anybody have anything that alarms them about what he just said?

No. Okay.

Laura Beltran: Reactions?

[00:04:08] Challenges with Seller's Expectations

Robert Climer: The first thing is, Mike, why are agents showing up at the front door? Why don't you have them, they have to make an appointment with you to go into the building? ~~Why are they showing up there?~~

Mike Nicolai: ~~They are,~~ they are making appointments and he, you know, the seller is the one who's showing the property.

'cause I, I can't drive an hour and a half, you know, why does he need to

Robert Climer: show it if an agent's showing it, a seller should always leave the home Right. And not interrupt.

Mike Nicolai: He's got dogs that need to be moved around, you know, from backyards to different bedrooms so that they can see the different areas.

Robert Climer: So he can't load the dogs up in a car for a half hour.

Mike Nicolai: No, it's very difficult.

Robert Climer: All right. And then, it sounds like you're gonna be doing all the talking instead of asking, are you gonna prove anything to him? Yeah, let me just, no, I'm,

Mike Nicolai: [00:05:00] I'm just gonna, what I'm saying, asking questions. Which one, where do you want to go with this? 'cause he's read everything that I'd sent him in an email.

And so I've given him overnight to consider what it is that, you know I'm talking about and what's gonna make the most sense to you. What do you wanna do?

Yeah. And he does not want to put a lockbox on the property, by the way.

Robert Climer: Sometimes the sellers have so many conditions. It is like it's a pain in the ass to show it. Why list it?

[00:05:29] Market Analysis and Seller's Reluctance

Robert Climer: So I, I, if I were talking to your seller and I would, you know, and he's saying that, you know what, I really want to get it off there 'cause people don't understand, understand it, yada, yada, yada.

And then I was to come into the Zillow thing here, and I mean, you almost said 8,000 views. I know 659 saves. You go back and you show him the other homes that are in that neighborhood and then he starts looking at them. I got 500 homes around me there for sale. [00:06:00] And then you start going into, your neighbors, your back door,

97 days on market. 627 views. 47 saves. I know.

Mike Nicolai: And I've shown.

Robert Climer: You know, but does your seller know?

Mike Nicolai: Yes. And his response is. I don't care about saves. I wanna sell my house. You've had 60 people. So how do you explain that?

What benefit is that to the seller?

Mike Nicolai: There's more people looking at it, so there's more likely, it's just a matter of time, right? Huh.

Robert Climer: It's a matter of time. We're in a look at all the buyers have to go take a look at these homes. They're not just gonna jump into the first home. That's the difference between a buyer's market and a seller's market.

For crying out loud. Within an eighth of a mile, there's a hundred listings. I mean, let's look at a, even though it's smaller, but let's look at a, a cheap one, a hundred fifty five days 0, 241, and 18 saves. What is the other [00:07:00] thing that these numbers are telling you? For your, your, your seller to know

Mike Nicolai: people are interested in the advertising of his home.

Robert Climer: Okay? What else does it tell you? Here we go. Here we got 51 days on market and still for sale. 4, 7, 9, 24 views per day. What's that?

Erika Grubbs: Every other day he is getting a save on that property.

Robert Climer: So there, there's so many ways to, to hit this. First of all, we gotta be realistic with how many days are these homes on the market?

Your home will sell before any of those other ones do. You're in the middle of summer, you had 118 degree days yesterday out there, right? Yeah. You've got no one's moving 10 times the views. You got 10 times the saves. On there. Everybody else has been on the market for at least 60 days. They haven't sold.

If you go through your next week as InfoSparks, and we're going through, [00:08:00] um, numbers, stati statistics in the neighborhood, but I'll bet you if I were to pull up infos sparks in Phoenix, Arizona, I'll bet you the average days on market's probably 150 days because there's so much inventory and not enough buyers.

So why would we be fretting about 21 days, 8,000 views and 700 saves these, so he puts it on traditional, what happens to those views and those saves, they go away. And then what's the price gonna go up to?

Mike Nicolai: He wants to put it at four 20.

Robert Climer: Four 20, and we look at the homes of 400 in there. They're on the market for 150 days with nobody looking at 'em, nobody buying them.

