



NINJA 気 SELLING

Finding Inventory

Generating Listings the *Ninja Way*

A. Your Ninja Business Tracker:

How do you keep your “buckets” full? _____

B. Your Ninja Nine:

Daily:

1. Gratitudes and Affirmations
2. Write two personal notes
3. Show up. Time block your day/week. Stay on your agenda
4. Focus on your Hot List
5. Focus on your Warm List

Weekly:

6. Client Service Calls
7. Two Live Real Estate Reviews
8. 50 Live Interviews
9. Update your database

C. What drives the real estate market?

1. The economy?
2. _____ (pain/pleasure)
3. Ninjas are masters at _____

10 Ways Ninjas Generate Listings:

1. Your Warm List (Ninja Habit #5)

- People who want to buy/sell
- They may not know they want to buy/sell
- You know they want to buy/sell (change)
- They want to buy/sell in the next year
- Build a warm list with “These People Probably Want to Buy or Sell” worksheet
- Use a Facebook “pull” strategy
 - _____
 - Pull _____ and _____
 - Respond _____
 - Be _____

10 ways Ninjas Generate Listings

2. Your Client Service Calls (Ninja Habit #6)

- Benefits:
 - Fabled service
 - Reduce interruptions
 - Referral generator
 - Active clients know _____ people who are moving.
 - How do I access and earn their referrals?
 - My next transaction is embedded in this transaction.

3. Your Real Estate Reviews (Ninja Habit #7)

- A simple market overview that takes five minutes to prepare
- Presented face-to-face, virtual, phone, or mail (not email).
- Focus on your relationship first.
- Make it easy. Make it fun.
- Three Benefits:
 - Positions you as their _____.
 - Builds your _____.
 - An amazing _____.
- Another benefit: The _____ effect.

4. 50-Live Interviews (Ask F.O.R.D. questions and listen for change.) (Ninja Habit #8)

- “Magic questions”:
 - Transition with F.O.R.D.
 - “How’s your family?” “How’s your house working out for you?”
 - “What are your long-term plans for your house?”
 - “If you could wave a magic wand and live anywhere, where would that be?”
 - “With today’s low interest rates, have you thought about doing something soon rather than later?”
 - “With today’s low interest rates are you living in the home you want to be in?”

5. “Your next listing is embedded in this listing”. Meet the neighbors:

“Hello. Thank you for coming to the door. My name is _____ with _____. I just listed your neighbor’s home down the street. As part of my service to them I make it a point to meet the neighbors and provide you with information on their home.

(Hand them a brochure.)

10 ways Ninjas Generate Listings

“I also want to personally invite you to a private open house we are having just for the neighbors this Friday. Here’s an invitation. We hope you will be able to come. It will be fun to get the neighbors together.

“Finally, I wanted to stop by and meet you so you can associate a face with the name on the sign and know who is working in your neighborhood. Do you have any questions?”

- **Bring Your “A-Game”**

- Virtual viewing is the new abnormal.
 1. Professional photography, staging, video, floor plans are essential.
 2. Neighbors will visit and they are sellers. Show them how you market.
 3. Two-thirds of buyers who visit have a house to sell.
Show them how you market!

6. The Modern Open House

- Hold a “Curious Neighbor Open House”
- Modern buying patterns:
 - Most buyers start with an internet search
 - If they like what they see, 74% drive by.
 - If they like what they see, 63% go inside. (They prefer an open house.)
 - They are self-pre-qualified.
 - 65% have a house to sell.
 - Ask your Six Open House Questions. (See worksheet attached).

7. Out of town owners

- Target a neighborhood
- Tile company list of owners
- Contact- offer something of value

8. Guaranteed Move & iBuyers

- Four Stage of the Moving Process
 - **Curiosity** (What if we did it?)
 - **Interest** (We could do it?)
 - **Desire** (I want to do it.)
 - **Commitment** (Let’s do it!)
- Embrace iBuyers.
 - Offer to represent sellers to iBuyer companies.
 - “Have you considered selling to an institutional investor?”
 - Consider representing iBuyer companies as their listing agent.

