

Automatic Showings

**An Easy Way to Automatically
Convert New Buyer Leads Into
Showing Appointments**

By Rob Minton

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Foreword

In this short guide, you'll learn an easy way to automatically set showing appointments with new leads. It's not a complex approach, and you can have this little "system" up and running in your business very quickly.

Here's what you'll find in this guide:

1. A problem and lesson learned from my business.
2. Why the traditional real estate model doesn't work anymore.
3. Should you copy infomercials and use a "Free Trial?"
4. The automatic showing approach.
5. A "live" inbound call script to up-sell prospects into the showing.
6. Inexpensive inbound call centers for you to consider.
7. Your automatic showing questions answered!
8. How to save time and manage your schedule.
9. Tips on how to sell more homes.
10. How to double-end your listing commissions.
11. How to get paid to show homes
12. And more...

In addition, you'll now have access to many special bonuses included with the program. You'll find these bonuses, along with several done-for-you digital tools you can modify and use for your business.

If you should have any questions, feel free to email them to us at: <mailto:support@renegademillionairestragies.com>

Let's get started!

27 Signed Buyer Clients and No Sales...

Maybe it's best to start this special guide with a story from my real estate business. This little story dates back to around 2002 or 2003. This was before I learned how to automatically convert leads into clients.

At this time, my business was struggling and I honestly couldn't figure out why. I was generating a ton of leads for my agents. In addition, my agents and I were making outbound phone calls to the leads and were setting new appointments. My agents were doing a decent job of signing these prospects to exclusive buyer-broker agreements.

So far so good, right?

Well, the problem was we weren't selling many homes.

Have you ever been in this situation yourself? Signed clients but limited home sales? How could this be? The entire marketing system was working. We were generating new leads. We were setting appointments with these new leads. And we were even signing these leads to buyer-broker agreements.

Still no home sales.

It was at this point one of my agents quit to go sell alarm systems. He was frustrated because he was working hard but not making any money. After he left my team, I sat down at his desk late one night and went through his files. I was shocked to find 27 signed buyer-broker agreements. Inside these folders, I also found pre-approval letters from lenders.

My stomach began to turn.

What was wrong? Good marketing, prospects signing exclusive agreements, pre-approval certificates and no sales? This particular agent was an amazing sales person. Everyone who met him liked him.

Still no sales.

What could possibly be wrong? I never heard of another agent having this problem with signed buyers. Something had to change, and quickly.

I began to detail my entire sales system to see if I could spot the problem. I finally found the problem.

When you read it, you'll probably laugh a little bit. However, this problem highlights a tremendous opportunity for you in your business. In fact, it's the basis for this entire automatic showing system!

My marketing system was focused entirely on signing prospects to exclusive agreements, not selling homes. We were missing a key part of the process, which was to **get our signed buyer clients out walking through homes.**

After we signed a buyer to an exclusive agreement, we had them get pre-approved, which many of them did. We also set up an automatic search for them in our MLS and programmed it to send them updates of homes meeting their criteria.

Is this what you do, too? What is wrong with this system?

We never set an appointment with our new clients to see homes together. Our focus was to get them pre-approved and send them a list of properties. It wasn't to show them homes.

We incorrectly assumed our signed clients would call us when they wanted to see a home from the list sent by our MLS.

It wasn't happening. They weren't calling.

With the approach described above, we always seemed to be chasing our **signed** clients. The majority of our clients didn't call us to see homes. If they didn't call us to see homes, we e-mailed to them; we would call them. Still no showings...

Here is how this call typically went:

Hi, Mr. Buyer Client, this is Rob from company name. How are you doing today? CLIENT ANSWER: FINE/VERY BUSY THIS WEEK

Are you receiving our e-mails of homes that match your wish list? CLIENT ANSWER: YES WE ARE. THANK YOU FOR SENDING THEM TO US.

No problem. Are there any homes that look good to you? CLIENT ANSWER: A FEW OF THEM LOOKED OKAY.

Would you like to go see them this week? CLIENT ANSWER: LET ME CHECK WITH MY WIFE AND WE WILL GET BACK TO YOU.

Sounds good. Let me know and we will get the home showings set up for you! CLIENT RESPONSE: OKAY I'LL LET YOU KNOW.

I made a big mistake with this system. Our concern was getting buyers pre-qualified because we didn't want to spend time showing homes to someone who couldn't qualify. We let this pre-approval stand in the way of getting new clients out looking at homes.