Why on Earth? So, so I, I, I'm just telling you that you've gotta make a case for him, right? And he's got, if he's a real, real estate agent, he needs to understand these things and [00:09:00] then somehow or another, he is gotta make it easy. Has he denied anybody looking at the property? How do the buyers feel about coming in and talking to a, I wouldn't even show the house if the seller was gonna be there.

How many of you guys would show the house with the seller being in the house?

Laura Beltran: I wouldn't,

Robert Climer: Joy

Joy Steidl: No, absolutely not. And well, I, I think the hard, I mean, I've talked to about this quite extensively. It just doesn't seem like the seller is wanting to live in the reality. And unfortunately, sometimes you get sellers that are just so emotionally invested or involved that even though they're a realtor, they cannot, they cannot take themselves out of that situation and put themselves into a, what realistically is the market.

It's, I mean, it's absurd to think my house has had no offers when I'm listing at 350, but if I raise the price, I'm gonna get offers. I mean, that's. It is ludicrous, right? Everyone, everyone, [00:10:00] everyone can say that's ludicrous, but for some reason, reason has left the seller and they're not able to wrap their mind around it.

And I, I, I feel for him, I get it because that's just a hard place to be when you don't have a seller that's being realistic.

Robert Climer: So, and very well spoken Joy. And so Michael, it's, uh, I mean, it's cool that you. But you know, the, the problem is he's gonna, he, he's gonna stifle anything that he's got going on the property.

He didn't wanna list himself, but yet he's involved in the listing by being there with every agent that walks through and he's looking for reasons for it not to sell. There's already enough there because he's in there making everybody feel uncomfortable that he is gotta move dogs around, makes them feel even more uncomfortable.

So sometimes we gotta just come full guns abl and, and like I say, you know, you're not the only one to deal with this, you know, [00:11:00] that home that I didn't put on the platform, we finally, uh, just left it and gave it back to the, the kids. And I was gonna do a shock the system on it, but they had a tenant that was making it a pain in the ass to see here.

And weren't paying these guys rent. So that happened one time and we packed up and came back home and, and it turned, but you don't wanna sell it, give it to somebody else. And I wouldn't have taken that listing. I, I'm telling you Right, if Mona were sitting here right now, it was turning into a problem because the kids were unrealistic.

And that listing, you know, when we talked about listings costing money or \$5,000 into that listing.

Erika Grubbs: Mm-hmm.

Paul Cronin: Hey, Robert, I, I've got a question. In your case, you've got people who are traditional customers, but in Michael's case, he's dealing with a realtor. I mean, that, that confuses me. Uh, our realtors and, you know, the 80 20 rule are 80% of the realtors [00:12:00] just not getting the fact that this is a buyer's market right now.

And, or, I mean, it doesn't make any sense. They should know the game better. They shouldn't have to be beaten up and sold hard.

Mike Nicolai: The problem that I see with, with that Paul, is

with the feedback that he, he's looking for somebody in something to blame. Sure. Because he's thinking that, you know, his house is in absolutely great shape that, you know, things are mm-hmm. Up to date. You know, if anything that needs to get fixed is a couple of thousand dollars, it's no big deal. If there is something.

And so the. Feedback that I'm getting from the agents that are looking, 'cause I'm, I'm calling and talking to everybody multiple times and they're saying the price of the house is, you know, [00:13:00] not quite, you know, it's, it's, it's probably priced right, but it's not shocking the market. You know, when I mentioned a, you know, like an agent yesterday with a buy it now price of four 20.

She said, no thank you. It, uh, the highest comp in that area is coming in at 3 87. And I said, that's not what I'm seeing. I'm seeing, you know, comps coming in at, at 4 35. Said, no, thank you. Have a good day. And she just hung up on me. You know, things like the kitchen tile, they're 12 inch white squares. The bathrooms.

They're 1980s ca, you know, countertops, kitchen's gorgeous. You know, kitchen's got granite, backsplash, new appliances, new fixtures, everything else. But he hasn't done any cabinetry or countertops in those bathrooms. All the fixtures and, and, and light fixtures and everything are up to date. But, you know, there's still things that need to be updated.

