



SalesPartner

Your introduction to real estate marketing

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Become a real estate resource

You may know many people from your previous occupation and involvement in groups in the community. These groups will be different from your competitors.

Another advantage is that based on your past relationship, many of these people will be keen to employ you to buy and sell real estate.

Action steps:

- *Make a list of personal contacts*
- *Include family, friends and colleagues*
- *Export email addresses, Facebook friends and phone contacts*



Objections and solutions

Clients may hesitate to employ you to sell their biggest asset, because you have just started in real estate.

Solutions:

- A. Show that you understand their goals
- B. Demonstrate that you have the skills to achieve their objectives

What is the main objective of a vendor?

Answer: To sell their property for the best price with the least hassle.

To be successful, you need to know how sales can play out in the current market. You should also know how to achieve these two objectives.







Establish your presence

The list of names you made earlier will be the start of your database. Communication is a key to success in real estate.

Action step:

- *Create a database*
- *Setup your SalesPartner web page*

Profile	Properties	Testimonials	Useful Links
 <p>Trevor Goldsmith Licensed Real Estate Agent (REAA 2008)</p> <p>Work: 09 8178011, Mobile: 0272 255 669 Email: Click here</p>	  	<p>Morningside Morningside, 1 bedroom 🏠 0 🚿 0 🚗 0</p> <p>MORNINGSIDE Lovely One bedroom Unit. Excellent condition - Nice and Sunny. Private courtyard Comes with Washing Machine and Dryer. Downstairs apartment/unit with ow...</p> <hr/> <p>Henderson Valley OPPORTUNITY IS KNOCKING... 🏠 3 🚿 2 🚗 0</p> <p>Owner builder doing major renovations to his unique home, three double bedrooms, two bathrooms, two toilets, huge decks on two levels and adjacent to inground swimming...</p> <hr/> <p>Epsom Epsom, 4 bedrooms 🏠 0 🚿 0 🚗 0</p> <p>LARGE AND SPACIOUS 4 bedroom home with 3 bathrooms plus internal access double garage. Three living areas with lovely indoor outdoor flow and easy care lawns and grou...</p>	

Reactive vs. pro-active marketing

Many agents spend a fortune on their website. They also spend a lot of effort adding listings and trying to get the site recognised by search engines. All this effort and expense may be of limited benefit.

With SalesPartner, your webpage is designed for pro-active marketing.

You can upload 50 listings in a few minutes.

Using email, you can promote new listings, recent sales and motivated vendors.

Action step:

- *Learn how to upload properties to your webpage*
- [Send a weekly email newsletter to your database](#)

Your email will direct visitors to your webpage.

People can unsubscribe if they want. Over time new subscribers will exceed those who opt out. Salespeople who send e-newsletters for more than a couple of years, often send over 500 emails per week.



Hello Geoff & Rebecca

We at Demo Realty have just listed several more properties which are now available to view.

[Latest Properties For Sale](#)

<http://teamduncan.smartagent.co.nz/users/326/properties>

Property of the week

Check out this 4 bedroom property in Paparangi.



VENDORS GOING OVERSEAS - MUST BE SOLD!

SalesPartner is pro-active marketing

When you are a new salesperson, you need to establish yourself as a real estate expert.

Action step:

- *Send a weekly email, straight after caravan*

You will generate buyer enquiry, but the main purpose is to demonstrate your real estate expertise to potential vendors.

Your goal is to be top of mind when any of your clients are faced with a real estate decision.

Action Step:

- *How do you ask someone for their email address? What are you going to offer them?*

Make this offer to every contact you meet:

"Some of the best properties sell fast because salespeople contact their buyers and prepare offers before a property is widely advertised."

If a client gives you their email address you will be able to provide early notice of new listings and motivated vendors.

For prospect vendors, make this offer:

"I can help you gain better knowledge of your market place before you decide to sell".

Your listings should always be included in your webpage selection. You can also promote a feature listing / property of the week.

Action step:

- [Learn how to choose the property of the week](#)

Property of the week

Check out this 4 bedroom property in Paparangi.



VENDORS GOING OVERSEAS - MUST BE SOLD!

Warm, sunny, renovated, 1960's weatherboard home in cul de sac yet handy to transport, shops and schools, with carport and off street parking. Great landscaped outdoor area, separate dining, new kitchen. This home has four bedrooms, two bathrooms and an office area. Great options for visitors, flatmates, boarders, homestay, teens, grandparents, babysitter or someone to help pay the mortgage. Don't miss out, come and see it for yourself!