This problem was fixed very easily by setting up an appointment to go see homes during the very first meeting in our office. Once the prospect signed our exclusive buyer-broker agreement, we began saying the following to them:

"Now, I'm looking at my schedule for next week, and it is pretty busy. I have an opening at 4 p.m. on Tuesday. Can I block this time for us to go see two or three homes that match your wish list? I really want to use this time to get an idea of what you like and don't like."

If the time we offered didn't work, we would keep offering different times until we found one that worked. **We never ended a one-on-one appointment without having a set appointment to go see homes with our new clients.**

Believe it or not, our home sales began to improve.

We found that once we got a client out to see homes ONE time, we usually sold them a home. **Getting buyers out to the first showing appointment seemed to be the key to increasing our sales.**

Also, go back and read the little dialogue we used to set the first showing appointment. Do you notice how I said, "use this time to get an idea of what you like and don't like?" I'm indirectly telling the prospects they won't be buying a home on this first showing appointment. I'm trying to reduce their fear and baby-step them through the process. *We learned to pull our clients through the process, instead of pushing them through the process.* This was a big lesson for us.

What do you think we did at the end of the first showing appointment?

At the end of the first showing, we would set up a second appointment to go see homes. We learned to never, ever leave a client appointment without setting up another new showing appointment.

Why is this so important?

Because prospects always cool off.

A prospect or client cools off when momentum is lost. In the beginning, they are very excited about buying a new home. However, after a week or two, their excitement wanes.

It's our job to keep the momentum going. **To sell more homes, you must prevent cool-off from happening.** Client's cool off when you don't proactively set future appointments in a timely manner. We learned to try to show our clients homes at least once each week. We typically were able to find their home by the third showing appointment. If you don't keep the momentum going with your buyers, you'll be forced to chase clients once they cool off.

My agents would call their signed clients and say "*Do you want to go see some homes this week?*" Client answer: "*We're kind of busy, can we check our schedules and get back to you?*"

Has this ever happened to you?

If so, it's a sign your clients have cooled off. From this point forward, make a promise to never leave a buyer client without setting another showing appointment. Recognize how quickly clients cool off, and stop this from happening in your business.

Let's fast forward a little bit...

The typical real estate agent's model marketing approach is as follows:

1. Generate a new lead
- 2. Set an appointment with the lead in your office**
- 3. Use a presentation to get the lead to sign an exclusive buyer-broker agreement.**
4. Show the buyer homes until they find one they love
5. Write the offer and negotiate the sale

This model definitely works. However, you tend to lose a lot of home sales in Steps No. 2 and No. 3. This is because it's challenging to get a

prospect into your office these days. Buyers are more skeptical these days and aren't very excited about signing anything.

To see what I mean, let's assume you generate 100 new leads following the traditional model summarized above. What happens to these leads?

Here's how the numbers would shake out based upon my experiences:

- 20 appointments would be set from outbound calls
- 10 of these appointments would actually show
- 5 would sign an exclusive representation agreement
- 2 or 3 would eventually buy a home

100 leads would eventually turn into 2 or 3 sales. It's easy to see around 15 (20 appointments – 5 signed clients) potential clients were lost in this process because we tried to get them into the office to sign an exclusive representation agreement. Moreover, we would have to spend hours on the phone calling every lead trying to get them into the office for an appointment to sign an exclusive buyer-broker agreement.

Why does this loss happen? It happens for many reasons. Here are some of the reasons:

1. You or your agents aren't consistently making outbound phone calls to your leads. Let's face it; it's not fun to do.
2. It's hard to get a hold of every lead via phone. They don't answer. Their voicemail is full. They give you the wrong phone number. They don't return your phone call.
3. They forget about the appointment, or something else comes up in their schedule.
4. They get lost and can't find your office.
5. They attend the appointment, but want to talk to their husband, wife, mom, dad or someone else before signing anything.

You know the drill, right? If you've been selling homes for a while, every challenge listed above has happened to you. I know. I've been there myself.

Over the last few years, we've been through a lot in this real estate market. What if the old model isn't the best model anymore? A loss of 15 clients doesn't seem to make a whole lot of sense to me.

Okay, what do we do to fix this loss of buyers in our businesses?

Why not eliminate the office appointment and simply get prospects out looking at homes right from the beginning? Could something this simple really be the answer to increasing buyer home sales?

Maybe.

Someone who is thinking of buying a home simply wants to buy a home. They don't want to buy an agent. What I mean is they "see" us as a means to an end. They are not looking to find the best agent. They're looking to find the best home. They simply use us to get what they want.

I know you don't want to think about it this way, but it's reality. You may be able to sell more homes by thinking accurately.

We tend to complicate the process for them because we want them to follow our program. The problem is they're not following our program. In fact, they actually resist our program. In the example above, you lost 15 new clients trying to force the prospect to the office for an appointment.