You know, [00:14:00] people are seeing, you know, off colored walls, greens, and blue. All right.

Robert Climer: Hey, I, I'm gonna, I'm gonna cut this off, Mike. Okay. So there's other market conditions that are factoring the sale. Yeah.

Joy Steidl: Not that there's no value. The, the, the, the fact of the matter is the buyers are not seeing the value you either have to make that up in the condition of the house or in the price.

There's no way around that. He should know that as an agent.

Erika Grubbs: Well, how long has he been an agent?

Mike Nicolai: Well, he, he's been an agent for a while, but he's in the rental market. He, he, he's with a brokerage that leases up apartment complexes, and that's all they do. All right.

Robert Climer: All right. I, I, I, I think you got some valuable information.

Mm-hmm.

Mike Nicolai: Thank you.

Robert Climer: If you need help with it, again, we're always joy. Thank you for working with 'em and giving them some advice. I think it's great advice.

[00:14:53] New Feature Update: Buy Now Button for Homes on EZ Real Estate Platform

Robert Climer: so everybody knows this, uh, since we're at the, um, the people that are here, we are adding a feature on [00:15:00] to the site for the homes that have been on for more than 14 days that you and your seller can put a buy now button.

Whatever that price your seller is willing to take, and that would be a great thing to go back and reverse prospect that we're gonna go through right now. So if there's buyers premium added to it, it'll all be disclosed inside that buy now button. All right, so that is coming out. I think we're in the test phase of it, been trying to do it for a year now, and it's finally, uh.

Coming out to, to help in this buyer's market.

[00:15:33] Reverse Prospecting Explained

Robert Climer: So, so we are going to work on it. It, uh, very interesting that reverse prospecting in a seller's market. Of course, I don't think any of us utilize, utilize it. So basically reverse prospecting is somebody has gone into the MLS and into the agent's portal,

said they love the home. They like the home, they're keeping track of [00:16:00] it. Anything that changes, it's going out to that buyer as well as going out to that agent. And a lot of times when we're doing something like for you, Mike you know, maybe even bump the buyer's premium up if there's value in the home and say, Hey, you know, we're willing to give you back, you know, out of the buyer's premium.

We're willing to rebate back so that you can buy down the interest rates down 3%, you can buy it down 2%. So these are when you do the reverse prospecting. Don't just send out something without substance behind it. And you know, Joy had given Mike, so we're, we're gonna talk about some things that, uh, we send out and, uh, show.

So I'm gonna go into the, uh, so does everybody get the premise behind buyers or behind reverse prospecting? A buyer has looked at the house and said they liked it to an agent that is representing them. Any questions [00:17:00] about that? Does that make sense? Okay, so let's get into the, uh, the training part of it.

[00:17:08] Reverse Prospecting Tutorial

Robert Climer: Alright, so, so the, the, the, the very first thing that you wanna do is go into your active listings and go ahead and go into it. Then you wanna, so this is the actual active listing down here, and then you wanna check the prospecting and then go ahead and check the mark and then hit reverse prospecting.

Then you get a list like this, that show up. Now if I have a list like this, and I only have one person on it, what is it telling me?

Joy Steidl: Not interested,

Robert Climer: not interested in the house, right? So one of the things that make you successful with the reverse prospect to make it easier on your, because what you're gonna end up doing is actually emailing [00:18:00] Nita Perma down here, but you want to, what most agents don't do is they don't include the reference number of who that client is.

The reference number is their buyer's number inside of their portal. Are there any questions on that? All right, so when I do a reverse prospecting, I am actually going to send something out to every one of these people and I gotta come up with a substantive thing that I think is gonna draw calls to it.

So once we do that, we go ahead and grab the reference number, copy it, then we come and work down into the actual message itself. Reverse prospect listing edit.

[00:18:45] Script for MLS Reverse Prospecting to Buyer Agent

Robert Climer: Hi Anita. I wanted to inform you that our client has marked your client has marked their list at home as one of their favorites in your one home portal.