9. Builder Relationships

- _____% of new home buyers have a house to sell.
- Builders need help with resales.

10. Investors

“It looks like you have about \$_____ of equity in your rental properties. If you could wave a magic wand and do anything with this money, what would you do?”

Twelve investor responses:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
- 11) _____
- 12) _____

These People Probably Want to Buy or Sell Real Estate

Take out your data base of people you know. Go through the names one at a time and bring them into your consciousness. Think about them and ask yourself these questions below. If they fit that question, write the number of the question next to their name. The households with the most numbers have the most change in their lives and the highest “move scores.” After going through your list, you should have a clear picture of the potential real estate needs/wants of your customers for the next year– and a warm list for yourself.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below or above their means”?
6. Have lived in their same house 7 years or more?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have a commute of one hour or more?
10. Have received a substantial inheritance?
11. Own a building lot?
12. Are getting married or are recently married?
13. Are getting divorced or are recently divorced?
14. Have a commute of _____ hours a day or more?
15. Have a dream for “Wake-up Money” investment property?
16. Have a dream to live “anywhere”?

Six Open House Questions to Obtain Listings

Objectives of the open house:

1. To meet prospective buyers who are also sellers
2. To market the home to buyers and meet buyers
3. To sell the home and satisfy the seller
4. To generate listing appointments. If the open house is from noon to 4:00 p.m., the goal is to have listing appointments after the open house. Take both buyer packets and seller packets with you to the open house.

After the guests to the open house have entered the home and you have greeted them, allow them to “get their bearings” and circulate through the home for a bit. When you sense they are comfortable, approach them and ask these questions:

1. “Do you folks have a buyer’s packet?”

(Most do not have a packet and they will be immediately attracted to you.)

2. “Are you folks from around here?”

If “No”: Where are you from?
What brings you to the area?
How soon do you plan to move?

If “Yes”: Where do you live now?
How long have you lived there? How do you like it?
Why do you want to move?
What homes have you seen that you particularly like?
If you could live anywhere, where would that be?
Do you own your own home or are you renting?

3. “Will you be needing to sell your home to purchase a new home?”

4. “Do you have an idea what your home will bring in today’s market?”

5. “Would it be valuable for you to have a current market evaluation? It will show you what your home will sell for in today’s market, what your closing costs will be, and how many net dollars you will have from your sale to buy a new home?”

6. “I get off my open house at 4:00. If it is alright with you, why don’t I swing by your house on my way home and help you with a market evaluation? That way you’ll know how many net dollars you’re working with to buy a new home. It will only take a few minutes and there is no obligation.

Open House Listing Appointment

1. Would you give me a quick tour of your home?
2. Rapport – F.O.R.D. Questions
3. Information gathering questions:
 - When did you buy this home?
 - What sold you on it?
 - Have you done anything to it since you bought it?
 - Do you know the approximate square footage?
 - Do you know your approximate loan amount?
4. If you were to sell your home is there anything you would want to exclude? – work bench, dining room chandelier, etc.?
5. Is there any special item you would like to include in the sale? – hot tub, play-ground equipment, etc.
6. Would you like to price your home with _____ or _____.
7. How many properties have you sold?
 - When did you sell your last one?
 - What were your experiences with that sale? How did it go?
8. What other properties do you have that you might need to sell?
9. Based on the information you've given me I'll prepare a current market evaluation showing what your home will probably sell for and your net dollars from the sale. When can we get together to go over it?
10. Here's a package of information that I would like to leave with you. It will give you an overview of the current market. Will you be able to take a look at it before we get together again?

Contacting Neighbors to a Listing

Hi. How are you today? Thanks for coming to the door.

My name is _____ with _____ real estate company. We have your neighbors, Mr. and Mrs. _____ home, listed for sale (motion in the direction of their home). **As part of our service to our sellers**, I wanted to drop by and give you some information on their home (could also invite them to an open house). I also wanted you to be able **to associate a face with the name on the sign** so you know who is working in your neighborhood. Do you have any real estate questions that I can help you with?