It's not working!

A “Game Changing” Marketing Breakthrough

A year or so ago, one of my coaching students was marketing a free home-buying class to the public. We’ve found, through experience, that free classes deliver very high-quality prospects. The problem is the free class advertisements don’t generate a significant number of leads.

I suggested he test a new strategy for marketing his free class. The idea was to offer a free report in his lead generation advertisement. When the prospect called to request their free report, their call was answered live. The person answering the call took their contact information.

However, before ending the call, the person answering the call was given a script to follow offering the free home-buyer class. This simply means each person calling for the free report received an invitation to attend the class during the call.

Guess what happened?

He received 147 leads for his free report and 28 callers agreed to attend the free class during the phone call.

What we really did was offer the prospect an up-sell during this call. I’m sure you’re familiar with up-sell offers. They are very powerful because they are offered when the prospect is at the point of purchase.

Remember, clients cool off. Offering them a chance to get something they want when they request something from your business is a powerful lead-conversion strategy. **His little “test” was a big marketing breakthrough because it shows us that prospects will respond to up-sell offers.**

This breakthrough can be applied in numerous ways to your business. For the remainder of this special guide, I’m going to focus on using this breakthrough to automate your buyer showing appointments.

Above, I shared a story of how my business struggled because we didn’t get new clients out looking at homes quickly. We began referring to this process as “getting a client out on the road.” It became imperative to get new clients out on the road quickly. Once

this change was implemented, we sold a home to new leads within 21 days, on average.

However, our process still followed the old model. We would generate a lead, then make an outbound phone call to get the prospect to our office for an appointment. At the appointment, we would sign them to a buyer-broker agreement and then would set an appointment to show them homes.

This process has been streamlined based upon the marketing breakthrough by offering the prospect a special home tour when they respond to one of your advertisements.

If getting a prospect on the road looking at homes is the key to driving new buyer sales, shouldn't we streamline our marketing to do just that?

As an example, let's assume you've run a lead-generation advertisement for your business. It really doesn't matter what type of advertisement you've run.

When the prospect calls the phone number in the advertisement, the person answering the call takes them through this script:

Hello, and thank you for calling the real estate information center. How can I help you today? PROSPECT WILL ASK FOR THE FREE REPORT/BOOK/LIST OF HOMES.

Can I ask who is calling?

In case we get disconnected, can I have your phone number so we can call you back?

What address would you like this information delivered to?

Or if you'd like faster access, we can have this information e-mailed to you. What e-mail address should we use?

Sounds good. I have your information as follows (give name, address and e-mail)

I'm not sure if this would be of interest to you or not, but we have a few openings on a special FREE home buyer tour on Saturday morning. During the tour, you'll have the chance to walk through 3 of the best deals on the market today. The tour is designed to help you learn what to look for and what costly mistakes to avoid when buying a home.

Would you like to reserve one of these openings for this free special home tour on Saturday?

IF YES: Great! I have scheduled to attend Saturday's Home Buyer Tour at 10 a.m. The tour will start at OFFICE ADDRESS OR NUETRAL EASY TO FIND LOCATION (LIBRARY PARKING LOT). The tour will last about an hour and a half and you'll receive details on each home and an update on the real estate market.

Can you do me a big favor?

If you can't make it will, you give us a call at YOUR CELL PHONE NUMBER

Thank you very much and we're looking forward to a fun tour on Saturday!

IF NO: Great! I'll make sure to have the information you requested sent to you.

NOTE:

If the prospect calls to cancel, try and schedule a private showing with them at a time that's more convenient in their schedule. Or simply reschedule them into your tour.

Thank you for calling and have a great day!

This script uses the up-sell strategy to offer the prospect access to free home-buyer tour. **The goal is to get the prospect on the road right away.** This is exactly what they want. They don't want an agent. They want to look at homes.

This process is designed to eliminate the significant loss of clients from the traditional approach because the appointment in the office has been completely eliminated. In addition, we've eliminated the outbound call to each lead, which is a massive time-saver!

What we're really doing is giving prospects the opportunity to test-drive our service without any risk or obligation. This is the exact same thing as offering a free trial.

Many businesses offer free trials of their product or services. This past weekend, I went into a local chocolate shop trying to find some dark chocolate. They offered us free samples, and it worked. We ended buying more chocolate than we planned. My gym offers free trial memberships. Many of the commercials on TV offer a free trial of the product. You can get free trial bottles of almost every fat loss pill. You can get free trial acne cream.