Reference number 2 4 2 2 4 2 4 3 and the reason why I put that in so she can go to her portal and [00:19:00] look up who that person is. Please note that the seller will be lowering the price on Saturday. Let me know if you'd like some more information. So it's when we send out this email to everybody, we want it to be substantiated and we want it to give us feedback and agents to call us back and ask if in this case here, well, what is that price gonna go down to?

And can I execute it earlier and send in an offer earlier? And it'll just get agents to call you to have a dialogue. Okay. So that's reverse prospecting. It's everybody has it in their MLS. It's a great feature to utilize and in even in a seller's market, Mona is always going into reverse prospecting and sending 'em out.

Something to get 'em to call and get 'em to engage in the property again. And then inside of your history, when you actually send these out, it'll [00:20:00] keep track of who you sent the reverse prospect emails to. So you don't have to worry about duplicating. Uh, if you're continuing to send out the same message, it'll keep track of it for you.

All right, so that's what reverse prospecting is. Are there any questions on that? 'cause now we're gonna move into the fun part.

[00:20:21] Messaging and Script Ideas for Reverse Prospecting

Robert Climer: So what advantages can we send out to reverse prospecting and this buyer's market utilizing the platform message? So, Mike Nikolai, why don't you give me one first.

Mike Nicolai: The process is completely transparent. Okay.

Robert Climer: Laura Beltran.

Laura Beltran: Opportunity if it's selling it to the sellers, an opportunity to, uh, not pay commission.

Robert Climer: Well now, if remember versus price expect thing is sending it out to the buyers. Buyers. Oh, the

Laura Beltran: buyers. Okay. The buyers. Uh, getting, getting in [00:21:00] on the ground floor of a, a house that's priced to sell. Okay.

Robert Climer: Where did Bill bro go?

Bilbo, where are you?

Joy? Oh, there he is,

Greg Bilbro: Greg. Sorry, I was putting out the dog in the back. So what's the question again? The, the reverse.

Robert Climer: What message? Utilizing something with the EZ platform. What message could you send out to a seller? To set the wires. Buyer's, agents, I confuse you. Yeah. how can we utilize EZ real estate platforms, processes to engage and to get into a conversation about 'em with the buyer on the buy side?

Yes, sir.

Greg Bilbro: Um,

Well, the buyer has to feel that they're gonna get a deal. I think. I don't know how to do that. To me, that's like the innate human behavior component of what, what should be happening.

They should think I'm gonna get a screaming [00:22:00] deal in a neighborhood that I've been eyeballing and I'm gonna get a great house that I like. It looks cool in the pictures and I'm gonna get it way under market. 'cause I'm gonna, I'm gonna get a good deal. That's what should they should feel, I think.

Robert Climer: Okay, joy,

Joy Steidl: especially when I'm sending it to a buyer's agent, I'm gonna let them know this is you.

Are guaranteed to get paid and you're guaranteed to get paid this percentage, and your buyers have the ability to get concessions. Your buyers have the ability to get, you know, mm-hmm. And not have to come out of pocket to do that. They can roll that into the mortgage. That's just not something you're able to get in any other traditional listing.

If they like other homes on the market, I would tell 'em any other home that they're interested on the market, they're just not gonna have that opportunity.

Robert Climer: So it's unique. Oh God. That is like, what a, that's such a great, Mike Nikolai, what did Joey just say that made sense to you?

[00:22:58] Understanding Buyer's Premium

Mike Nicolai: The fact [00:23:00] that there's so much flexibility with the way that we can structure things. Using the buyer's premium is, is an advantage that, you know, we need to be very careful to be able to make it simple so that everybody can understand it. Because yes, it's there, but you know, because everybody's so entrenched in the traditional way of doing real estate and for, okay, let me ask you this, Michael,

Robert Climer: I'm sorry, I'm gonna cut you off, but I, I got the answer I'm looking for and very well done, by the way.

What's the rule? A buyer's premium

Michelle DeLorme: doesn't exceed the value of the home.

Robert Climer: Did I ask you, Michelle, or I asked Mike. I'm sorry, I thought you were asking, I

Mike Nicolai: was open answer. Yeah, no, that I, I have heard that before, that you can't exceed the purchase price of the home.

