



## CASE STUDY JULIE CLARK, WASHINGTON

Empower yourself with specific process training to enhance and elevate your skills to help you hit your sales goals. Learn from top-producing agents that share the steps they're taking in their ExpressOffers businesses right now to be successful. You'll also gain fresh perspectives and insights you can implement to grow your business!

### Case Study 1 (1 of 2)

#### Part 1:

Watch the video to see the walk through condition of this home. Sorry...long post! Juli Rasmussen twisted my arm to share (appreciate you Juli Rasmussen!) [Click to Watch Video](#)

#### The Situation:

The sellers are downsizing and moving out of state. Their home is very lived in and "worn" with lots of personal belongings stored there (not a hoarder house). The siding / windows / deck is in great shape. The roof appears in need of replacement. The interior has good bones, good floor plan, but dated (no different than many SOLD homes in that sub-market location). They are motivated to have a hassle free sale since they feel overwhelmed with how to even start to prepare to sell their home. So, they filled out the ExpressOffers online form marketed on [Facebook by the Making It Rain program](#). Nice work Kevin Comisky!!

#### The Contact:

ExpressOffers Making It Rain dropped the lead into my KvCore. I had the first phone call after the seller initially responded to my text follow up (**My immediate follow up was text, phone, email all one right after the other**). The ExpressOffers lead provided name, phone, address, email of seller. The lead quality information with ExpressOffers / Making It Rain has been legit!

#### The End Result:

I converted the ExpressOffers lead to a traditional listing. With our support, assistance and hand holding they are actually capable of packing up their home for sale. They just needed guidance on what to do and not do on prepping for sale, as well as feeling comfortable that they explored all their options. We are hitting the market the 2nd week of October.

#### The Process:

**I set the appointment**, provided **3 home sale options** to the sellers during my visit, including an estimated net sheet with a cash offer price.

### **The net sheet options were:**

- 1) cash offer ESTIMATE
- 2) As Is, "do as little as possible" listing price and
- 3) Tick things up a notch on cleanliness and presentation, a "Refreshed" List Price.

I used a 1 page net sheet for discussion purposes to review home sale options with the sellers so they could easily see estimated net proceeds with each option. During this first appointment it was clear to the sellers that the ESTIMATED net proceeds on a discounted cash offer would not accomplish their cash out goals so they could buy their next home. They would be too short. Instead we have helped them get their home cleaned up and reverse engineered to balance the clean up / repairs to match up to the market value range that will accomplish their net cash proceeds goal. Their house, while dirty, worn and full of stuff would clean up fine and be very marketable if presented just cleaned up. There was not enough motivation (or distress) on the part of the seller to accept a discounted price from an investor. I flushed that out first on the initial appointment. I did not have an actual cash offer in my hands or even run it through the ExpressOffers platform on this initial appointment. I just estimated what a cash offer price would be for discussion purposes to flush out their motivation and compared it to traditional listing options. If they had responded favorably to the cash offer estimated net proceeds (which I made clear was an estimate/ballpark for discussion purposes) I would have next had them sign the Disclosure paperwork and submitted it to the ExpressOffers platform for the exact offer from one of our investor buy boxes that matched up.

### **My ExpressOffers Follow Up Phone Script:**

**Agent:** "Hello this is Julie Clark with ExpressOffers. I received notification of your online submission regarding your potential interest in a cash offer for your home at ADDRESS. Does that sound familiar to you?"

**Seller:** "yes, it does". Great!

**Agent:** ExpressOffers is a cash offer platform offered by eXp Realty. We have a marketplace of cash buyers that may be interested in purchasing your home As Is. Is it OK if I ask you a few questions?

**Seller:** Sure. Tell me more about your plans to sell. Why are you selling? Then, continue the conversation and **set the appointment**.

My text message script was just: "Hello, this is Julie Clark with ExpressOffers following up to discuss a cash offer for your home at \_\_\_\_\_. I received your request for more information. Please call me when you are free. Thank you!"

### **Do This:**

During our initial call, I informed the seller that **I specialize in providing homeowners OPTIONS** on how they can sell their home, one of those being a hassle free cash offer. I tell them I will present those 3 options during our appointment so they can compare time, hassle, expense and estimated net cash proceeds for each of the 3 options. That way they will be fully informed to make the best decision to match their want/needs/goals and situation. I make it clear that the cash offer(s) will come from our marketplace of investor buyers through ExpressOffers.