These businesses offer free trials because the offer brings in new customers. Free trial offers reverse the risk of the person buying the product or service. They don't want to get locked into a bad product or service. It's a fantastic way to get someone to give your business or service a try. The problem is we aren't paying attention to this strategy in our businesses.

Your Auto-Showing Questions Answered!

I'm sure you have a few questions about this approach. Let's walk through them together.

1. Will it work?

YES! I've used this approach in a mobile home investing business I own. We sell mobile homes to mobile-home buyers. I've used this approach to sell over 20 mobile homes in just 3 months. All incoming mobile home calls were offered a specific tour of mobile homes in the area they were interested in. A salesperson met them at a neutral location and took them through the mobile homes we had for sale. Our homes began to sell very quickly using this approach!

2. How many prospects will register to attend my tour?

If I had to guess, I would estimate that 15% to 25% of callers would register to attend your homebuyer tour. This means that if you generate 100 new leads this month in your various marketing campaigns, you'll have around 15 to 25 prospects register for your tour. Wouldn't it be nice to have 15 showing appointments automatically set for you?

This is a significant increase in buyers compared to the traditional model and should lead to many more home sales for you.

3. What do I do on the homebuyer tour?

Simply show homes like you would to any buyer client. Work your magic! Most agents are very good once they have a buyer on the road. Give them advice. Point out both the good and bad with each property. Make them feel as if you're watching out for their best interests, which I'm assuming you are. The home-buyer tour is really just a showing appointment. Do what you would normally do on a showing appointment!

4. Should I pre-qualify the prospect before the tour?

NO! The goal of the tour is to pull the prospect closer to you and your business. Have them attend your homebuyer tour and get to know them. At the end of the tour, you can have them get pre-qualified.

You don't have to worry about wasting your time because you'll be showing homes to more than one client at a time. If someone can't qualify, it really won't matter because you're not investing this time specifically into them.

5. Do I have them sign a buyer-broker agreement before the tour?

You can, but I wouldn't suggest it. The goal is to build a relationship with the prospects. Forcing a buyer-broker agreement at this time might ruin the tour and turn the prospect off. Depending on licensing laws, you might have them sign an agency disclosure statement before the tour, but that's about it.

After the tour, you can set up an appointment in your office and have them sign the buyer-broker agreement. Or you can present it at the next showing appointment. You also may want to skip it all together.

I realize this suggestion might raise the hair on the back of your neck. The reason I suggest skipping the buyer-broker agreement is because it's worthless. The reason it's worthless is because you'll probably never enforce a buyer-broker agreement. I wouldn't. If a buyer buys a home through another real estate agent and you sue them for your commission, you'll get tons of negative publicity. It's not worth it. Your time is better spent getting new clients.

It's better to simply generate more leads and factor in the loss of some of your clients. Obviously, it's your call. My suggestion is made to eliminate any reason for the client not to buy a home with you. I actually think you might lose more sales trying to get them to sign a buyer-broker agreement than you would if they were to leave you for another agent.

6. Am I trying to sell a home on the tour to one of the attendees?

NO! You're simply trying to build a relationship and show the prospect you know your stuff. Don't be too pushy on your home-buyer tour, because you'll turn off the prospect. Your home-buyer tour is simply a step in your lead conversion process.

If you do sell a home on the tour, it would be a bonus!

7. How do I turn tour attendees into home sales?

At the end of the tour, your goal should be to set another appointment with each attendee before they leave. Remember the mistake I made in my business of letting buyers cool off? Well, we don't want to make this same mistake at this point in the process.

The best bet would be to offer them a private showing appointment with homes matching their specific criteria. You can pass out a home wish list form and have each attendee complete this form. When they hand this form back to you, set the private showing appointment with them right there on the spot!

How You Can Automate Your Weekly Home-Buyer Tour

So far this sounds pretty good, but you might be wondering how to use this idea on a consistent basis in your business.

Well, it's a lot easier to do than you might initially think. The first step is to figure out a set time for your home-buyer tour each week. I would suggest evenings, right after work, or on the weekends.

Obviously, some days and times will work better than others. My suggestion would be for you to try a few different days and times and see which works best. If I had to bet, I would bet that Tuesday and Wednesday evenings at 6 p.m. might work better during the week. You could also test Saturday mornings at 10 a.m. or Sunday afternoons at 2 p.m.

You might want to factor in when you want to work based upon your schedule and other family activities. For me, I would probably pick the day and time that worked best in my schedule and would move forward based upon this time. You may be different.

As an example, I might dedicate Saturday mornings from 10 a.m. to noon each week for my weekly homebuyer tour. This would allow me to spend Saturday afternoons with my family.