Robert Climer: All right. Anyway, Michael Graham, you've had to come up with some fast ones here with the deal y

[00:23:59] Using FOMO and Urgency to Motivate Offers (Sales Psychology)

Robert Climer: ou just, [00:24:00] uh, got into contract based on reverse prospecting. What would you think that you could have done, like on your, your, um. Shock the system, how that's in contract right now. Right. What do you think that you could have done reverse prospecting wise? What's a message that could have gone out to the buyers and buyers agents that could have helped you?

Michael Graham: I mean, I think I, I used a lot of the suggestions that you guys had, which was, Hey, you're getting an opportunity to get a house that's way below market value. I don't know how high it's gonna go. I. But it is 100% worth you guys writing an offer. Get it in now. You know, and I used a lot of leverage like, hey, this thing should appraise for 700 grand right now.

We've got an offer in at six 50, so you guys should come in. You know? I. And, uh, yeah, just, just using, using that in the reserve, in the reverse prospecting, you know, and [00:25:00] that

Robert Climer: all this, you guys is great stuff. These are all the things in a buyer's market that we all have to think of. Thank you, Michael.

That that is very cool and that's why you got the contract because of what you did.

[00:25:13] Agent Insights and Experiences

Robert Climer: Paul Cronin, I know you're not an agent. What do you think?

Paul Cronin: I think it's hard to top Joy's response. Um, I would, I would just basically say, listen, because we are listed on the EZ real estate platform. It's not. Real estate as you know it, and you, again, all the things that have already been said.

You have the opportunity to represent your, your buyer very well. Uh, they can negotiate and it's completely, uh, visible, uh, to all participants interested in buying. And there's a contract called a buyer's premium that's used through this site that allows you to have lots of flexibility. Like, like Joy said, you're gonna get paid.

And, uh, we can actually use the buyer's premium to, to, [00:26:00] you know, help you get favorable financing, uh, versus what's going on in today's market. Beautiful answer. Thanks,

Robert Climer: Frank Macri.

Hey, you had your camera on the other day. I

Frank Macri: only, I only do that for special people

Robert Climer: and I owe you a phone call. That'll happen today.

Frank Macri: Okay.

[00:26:23] Using the Exclusivity Heuristic (Sales Psychology)

Frank Macri: Well, uh, this is in regards to the reverse, uh, prospecting. Correct. Okay. My, my, my thought in contacting these buyer's agents is like you're letting them in on a secret.

Because there's, there's, you know, we're talking about, you are looking at this. There's, uh, there there's a reason to give you a call that, hey, if your person, your buyer is really interested, you know, now might be the time to strike.

Robert Climer: Ooh, I love that. That is so cool. A secret. [00:27:00]

Terri Roston: Got got an EZ secret for you, buddy. Come on, let's go. Terri Roston.

[00:27:05] Buyer Agent Commission and Worries About Buyer Agreements

Terri Roston: Hi maybe you could talk to the agent and let them know that by participating on the platform, their compensation is already built in to the, the premium. Very good. They, you know, there's no haggling or, you know, it's, it's already included. So it's an incentive for them to encourage, um, because their buyer's not gonna have to.

Well, I, I, it's, it's already included. I'll just leave it at that. Yeah.

Robert Climer: And everybody keep in mind because that is such an important factor, is technically before they show a home, according to the NAR lawsuit

redoing business, they are supposed to have a buyer broker's ridge agreement. And right now, because there's a whole nother lawsuit that just happened.

With, uh, five different companies [00:28:00] because they feel like agents are bullying sellers into paying commissions still. So, mark my words, by the end of the year, I keep telling you sellers are not gonna pay buyers commissions anymore. That's when we are gonna like, enjoy life because we'll make sure they get paid on there.

So it's a great thing to know that we've got. The amount of money built into the cost, and again, buyers, the, the rule of the buyer's premium cannot exceed the value of the house. And by building more buyer's premium into things, it gives you enough latitude, the lower interest rates down. Maybe get some of these ugly rooms painted that Mike was talking about.