R.V \$440,000

Bedrooms 4

Land 1485M2

Floor 140M2

Price BEO \$440,000

Motivated vendors

Vendors who have been on the market for a while may suddenly become motivated to sell. This can occur if they find the property they would like to buy, or if they have to move quickly. Motivated vendors often lower their price to get a quick sale. If your buyers provide an email address, you can send them price change alerts.

Remind your buyers that price change alerts are not available on TradeMe or Realestate.co.nz.

With email, you can contact more people more often than you can with a phone.

How to get the best price for a property

- A. Encourage competition between buyers
- B. Encourage competition between the salespeople who represent those buyers

Ideally, salespeople will compete to find the best buyer, and negotiate the best price, regardless of who listed the property.

Commissions

Salespeople who discount commissions do not want other salespeople to sell their listings. Try to support your office's commission structure.

Explain to vendors that if they list with someone based on low commission, the competition between salespeople and buyers will be reduced.

Reduced competition = lower sale price.

In the worst cases, the vendor is employing the salesperson to be the only agent to market their property. This can lead to a situation where they are paying the salesperson to work for the buyer against them. A similar effect, where salespeople work for the buyer against the vendor, occurs with general listings.

Select a market niche and area

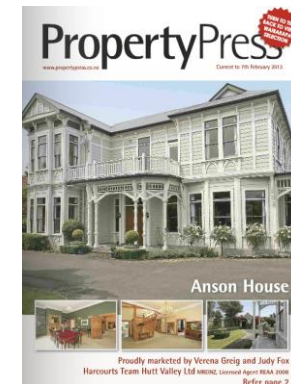
Action step:

- *Choose a property type or area to specialise in*

Examples:

- Residential specialist
- Apartments / investment property expert
- Lifestyle and rural marketer
- Sections and developments consultant

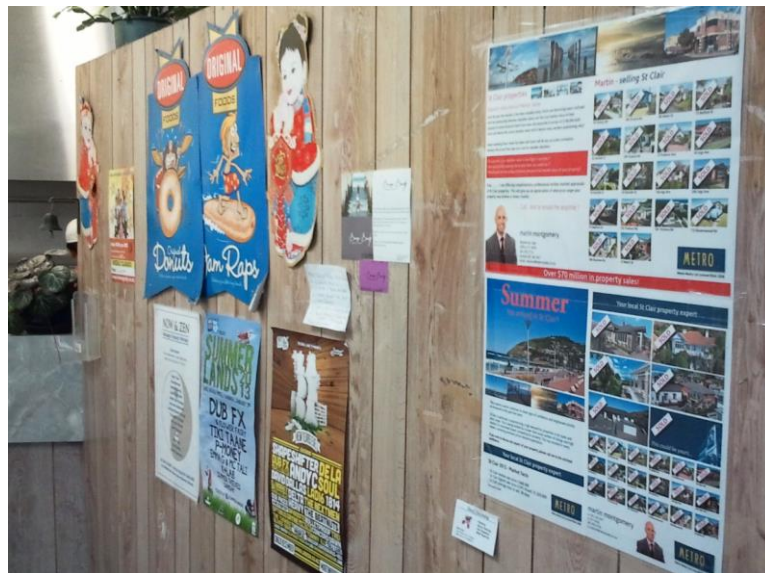
[Property Press](#) will let you look after a stand and you can include your own promotional material with each copy of their magazine. You may be able to do something similar with a Company Magazine or a catalogue of properties for sale printed from SalesPartner.



Action Step

- [Learn how to print catalogues and brochures](#)

Many supermarkets rent space for flyers and magazines. Also think about how many potential clients visit your local takeaway shop, hair salon, café or super-market. These are high traffic spots where you can deliver a property magazine with your promotional material attached.



Real estate poster display at St. Clair Fish Supply, Dunedin.

You could have your car sign written... and drive carefully.



You can deliver flyers and brochures in letter box drops.

Action Step:

- *Learn how to print just listed or just sold flyers for properties*

This type of marketing relies on the top-of-mind effect. Many vendors do not perceive any difference in the services offered by real estate salespeople. When they need to sell their property they will call the salesperson who contacted them most recently.



