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Jim Remley - Expired Listings Handouts

Expired Listing Scripts:

This script does not ask for the business in the beginning. You are simply offering to help the client identify why the home did not sell. Working together you will fill out a questionnaire that helps them see exactly what could have been done to sell the home. Once you have done that it will be easy for you to move right into a listing presentation.

Hello, Mr./Mrs. _____.

This is <agent name> with <company name>.

I have been going over my MLS records today and I noticed your home is no longer listed for sale.

Do you still want to sell the home? <yes/no>.

Well your home is in my market area and I am curious as to why it did not sell.

*Would you be interested in finding out why it did not sell?
<yes/no>.*

What I can do is a free analysis that will determine the reasons why your home may not have sold. Would you be offended if I stopped by for a few minutes later this week and shared that information with you?

Would Thursday or Friday be more convenient? Morning or afternoon?



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Expired Listing Analysis

The following questions are to assist in determining why a property has not sold and to analyze whether or not the Marketing Plan which was used to market a specific property was sufficient to meet the needs of the property owners.

Marketing:

- 1) Was a sign used to advertise the fact that your house was on the market?
 - a. What type was used, arm post or conventional lawn sign?
 - b. What were the colors of the sign?
 - c. Was the sign visible from a distance?
- 2) Was the property listed in the Multiple Listing Service?
 - a. Did the listing office have their own website?
 - b. Was it placed in a National or International website?
 - c. How many showings came from this source?
- 3) Was the property photographed?
 - a. Was a flyer made and distributed?
 - b. Was a description added?
- 4) Was a home protection plan offered to the buyer for one or two years from closing?
- 5) Was a home protection plan offered to you, the Seller, during the listing period?



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Answering Machine Message

Hello...I noticed your property is no longer in the MLS system today and there is no record that the property sold. I would like to chat with you about how my marketing plan can put your home on <#> websites within 24 hours.

Pre-Listing Package Content (see samples below)

- Cover Letter
- Resume
- Personal Marketing Brochure
- Brief Biography
- Meeting Outline
- Questionnaire
- Video
- Press Clippings



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Sally Superstar – Resume

Position Objective:

My mission is to become your trusted real estate professional.

Educational Background:

- Graduate Thurston Senior High 1987
- Graduate University of Oregon 1994 – Major in Economics
- Completed Real Estate Licensing Program 1995
- Completed Graduate Realtor Institute Training 1997
- Completed Certified Residential Specialist Training 1999
- Completed Accredited Buyer Representative Training 1999
- Completed Accredited Luxury Home Specialist Training 2005

Professional Accomplishments:

- Bachelor of Science Degree in Economics in 1994
- Currently hold the following real estate designations:
 - o GRI, CRS, ABR, ALHS (explained further in kit)
- Salesperson of the Year in 2000 and 2001
- Multi-Million Dollars Sales Production since 1996

Memberships:

- Eugene Association of REALTORS
- Oregon Association of REALTORS
- National Association of REALTORS
- Multiple Listing Service Member
- Lions Club & Optimist Club

Working History:

- 1993-1995 OSU Campus Library
- 1995-1998 ABC Realty
- 1998-2003 XYZ Real Estate Inc.
- 2003-2006 All State Real Estate



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Sally Superstar – Short Bio

Sally is a real estate agent who gets results. A ten year veteran in the local real estate market she knows what works and what doesn't to sell homes in Lane County. As a residential specialist she has developed a completely unique marketing system for her clients. It works! Her system has helped over 500 achieve their real estate dreams!

Sally is a hometown native, who is an avid Basketball fan. You can often see her on the sidelines cheering on her favorite teams. Her competitive spirit started early when she began helping her father build a successful carpet installation business while she was just a teenager. Working her way through college she learned to be a self-starter, and to manage her time juggling two jobs, and a full schedule of academic classes. Graduating near the top of her class she carefully researched all the possible opportunities in her chosen field of study, and decided to pursue real estate, a career she had always dreamed of working in.

Sally has gone on to become a respected member of the real estate community. She won Top Salesperson honors within her firm in 2000 and 2001, and has won numerous monthly sales achievement awards. In addition Sally is one of only a handful of agents in the county to simultaneously hold the ABR, CRS, GRI, and ALHS real estate designations. Her drive to provide her clients with excellent service is one reason her clients keep coming back year after year!