Maybe give the seller a, a vacation with the dogs. So we can actually show the house whatever it's gonna be. Erica Grubbs your turn.

Uh, oh. Our ghost has disappeared.

[00:29:00] Okay. Oh, uh, Kat, since Erica's not there. What do you think?

Oh,

Katt Wagner: We make it easy for you to get your offer submitted and accepted because what's the other pain point that buyers and buyers agents have?

They're running around. They're looking at all these houses. They're putting in a bunch of offers. Now that's a longer process, right? Because the buyer agent is trying to ask for all these concessions out the gate because of the market that we're in. But they could get in the race just by submitting a, a simple offer on the EZ platform.

And that buyer could get their offer accepted a lot faster because their offer could be accepted at any time.

Robert Climer: Very good. Erica, you back? Oh, look at Ronald Weeks showed up. A week late, Ronald, but we'll get to you in a second here.

Ronald Weeks: Hey, it's better late than ever, right?

Robert Climer: Yeah. So, you know, we're talking about reverse prospecting today, right? Ronald?

Ronald Weeks: Yes.

Robert Climer: Do you utilize reverse [00:30:00] prospecting for your your sellers?

Sending to the buyer's agents that have looked at it first time, um,

Ronald Weeks: learning,

Robert Climer: learning. Okay, you just got on, so you didn't go through the, the training portion, right?

Ronald Weeks: No, I, I can look at the, uh, the re uh,

Robert Climer: yeah, this is a good one to look at. For, for you guys that have not used reverse prospecting, uh, Erika's back.

So Erika, what would you put in reverse prospecting? That what is EZ platform? What message? Would be good for you to put, for reverse prospecting that ties in with the EZ platform.

You're muted.

Erika Grubbs: You can tell me if this is not good, but I thought it would be be good. Um, uh, the platform is open so that your client can view information as the transaction's taking place.

Laura Beltran: [00:31:00] That's perfect.

Robert Climer: What does everybody else, what does everybody else think about that?

Katt Wagner: I would say no highest and best guessing games.

Erika Grubbs: Okay. See, I you, you're giving me a better way of saying it.

Katt Wagner: Yes. The exact same thing. It's just the familiar terminology. Correct.

Robert Climer: And let me ask you this, would a highest and best be relevant right now in a buyer's market?

Katt Wagner: It could be. I would say it would be because you don't need to come in guessing on a price.

Robert Climer: Very good.

Very good. Good job, Erica.

Joy Steidl: And if it's price, right, we're still getting multiple offers,

Erika Grubbs: so, correct. Yeah, I had to step away. My adjuster call. What was I going to say? Also too, back to Michael's problem with the, the agent, if he goes, increases the property value or the price of it, doesn't he realize that that's gonna be like a red flag to everyone else, that there's something wrong with the property, and then the people will really run away.

They'll wonder, well, what's [00:32:00] going on with it? Why did they increase it to that amount if it's not selling at the lower amount?

Mike Nicolai: I've also got comments going the other way. Zillow likes to capture what's happened in the past, and he had it on as a for sale by owner. And so people are wondering, you know, what's wrong with a house now that there's a \$70,000 price drop?

Awesome.

Robert Climer: Awesome, awesome, awesome. Ronald and Frank, I don't know that you guys heard, we're in the middle being that we're in this, uh, strong buyer's market that we're going to, for homes that have been on the, the, uh, platform for 14 days or whenever the seller says, we have a buy now button that's gonna come on and it's gonna include a price, but you don't wanna do that in the first go around.

It's for, uh, for, uh, a price that if it isn't selling, that you can [00:33:00] go put in. Now that includes the, uh, the buyer's premium inside of it. So, and Kat, are we close to having that done or

so. . Oh, the

Katt Wagner: feature is built in already on the website. We just haven't, uh, so you just mentioned, I'm trying, I'm testing

Michelle DeLorme: it.

Katt Wagner: Yeah. So, all right. But, but it's coming soon. That was a, you know, a feature release for this quarter. That's probably coming way sooner than, than later.

Robert Climer: It's a lot of moving parts. You guys we're getting better and better and better and better. Ronald Weeks. Did, uh, did Adam get back with you on your property?