Action step:

- *Produce a self-promotional brochure and deliver these door to door in your area*
- *Deliver magnetic calendars or shopping lists in your area*

You could deliver “We have just sold” or “We have just listed” Trump Flyers. 4 per page Trump flyers can be used for letter box drops around new and sold listings. Check with your manager but it is usually ok to deliver “We have just sold” flyers in your area for properties sold through your office.

The new owners at 40 Lynda Ave
are thrilled!

There's just one problem...

We have buyers who are looking for 4
bedroom properties in Paparangi. If you can
help, call John & Cecily on 0274417154 now.



Action Step

- *Learn how to print trump flyers from SalesPartner and set yourself a weekly delivery target.*

Contact property owners to offer appraisals using:

- Letter box drops
- Telemarketing
- [Direct mail](#)
- Door knocking

The best strategy is to combine the above ideas and concentrate on a particular area.

Action step:

- *Ask your manager for advice on what has worked in the past in your area. Remember to take plenty of brochures, flyers and [lists of properties](#) for sale with you to reward any owners who give you their time.*

Host open homes for other salespeople

Action Step:

- *Let your manager know that you are available for open homes if salespeople want extra help*
- *Use flyers to invite neighbours*
- *[Drop flyers in the area](#) and setup open home arrows and a flag*
- *Vacant properties are the easiest*
- *The objective is to meet local residents and discuss real estate*

The motivation of the visitors and the potential business will become clear when you contact the visitors during the follow up.

Opportunities include:

- A. Buyers/visitors who not interested in the open home
- B. Buyers checking out the area to see what they can afford
- C. Potential vendors who are looking to buy before selling
- D. Neighbours who are checking out the market and local salespeople before listing their own properties

The main purpose of open homes is to meet buyers and vendors. All visitors should go into your database.

Action step:

- Learn how to [print open home registers](#) and follow up sheets. Have flyers available at all open homes.
- Learn how to [process visitors](#) in SalesPartner
- Send a 'Thank You' [TXT message](#) to visitors so they have your phone number

Note: Always record buyer comments during inspections and visits.

Here is a secret that new salespeople should know.

Experienced salespeople meet dozens of new visitors every month. Often, they are too busy to follow up visitors who are not ready to make a decision.

These visitors are "real estate orphans". It can be very valuable for new salespeople to follow them up. Use email and phone calls to become their real estate resource for when they need to make a decision.

Action step:

- Treat all open home visitors as [potential buyers](#) even if they are not interested in the property.
Demonstrate the systems you use to get the best price for your vendors.

When preparing for an Open Home:

- [Print flyers](#) with your contact details



At present, there is a shortage of property available in Paparangi.
For an up to the minute comparable sales report, call 0274417154.

We Offer Complimentary

- Appraisal Reports
- Marketing Plans
- Presentation Advice



John & Cecily Duncan
Mobile: 0274417154
john@salespartner.co.nz




















Action Step:

- Learn how to **Hot Spot** a neighbourhood. Hot spotting is where you visit as many neighbours as possible to discuss real estate and invite them to the open home.

Reports from SalesPartner to take with you when visiting neighbours:

- Contact forms to record details from those you meet
- [Lists of available properties](#)

Buyer information	
Date
Name
Address


Comfortable budget
Maximum budget
Location

<p>Sold on 06/04/2013 for \$372,000</p>  <p>BEO \$375,000</p>	<p>PAPARANGI 16 Beazley Ave</p> <p>This lovely 1960's home is just in need of a bit to TLC to become the perfect home for someone.</p> <p>With: 4 bedrooms, study, 1 bathroom, separate WC, open plan dining and living, separate kitchen, wooden floors, a single garage, a great size backyard with deck and best of all gets all that lovely sun. With a bus stop right at the door, walking distance to all local schools this is a home that you must view, call me now.</p>	   <p>RV \$370,000 LV \$142,000</p> <p>Land 544 m² Floor 120 m²</p> <p>Days to Sell 19</p> <p> 4</p> <p>SOLID AND A GEM</p>
<p>Sold on 22/12/2012 for \$392,000</p>  <p>BEO \$398,000</p>	<p>PAPARANGI 234 Helston Road</p> <p>Be quick to view this sunny 1970's family home offering:-</p> <ul style="list-style-type: none"> * 4 bedrooms * Study * 2 bathrooms * Modern well appointed kitchen * Heat pumps and woodburner * Internal access garage <p>With public transport adjacent and within walking distance to schools, this is a property you won't want</p>	   <p>RV \$390,000 LV \$165,000</p> <p>Land 460 m² Floor 160 m²</p> <p>Days to Sell 45</p> <p> 4</p> <p>RIGHT PLACE, RIGHT PRICE, RIGHT NOW!</p>
<p>Sold on 20/11/2012 for \$525,000</p>  <p>BEO \$495,000</p>	<p>PAPARANGI 15 Trebann Street</p> <p>This home built by the current owners has been a much loved family home for 50 years. They are now ready to move on and take their happy memories with them, which gives someone new the opportunity to move in and make their own. This lovely home offers:-</p> <ul style="list-style-type: none"> * 4 bedrooms * Separate kitchen * Study * Separate w/c * Open plan dining/living * Rumpus * 3 bathrooms * Double garage with i/a 	   <p>RV \$490,000 LV \$175,000</p> <p>Land 508 m² Floor 260 m²</p> <p>Days to Sell 20</p> <p> 4</p> <p>A WONDERFUL FAMILY HOME</p>