Sally lives just outside of the city limits with her three daughters, and husband Jack, a local builder.



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Seller Questionnaire

By taking the time to answer these questions in advance it will help me to provide you with a consultation that best fits your needs. You can fax your answers to 555-1212, or if you prefer you can email me at sally@allstaterestate.com. One of my team members may call to follow with the questionnaire before the meeting.

- How long have you lived in the home?
- What do you like most about living in the home?
- What attracted you to the home when you bought it?
- Why are you considering selling?
- What is your time frame for moving?
- What improvements have you made to the home?
- Where are you moving to?
- What should a new buyer be aware of?
- What price range do you have in mind?
- Do you have a loan that needs to be paid off?
- Would you rather receive top dollar or a faster sale?
- What items would you like to leave in the home?
- How much time do you need to move?
- What kind of marketing are you looking for?
- What criteria have you set for hiring a real estate professional?
- What questions can I answer for you?



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Agent Questions

When interviewing any agent, including me, to list your home, it's wise to ask questions that will reveal the agents ability to successfully accomplish your real estate goals. Below is a list of suggested questions:

- How long have you been selling real estate?
- How much real estate did you sell last year?
- How many listings do you currently have?
- Are you a full time agent?
- How many homes have you sold in my area?
- What do you know about the market in my area?
- What educational designations have you achieved?
- What is your average market time vs. the market?
- What is your list price to sales price ratio vs. the market?
- How much are you willing to spend on marketing?
- Do you farm my neighborhood?
- Will you mail flyers of my home to the public?
- Will you email top agents about my home?
- May I see a sample brochure of other listings you have sold?
- Do you provide a home marketing book for prospects?
- Do you provide a written report to sellers?
- Do you have a personal assistant to help with details?
- May I see your resume or personal brochure?



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Links

Many of my clients like to do real estate research online. To help my team has put together a list of sites which may be helpful.

Real Estate:	www.sallysuperstar.com www.allstaterealestate.com
Real Estate Agency:	www.rea.state.or.us
Property Searches:	www.oip.net www.rmls.com www.realtor.com www.craigslist.com
Real Estate Guides:	www.realestateoregon.com
Oregon Economy:	www.econ.state.or.us
Mortgage Information:	www.mortgage101.com
Mapping Information:	www.mapquest.com www.earth.google.com
Real Estate Info:	www.realtytimes.com www.rismedia.com
Demographics:	www.census.gov
Internet Service:	www.broadbandreports.com



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Testimonials

June Smith

Home Sold July 1, 2006

Our transaction was an extremely pleasant experience for us, even though the buyer wanted us to spend a fortune on repairs. Sally was able to help us negotiate a fair deal and we were able to close on time!

Phone Number 1-541-673-1106

John Thompson

Home Sold April 16, 2006

Sally was able to market our property in a way that attracted a lot of showings; we sold the home in less than four weeks! She stayed right on top of the buyer loan process and we closed three weeks later!

Phone Number 1-541-672-1159

Jose Cruz

Purchased a Home January 2, 2006

Sally took the time to help us find our dream home. We plan on living in this home the rest of our lives. She really listened to us, and he made recommendations that helped us save a lot of money!

Phone Number 1-541-672-1559



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Letter

Att: Steven Sheldon

RE: 446 Housley Ave

Dear Steven,

Today I noticed your home at 446 Housley Ave is no longer listed for sale within the Multiple Listing Service (MLS). My name is Jim Remley and I specialize in helping people who may be frustrated that their home sold didn't sell the first time around. How? I offer my clients a different, unique approach to getting their home sold despite the market conditions.

Just one example of my marketing plan is the effective use of the internet to maximize exposure for your home. This is absolutely critical as 86% of buyers today use the internet as their primary information resource. In addition when working with sellers I offer my clients:

- Complete Market Overview & Pricing Analysis
- Enhanced RMLS listing and a linked virtual tour.
- Dedicated website – specific to your listing.
- Online Classified Advertising on Oodle, Craigslist, and Google Base.
- Complete email ready property information kit for buyers.
- Exclusive 25 Point Internet Marketing Strategy
- Local and Regional Marketing

If you are considering re-listing your home I would welcome the opportunity to interview for the job. Please give me a call or email at your convenience.

Sincerely,



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