Ronald Weeks: Uh, not yet. He he said it was on the market, but even though it's on the market, we could still get it at that price.

Robert Climer: Okay. Very cool. Just in case you guys don't know, we, uh, we have the ability now to do cash offers uh, subject tos, wholesaling, [00:34:00] novations, and I am gathering after listening to some of these subject twos that, uh, we are gonna be doing some training on a way to maximize sales for your, your investors as well on there.

So that being said, anybody else have anything they wanna say?

Oh, Nahomie's back.

So, hey Nahomie you, you were on this, uh, for the first while of the call, right?

Nahomie Hailey: Wait, say it again?

Robert Climer: You were on the call for the first, when we were going through reverse prospecting.

Nahomie Hailey: No, I was not.

Robert Climer: Do you use reverse prospecting?

Nahomie Hailey: I don't. I've known about it, but I haven't actually used it.

Robert Climer: Okay. Alright. So it's, it's a, it's a great tool nowadays, you guys, it just to give you a leg up. And I, I guess I'm glad we did this training. I, I didn't know [00:35:00] we had a lot of people that didn't use the, uh, the program. I, I, I think Kat made a valuable point to me.

The, the, the training that we're doing. Sometimes it, it's, it is remedial in a lot of trainings that are out there. But when we're not utilizing simple things that, and these tools that the MLS is offering us, we're not doing our job. We're, we're, we're not. And the brokerages, and I'll even challenge my Century 21, when I was managing brokerage on that.

I don't recall there being a section on this reverse prospecting. And a lot of times we've taken it for granted that people know what that is. And then it turns out on the, the last, on Monday's call, I think 80% of the agents didn't know what reverse prospecting was.

[00:35:55] Upcoming Education and Training

Robert Climer: So any of these things that you guys like next week we're gonna go through info [00:36:00] sparks.

Every MLS. Has info sparks. Info sparks is a way for you to look at market trends, and right now it's important to understand your market trend. When you're doing, when you're going out and talking to a seller, you wanna be realistic about pricing. You wanna be realistic about days on market.

And so, Michael, that, that would be another thing that you might want to talk to your, your seller about too, is. Pull up in the MLS, you know, the average day is on market for the home. So it's, we, we have to be realistic in the market that we're in. And again, I'm gonna come back to the, if I had 8,000 looks and I had 5, 6, 700 saves, I'm sorry I'm not pulling it off the platform and going traditional and be like everybody else.

There is no reason to do it. You guys have to be, and you know, I get a little [00:37:00] snitty with my sellers because it's hurting them not doing the right things. I'm the professional and I am giving you advice about today's climate. There are people that won't list that just won't listen to you. And guess what?

I don't want those listings. I want listings where the sellers are realistic and wanna sell the home, and there are a lot of homes that people need to sell even in this market.

[00:37:33] Maximizing Sales and Unique Selling Propositions

Robert Climer: But we have to be better and better and better at our game and make a reason why that you're the person that should sell the home.

Again, I'm gonna come back to the stats. We're, we're starting a membership drive next week. I need to get up. I need 1500 more agents by the end of August, and why do I need that? Because of Deutsche Bank. They're gonna start [00:38:00] releasing foreclosures, and I'm hearing in November, December they're gonna start.

So when you can come out and say, well, there's 2.5 million realtors. You're competing against another real estate agent

that's not certified through us. You got the unique selling proposition. I can sell your home and not charge you a commission. Not only that, I'm one, you know, 750 of us are certified on the site. That's it outta \$2.2 million.

And not only that, I have 50 different ways to sell your home and maximize your money. I have this little tool called a Buyer's Premium that we can help you and we can help your buyers achieve the objective. Nobody wants to pay 7% interest rates, so why not throw in something that can knock it down a couple points?

I mean, think about going from, I think we're at [00:39:00] 6.7. Down to 4.7, down to 5.7, and I can use do that with the buyer's premium. Nobody else can. Does anybody know of any other company that is utilizing a buyer's premium to help buyers and sellers out? The answer is no, because there aren't any, we are the only ones that can do it.