Databasing

Choose a group of people such as builders or sportspeople, and actively database them.

Action Step:

- *Choose a group and learn how to record details in SalesPartner*

This group can start small and grow over time. In the past, salespeople have gained success by creating a group for "[Real Estate Best Friends](#)" - the people who they expect to be next to make a real estate decision.

Action Step:

- *Learn how to print a contact list and [record follow up activities](#).*

The goal is to learn this process. As you progress in real estate you will find that good record keeping skills will rapidly grow your business.


Improve Market Knowledge

Attend building inspections for other salespeople. Inspections can be inconvenient but they are good experience for new agents. They also teach you about issues that arise during settlement.

[Door knock private sales and general listings](#). Often these vendors do not want to interview real estate salespeople so a subtle approach is to attend their open home. Leave a card with some sales information and ask if there is anything you can do to help them with their marketing.

Register yourself as a buyer on [realestate.co.nz](#) & [Trademe](#) to get new listing alerts. Visit open homes and study your competition.

Learn how to [create a CMA](#) in SalesPartner. [Download sales from REINZ](#) and analyse the Sales for 3 bedroom properties in your area.

Address	Land m ²		RV	Asking Price	Days to Sell	Sale Date	Sale Price
Miramar, Brussels Street	354	4			20	20/12/2012	\$660,000
Miramar, Hobart Street	506	4	\$590,000		19	29/11/2012	\$557,500
Miramar, Hobart Street	674	4	\$550,000		21	29/11/2012	\$556,000
Miramar, Westview Gr	1022	4	\$860,000		0	27/11/2012	\$855,000
Miramar, Totara Road	554	4	\$710,000		0	23/11/2012	\$820,000
Averages			\$677,500		12.0		\$689,700

Sales with an RV	4
Sales with an asking price	0
Total sales	5
Sale price to asking price	

Average sale price for sales with an RV	\$697,125
Average sale price for sales with an asking price	
Sale price to RV:	2.9%
	\$19,625

Your first Appraisal

For Your first appraisal:

- Add the appraisal into SalesPartner as a prospect listing
- Get details from [Property Guru](#) or [RPNZ](#)
- Print the detail page for your own reference during the appraisal



Marketing Calendar
117 Severn Street, Island Bay
October 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

For more information please contact Geoff Denyer (06) 471 1849, Mobile 027 273 1274, Fax 04 471 1264
Daily contingencies may reduce in-hour availability to the above levels.

- Get rates and aerial photos from the council web site
- Use *Ctrl-PrtScn* to copy a photo from [GoogleStreetview](#)
- Generate an [activity calendar](#) using an activity template

- From Promo – [select and print appropriate pages](#)
- From letters – Print an appraisal letter



When you get your own Listing:

- Deliver just listed flyers in the neighbourhood
- Deliver flyers for first open home
- "Neighbours are selling" letters should be delivered in the neighbourhood in the first week

14 September 2012

The Homeowner
Severn Street
Island Bay



The neighbours at 117 Severn Street are Selling!

Are you thinking of entering the market?

Family homes in Island Bay are popular with owner occupiers, developers and investors. First home buyers are also looking to purchase before fixed interest rates increase.

Send [preview letters](#) to your database by email / mail

Preview invitation John & Cecily ■ Inbox x

 **John & Cecily Duncan**
to me

Hello Geoff & Rebecca

You are invited to preview this 4 bedroom property in Paparangi.