The next step would be to set up the inbound call process. You have many options with this part of the process. My suggestion is to have the calls answered, "live," rather than letting the calls go into a voicemail. It's hard to get people on the phone after they leave a message, and you'll lose a lot of sales.

You could answer these calls "live" yourself, but I don't recommend it. You'll be strapped to your phone and won't have any quality of life. Or you could hire a virtual assistant to handle these incoming calls. I don't recommend this because your business will be dependent on this person and if they get sick or mess up, you're doomed.

My advice is to use an inbound call center to handle these calls. There are many benefits to these call centers. Some of these benefits are:

1. They will answer your calls "live" 24 hours a day, 7 days a week.
2. They use professionally trained operators to answer your calls.
3. They will follow your script exactly when answering your calls.
4. They will e-mail you details on every call received.
5. You don't have to hire and manage people to answer your calls. All of the hassles of hiring, managing and training are handled by the call center, saving you a lot of time and hassle!

The goal is to set up an automatic system to get prospects to a showing appointment. If you have to answer the calls yourself, it's not automatic.

There are many companies available that can handle this on your behalf. You can Goggle "inbound call center" to get an idea of what might be available.

In most cases, it's probably going to cost somewhere around \$100 a month depending on your call volume. Here are a few inbound call centers I found online. Please understand I'm not endorsing these companies. I'm simply providing them as a convenience.

TeleDirect Call Centers

sfennema@teledirect.com
800-955-9863



Company Overview (provided by supplier)

A Customer's impression of our Client is defined by their interaction with our Representative. This is our opportunity to create a positive image of the Company we are representing. We excel at these Moments of Truth because it is all we do. These successful interactions are why our Company exists.

Products & Services

Everyday, all day and all night, TeleDirect promptly handles live phone calls in a professional and friendly manner on behalf of our Clients. Our call center is dedicated to excelling at the Moment of Truth on every call. TeleDirect has been answering calls within 20 seconds or less since 1988.

Intelesure

<http://www.intelesure.com>

support@intelesure.com

866-808-7366

★★★★☆
rated by 1991 users
90% of BuyerZone users
would recommend to
colleagues

Company Overview (provided by supplier)

Our company lets your company outsource your teleservices needs. Intelesure's professional trained staff generates outbound telephone calls promoting your service, product, or business. We can make calls to follow up on your mailing campaigns, as well as conduct surveys and implement market research. And if we supply a list for your campaign, we will give you the list at no charge. Intelesure was founded in 2003.

Products & Services

New customer acquisition, Lead generation, Appointment setting , Market research , Canvassing Surveys , Seminar recruiting, Client retention

24-7 INTouch

<http://www.24-7intouch.com>

sales@24-7intouch.com

800-530-1121

★★★★☆ (NEW BuyerZone
Supplier)
rated by 1106 users
89% of BuyerZone users
would recommend to
colleagues

Company Overview (provided by supplier)

With 40 years of experience, 24-7 INTouch is a leading provider of quality and professional inbound call center services, such as order taking, toll free customer support, email response, & live chat - just to name a few. Let 24-7 INTouch help you deliver superior around-the-clock customer service, & stay well ahead of your competition. Contact us today for a free price quote & corporate overview.

Products & Services

24-7 INTouch provides 24/7 call center services for campaigns of all sizes for Internet retailers, catalogers, direct response campaigns, financial services, and more! Our award winning inbound call center services include order taking, live chat, and email response - each designed to complement the other so you can drive sales, increase average order sizes, and enhance your customer service.

Call Experts

<http://www.callexperts.com>
patrick@callexperts.com
800-374-0911

★★★★☆
rated by 29 users
84% of BuyerZone users
would recommend to
colleagues

Company Overview (provided by supplier)

Call Experts is a multi-location contact-center company that was founded in 1982. We have extensive experience in inbound call processing, outbound call processing, inbound email processing, inbound fax processing, and value-added database and web functionality. Call Experts has approximately 150 employees. Its affiliates have a total of about 5,000 employees. Call Experts was founded in 1982.

Products & Services

Live Operators 24/7, Voice Mail Boxes, Conference Calling, Help Desk, SMS Server, Employment Hotline, Virtual/Remote Receptionist, Order Taking/Ad Response, Reservations, Dealer/Store Locator, Appointment Taking, Employee Call Out Lines, Event RSVP, and Web-based Management Tools

Answer Center America

<http://www.goacanow.com>
buyerzone@goacanow.com
800-270-7030

★★★★☆
rated by 532 users
90% of BuyerZone users
would recommend to
colleagues

Company Overview (provided by supplier)

Answer Center America is a 24-hour per day inbound call center. We have coupled state of the art equipment with superior bilingual staff (English/Spanish) to deliver the very best service available. We understand the needs of you, the client, but, most important the needs of your callers. We strive to become not just a call center for your company but a reliable extension of it. Answer Center America was founded in 1995.