The sellers should want to list with you if nothing else, simply because of the ways that you can maximize their money. You can't refute. Uh, again, I zillow's my antichrist, but you can't refute their looks and saves. They do a much better job of trafficking it than our MLSs do.

And where are the buyer's going to look first, they don't need a real estate agent to, to show 'em homes. They go on to Zillow and just [00:40:00] take a look.

And the beauty of that is we should be double siding. Most of our homes, if we're doing open houses, we're doing the process that we have shown you in the past. You ought be walking out of there with buyers agents, you don't wanna work with them. Find somebody in your office and take a 25% referral fee from 'em.

Money, keep money coming in to your business. 'cause the buyer right now is as valuable as a seller, a realistic seller in a buyer's market. So all of these things we need to be compartmentalizing. I know a lot of this stuff is going to see remediate simple. I'm sorry, Thursdays my mind's gone, but.

They're not, because how do we transform that into what we do as a company? What is easy real estate platform allowing you to do with reverse prospecting? Build in a message of hope, build in a message that's [00:41:00] gonna resonate and help their buyers.

All these things, you guys, when, when agents have a. I, when I talk to you guys, when you're doing your first couple listings, you don't waltz in and know everything about this thing. It took me five closed deals where I thought I was an expert, but it's taken me 10 years to become even a better expert, and now we've slid into a buyer's market.

We're all having to figure this out together, but you gotta utilize the tools that God's given you to use with this platform. It sets you aside. You're, when I talk to your, if I were talking to your seller today. Yeah. Here's, here's what, Hey knucklehead, we've got a buyer's premium that can actually lower down their interest rates and get 'em into this home, and you wanna go ahead and put it back on the market.

Traditional with the lower commission rate with a, a higher, how did it work out for you when you did it for sale By owner? [00:42:00] You're an agent. Why go back. Why not utilize something, let you know these are the things that I can offer you,

and there's gonna be a point in time where the guy needs to sell the home. And if nothing else, all this fails. Let's make him a cash offer.

Let's do a novation for him. Let's go in there and paint the walls. Yada yada. And do the work he won't do inside of it. Let's get him out of the house. Right?

[00:42:25] Encouragement and Final Thoughts

Robert Climer: There's plenty of ways to do that with what we offer you guys, and it's, it's really important that you compartmentalize and you understand that you have all these things simply because you are a certified, EZ real estate platform member.

You're in the elite one 10th. Listing agents in the nation. And if you're not touting that and that's not part of your marketing, shame on you.

And I tell every one of you, take ownership of this thing. Yeah, I've been a part of this platform and [00:43:00] yada, yada, yada. And I've helped build this thing up to where it is. I'm the expert.

You guys have gone through a lot of extra training that agents haven't gone through, and I, this content that we've come out with in the last four weeks has been prolific and we are seeing more homes go into pending status by utilizing these processes. I know one thing that after we do these trainings and I, I listen to everybody and, and again, I picked up some stuff today too.

I even walk out with my head spinning. But I'll tell you, the other thing I do is I go down and put 'em in my notes and I will come back and I'll watch this thing three more times so that I'm building up even what I adding tools into my. You guys participating have made me a better agent than I was before

Prolific stuff. So anyways, you're all a [00:44:00] blessing. We appreciate every one of you. So, uh, Michelle and Laura, you guys have, uh, an orientation set up to get through the site. The other thing too, you guys, is please get on the site. Please get on the agent portal. Keep going through the set, make, if I'm doing it, everyone, if you ought to be doing it 'cause it's making me a better, and a better and a better agent in this buyer's market.

And I'm watching a lot of videos two, three times to make sure I'm understanding the things that you guys are bringing to this community, and that's why I say you're all owners. Everybody has given us something inside this community to make us better agents. Take ownership of it. All right? So, all right.

We'll be Monday. Go out and sell a home this weekend. Greg, did you have something you wanted to say? Nope. All good. I was saying good job. All right, you guys, thanks for coming and, uh, let everybody's got our numbers. Let us know if we can help you. Thanks everybody. Yeah, guys. [00:45:00]

Frank Macri: Thank you. Thanks Robert.