## Reminder:

ExpressOffers is not only about providing homeowners with cash offers. Most sellers will not end up accepting a cash offer, but more and more these days want the information as they think about selling their home so they can decide for themselves. The cash offer message is a great bridge into the conversation of what other options you can offer them. They just need to be informed and educated and they will thank you for doing that for them. Think of ExpressOffers as a lead generation tool, not just about cash offers. Offer a response to the cash offer message while opening the door to other options you can provide. If a cash offer is not a fit for a seller then just move them down the line to a "home sale solution" that matches up better with their want/needs/goals/situation. Now you have provided great value to them. They will thank you for providing them options and great information so they are no longer in limbo thinking about what they should do. If they are truly motivated to accept a cash offer, you've got buyers lined up through ExpressOffers. Go for it! You'll soon find out how valuable this type of conversation and platform can be for generating leads for your business!

**#ExpressOffers #MakeItRain**

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## Case Study 2 (2 of 2)

**Woot! Woot! I just closed a sale on this ExpressOffers generated lead in Sammamish, WA! I listed this home for \$950,000 and sold it for \$1,050,000. Here's a mini case study.**

### Lead Source -

ExpressOffers Essentials Program from February 2021. Listed in May 2021, closed June 15th.

### The Situation -

The seller had been laid off from his high paying job during COVID and they were living off savings and had a specific timeline they wanted to sell by (5 months down the road). Seller responded to an ExpressOffers ad because they wanted to sell/downsize, but were worried about making a contingent offer (not competitive) on their next home and thought it might be good to sell the current home for cash quickly so they could use that cash to buy a new home. He could not qualify for any loans due to job loss. They needed the cash/equity out of this home in order to pay cash for a smaller home.

### Seller Initial Goal:

They wanted to find a home to buy OFF MARKET and move to directly so they would not have to move twice and more importantly to have certainty that they had somewhere to go. He had his mind SET on this path, so I did not try to change his mind. Long story short, I delivered what he asked for to gain trust, rapport and show him I was willing to work for him, then converted to a listing.

## My First Move:

I reviewed a net sheet comparing MY ESTIMATE of what a cash offer vs a traditional listing would result in cash in his pocket, since that is why the lead was generated - for a cash offer option. I knew he would not go for the cash offer, but only focused my conversation there until I prompted him to agree with me that a cash offer was not going to work for him and was off the table (he thanked me for all the great info, built some rapport/trust!). After listening to his situation and understanding he had 5 months before he "got nervous", I knew I had time to list and sell his property and still satisfy his desire for a fixed amt of time to search off market to satisfy him. To start part 2 of the conversation I said "since I am here anyway I have some other ideas for you that I believe will meet your goals. Would you like to hear them since I am here anyway?" Of course he said YES! Next, I focused the conversation on agreeing to "the off market plan" for 60 days as I knew from LISTENING to him that this was a sticking point.

## My Next Move:

I agreed to assist him with his desired approach in exchange for a signed seller representation agreement "since I would be putting in a lot of time & effort to dig for off market deals for him". We agreed to pursue that for 60 days, which we did and he signed on that first appointment. I made cold calls to 2 areas he was interested to move to and dug out 4 opportunities which did not suit his needs. That was not important, only the effort was important, make sense? I communicated with him 1x per week on my EFFORTS (not my success....just my efforts = key!) During that time he realized that the homes he would be able to buy were not meeting his needs (too small and too expensive to pay cash). This resulted in the decision to move out of state to TX where he could afford the home he wanted and also had a good job market for his line of work. He ended up using Homeward to buy a house in TX for him for cash, which he then rented for \$4k per month and moved straight into while I sold his WA home. We can talk more about that later (basically a lease / purchase).

## End Result:

Listed for \$950,000 and received an early offer which we countered with a great strategy and [#Boom](#), we got mutual at \$1,050,000 and closed June 15th.

Moral of the Story: ExpressOffers is a kick a\*\* lead gen LISTING tool!

Thank you eXp ExpressOffers, [Terri Jeffries - Manager, ExpressOffers Development](#) and [Kevin Comisky](#)!