I have personally used PatLive in my businesses to set up automatic showing appointments. This company provides turnkey inbound call services and will follow your script once it's approved. They'll provide a dedicated phone number for you to use in your marketing, and this call will be answered live 24/7. Their website is <http://www.PatLive.com>

Select your service provider and get your account set up with them. They'll probably need a few days to get your script approved and in their system before you'll be able to start running calls to them.

Three “Live” Inbound Call Center Tips:

1. I do suggest that you use one of your own phone numbers for your lead-generation advertisements. Have these calls forwarded to the dedicated phone number provided by your call center. Having calls forwarded gives you ultimate control. If you're not happy with how things are going, you can simply stop forwarding the calls and you'll have access to all of your incoming calls in seconds. Maybe set up a separate voicemail or your existing hotline service with call forwarding, and you'll be all set.
2. Test the service once they have your script set up. Call in and play prospect to see how they handle your call. How many times does the phone ring? Did they follow your script? Did the call go smoothly? Did they e-mail you the call details? Please don't turn this process on until you've tested how they handle your calls.
3. Try and set your script up so that it can run indefinitely without requiring any changes. If you notice, the script included in this report doesn't list any specific dates. This way, the same script can be used any day of the week. This will save you a lot of time changing your script and keep things running systematically.

Believe it or not, we are almost finished getting this up and running in your business! The next step is to start running some lead-generation advertisements and having prospects call into your “live” answering service.

The best part of this approach is you can use this “live” inbound up-sell call strategy with almost every lead-generation advertisement.

Here are a few lead-generation ideas for you to consider:

Your Listings:

If you have listings and advertise these listings, you might want to offer a free information package on the listing. Have prospects call into your call center and use the up-sell script to automatically set showing appointments for your homebuyer tour. *(See below for additional ideas on how to double-end commissions on your listings!)*

Free Report:

Many real estate agents offer a free report in their marketing to generate new leads. You might consider forcing prospects to call into your “live” inbound call center to request this report. There are dozens of Free Report ideas you can use including: 5 Costly Mistakes to Avoid When Buying a Home, How to Buy Your Dream Home Below Value, How to Stop Paying Rent and Own Your Home, etc.

Free Book:

Over the years, I've written a few books to use in my marketing. I've offered my books for free as a lead-generation tool. The good news is you don't have to write your own book. You can either purchase license rights to a book or you can simply offer to give away a book written by another author. As an example, I ran an advertisement one time offering Robert Kiyosaki's "Cashflow Quadrant" book for free. I simply purchased 50 copies of his book at a discounted rate. This allowed me to attract investors using his book. I could have these calls directed to a "live" inbound call center offering a free tour of the best cash-flow investment properties on the market.

Free List of Homes:

You could run advertisements offering a free list of a specific type of homes. When someone calls in for the free list, you could use the "live" call center to offer a free home tour of the specific type of homes included on the free list.