Your first open home

Whether it is your listing or someone else's, many visitors will be assessing the salesperson. Everything you do that is special or a bit more than your competitors will help you get the next listing.

Action Steps:

- Learn how to print [open home registers](#)
- Print copies of the aerial photo
- [Prepare a CMA](#) for buyers
- offer to send extra details if they give you their email address

Market Appraisal Paparangi				17/05/2013			
Prepared for Our Priority Clients		4 Bedrooms					
40 Lynda Ave		1485 m ²		RV \$440000			

Address	Land m ²	Bedrooms	RV	Asking Price	Days to Sell	Sale Date	Sale Price
40 Lynda Ave	1485	4	\$440,000	\$440,000	5	04/05/2013	\$420,000
16 Beazley Ave	544	4	\$370,000	\$375,000	19	06/04/2013	\$372,000
234 Helston Road	460	4	\$390,000	\$398,000	45	22/12/2012	\$392,000
208 Helston Road	1140	4	\$410,000		21	06/12/2012	\$463,700
15 Trebann Street	506	4	\$490,000	\$495,000	20	20/11/2012	\$525,000
7 Jonathan Way	632	4	\$400,000		17	19/10/2012	\$446,000
2 Terrance Grove	602	4	\$430,000	\$440,000	19	16/10/2012	\$450,000
37 Lynda Ave	470	4	\$350,000		31	06/09/2012	\$380,000
33 Kahikatea Gr	483	4	\$430,000		20	05/09/2012	\$423,000
31b Pelorous Street		4		\$410,000	72	02/05/2012	\$400,000
Averages			\$412,222	\$426,333	26.9		\$427,170

Sales with an RV	9
Sales with an asking price	6
Total sales	10
Sale price to asking price	0.0%
	\$167

Average sale price for sales with an RV	\$430,189
Average sale price for sales with an asking price	\$426,500
Sale price to RV	4.4%
	\$17,967

Action Step:

After open home email Drop Box links for the following documents:

- Title
- LIM
- Sales & Purchase agreement with copy of REAA booklet attached
- Any disclosures
- Any available builder's reports

Price changes

This is your chance to demonstrate the power of data-basing. Learn how to find all property visitors and send letters to explain the new situation. Your clients will want this to happen for them when they sell. It also makes it easier to explain the phases of marketing when you list a property, especially if you can show examples of properties that went through two or more phases of marketing before they were sold.

Action Step:

- Send ["now listed with a price"](#) letters to past visitors

Follow up past purchasers

Some veteran salespeople and some offices may not be doing any follow up of past purchasers – ask the office if there are past purchasers for salespeople who have left whom you can follow up.

Action Step:

- *Learn how to set up [letters](#) and contact trails for purchasers and start processing them*

Action Step:

- *Enter the details of any properties and owners you meet as prospect listings and follow them up. Visit as many as possible.*

Once you have mastered this process – you could offer the veterans to follow up their past purchasers for 25 or 50% of any subsequent listing fee.

You may find they get so busy that they will also need you to help with open homes.

Final advice

Be a good listener and take notes of what clients say so you can keep a record in your database. Be organised and follow routines. Treat the profession like a job. Target so many new contacts in the database each week – so many appraisals – so many letters and emails and so on.

Accept the high and lows. The market will not always provide a buyer.

Respect and guard your clients' and customers' privacy.

Seek advice and role play situations that arise before diving in on the phone or in emails.

Look for opportunities to help experienced salespeople. If you do this well you might even have the opportunity to stand in for them while they go on holiday.

Always be honest and let buyers and sellers make their own decisions while you facilitate the process in your role as a negotiator.

Build a referral network with industry colleagues

People you should know:

- Lawyers (commercial, family and property experts)
- Insurance Brokers
- Building inspectors
- Tradespeople
- Decorators & Plasterers
- Interior Decorators / Home staging experts
- Roofing specialists
- Cleaners
- Moving experts
- Professional photographers
- Agents in other cities

Nine Keys to Success in Real Estate

Download the ["Nine Keys" ebook](#)

Visit: <http://www.salespartner.co.nz/learn.html>

- 1) Pro-active marketing
- 2) CMAs for buyers and open homes
- 3) Previews
- 4) Calling time with buyers
- 5) Open homes
- 6) Activity based Databasing
- 7) Listing presentations
- 8) Databasing properties
- 9) Real estate best friends