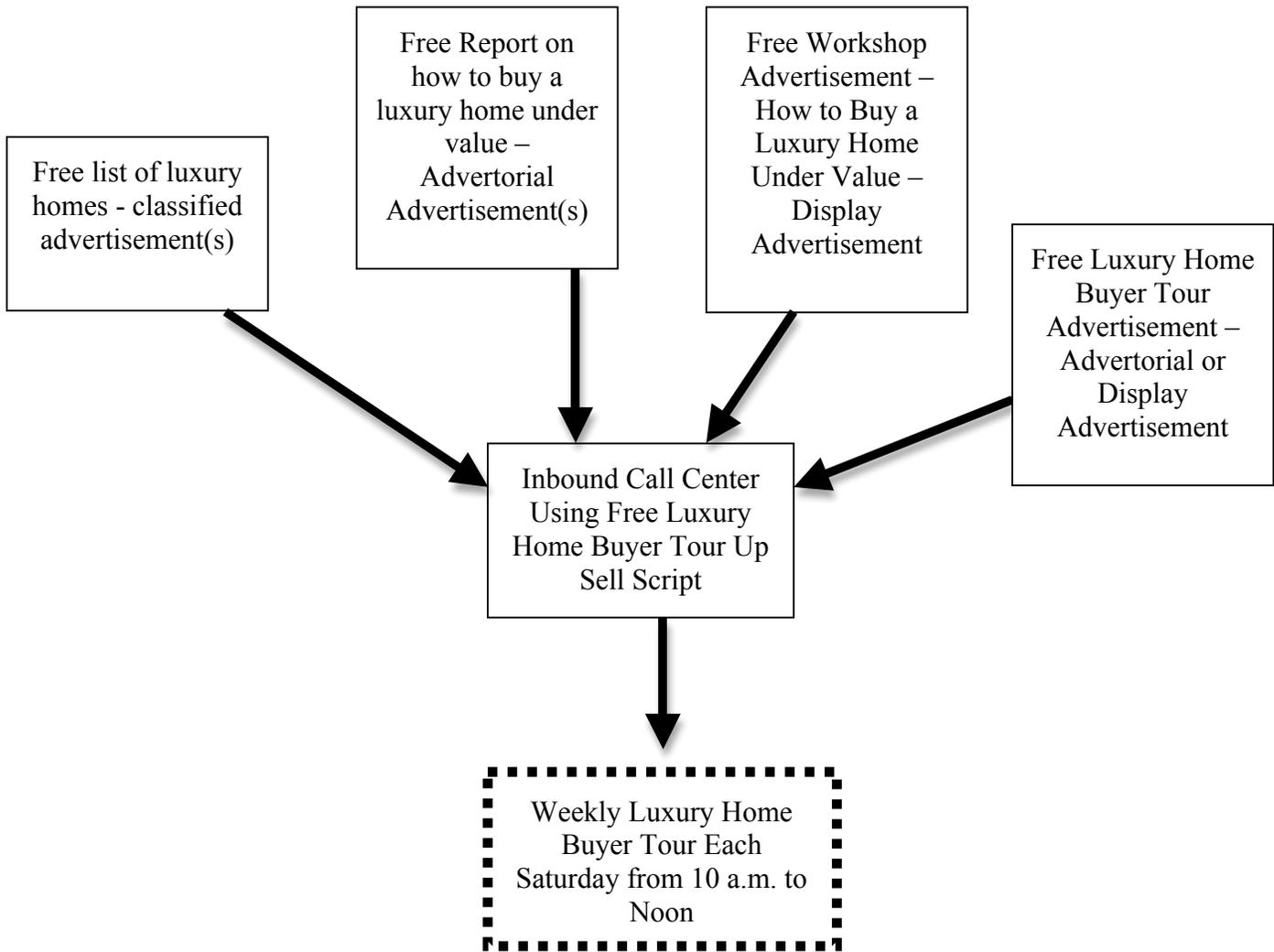
- "Free list of bank-owned and foreclosed homes" advertisement. Up-sell offer would be a free tour of bank-owned and foreclosed homes.
- Free list of "luxury homes available under value" advertisement. Up-sell offer for a free tour of luxury homes available under value.
- Free list of "resort-style condos with swimming pools" advertisement. Up-sell offer for a free tour of resort-style condos with swimming pools.

Free Class Offer:

As noted above, free classes typically attract very high-quality prospects. You could advertise a free home-buyer's workshop and have prospects call into your inbound call center. The person taking the call could take the prospect's information to register them for the free workshop and then offer them a spot in your next Homebuyer Tour.

If you take some time to consider this approach, you'll see that you can use the home-buyer tour up-sell offer for any advertisement. In fact, I suggest using multiple advertisements to fill your weekly home-buyer tour.

Here's how this might look with luxury homes:



In this example, you can see that I have targeted luxury home buyers. You could target renters, you could target trade-up buyers, you could target investors, you could target condo buyers. Or you can do this for multiple niches at the same time. You might do your investor tour on Tuesday nights and your luxury home-buyer tour on Saturday mornings. Or you could hire another agent and run a different tour marketing campaign for them.

Let's assume that you generated 100 luxury home-buyer leads this month with the various marketing campaigns. If, on average, 20% signed up for the tour during their initial phone call, you would have automatically set 20 showing appointments without making one

outbound call. All 20 of these prospects probably won't actually attend your tour, but many will. I would probably estimate 15 of the 20 would attend your tour, if **you follow up with them and confirm their attendance.**

You would probably sell half of the attendees a home at some point going forward. This would lead to around 7 sales from these leads. Your free tour campaign would double your home sales compared to the traditional model. In the numbers above, you sold 2 to 3 homes to buyers after trying to get them into the office to sign a buyer-broker agreement.

Once this little "system" is up and running in your business, you can sell more homes by running more lead-generation advertisements!

200 leads a month would yeild 14 sales

300 leads a month would yeild 21 sales

400 leads a month would yeild 28 sales

When I sold my real estate business, I was generating 400 leads a month, and we averaged between 25 and 30 sales a month.

Notice this process allows you to change the homes on the tour at a moment's notice. The prospect doesn't know what homes are supposed to be on the tour when they register for it. If a home goes pending or is taken off the market, you can simply pick a different home. More importantly, it allows you to control your schedule because you can set a specific time each week for your tour. Here are a few additional benefits:

1. Increased lead flow because fewer leads are lost.
2. Automatically set showing appointments without having to call every lead!
3. Ability to completely control your schedule and any of your buyer's agents' schedules.
4. The marketing campaign is consistent from week to week, which will improve your home sales because you won't be sporadic with advertising and lead conversion.
5. Complete flexibility on what homes are included on the tour. The attendees only get information on the homes in the tour when they meet at the start of the tour.

How to Run Multiple Tours at the Same Time

After you get your first homebuyer tour system set up and running, you'll probably be thinking about adding another tour to your business. You can either target a different niche or a different market area.

Here are some different buyer niches for you to consider:

- Homes with swimming pools
- Waterfront homes
- Hassle-free condo living
- Investors looking for multi-family properties
- Investors looking for single-family rentals
- Luxury home buyers
- Homes with acreage
- Private homes (homes on wooded properties)
- Trendy loft condos downtown
- Beachfront homes
- Victorian homes with old-world charm
- New construction tours
- Foreclosure and Bank-Owned Home Tours

As you can see, the list is really endless. Try and select your niche based upon demand in your area. You can test demand by running a classified advertisement offering a free list of YOUR TEST NICHE homes. See how many people respond.

Or another way you can select a new tour campaign is by geographic area. You could study recent home sales in your MLS to find out where the majority of homes are selling. You could then target this specific area for your tour. The reason you might want to study recent sales is because this is where the demand is in your area. Buyers want to buy homes in this area, and **you should always follow demand.**

Or if you know a specific area really well, like an area you farm, you might consider targeting this area, too.

The key to running a second weekly homebuyer tour is to set up a second incoming call line. You would simply set up a second account with the incoming call center you selected and give them the script for your second tour. The script would tell prospects the day and time of your second tour, which would obviously be different than your first tour! That's all you'll need, and you'll have two tours running each week!

In one of my mobile home businesses, we ran 3 different tours a week. I had 3 different call center accounts, and each had a different script that was used by the live operator answering the calls. The only difference in the script was the day and time offered for the tour.

How to Increase Attendance At Your Home Buyer Tour

The last step in this process is to confirm attendance with the prospects registering for your tour. In the up-sell script, we have captured the person's name, address, phone and e-mail address.

You should consider confirming attendance with each prospect via phone and e-mail. You can make these confirmation calls, or you can have your incoming call center make them on your behalf. It doesn't matter who makes the calls. What matters are the calls are made **the day before the actual tour.**

If you are going to have a tour on Saturday morning, these confirmation phone calls should be made on Friday. It might be a good idea to block time in your calendar every Friday going forward to make these phone calls.

If you skip this step, you'll have a low show rate at your tour. These reminder calls are imperative and must be made.

When you make these phone calls, try not to answer questions. If you do, you might talk the prospect out of attending. The goal of this phone call is to simply remind them of the tour and confirm the address where you're meeting. That's it.

Here's a sample script for your reminder phone call:

Hello is _____ available? This is YOUR NAME, and I'm calling to confirm your attendance at the special Luxury Home Buyer Tour tomorrow morning at 10 a.m.

We have some fantastic homes for you to tour. Do you know where we are meeting?

IF "YES" – Super! Do you need directions?

IF "NO" – Give address and directions.

I'm hoping to be off to the first home right around 10, so can you come a few minutes early? I'll have information packages for you about each home, and I'll include some other information about the real estate market, too. See you tomorrow!

Notice how you're not asking any open-ended questions during this call? The reason is because you don't want to give them an opportunity to start asking questions. Questions will kill you at this stage of the game. They are looking for reasons not to come. You're also not asking them if they are coming. The call should be made assuming they are attending.

If they tell you they can't make it during this reminder call, try and set up a private showing appointment with them on another day. Remember, the goal is to get this prospect out on the road looking at homes.

If you get their answering machine, you might leave this message:

Hello this is YOUR NAME, and I'm calling to confirm your attendance at the special Luxury Home Buyer Tour tomorrow morning at 10 a.m. We have some fantastic homes for you to tour. We will meet at _____. Directions are _____. I'm hoping to head out to our first home right around 10 so if possible come a few minutes early! We should wrap up around 11:30.

See you tomorrow! And if you need to get a hold of me, my number is CELL PHONE NUMBER.

In addition, I would also confirm attendance via e-mail, too! You might even want to try texting a confirmation. People seem to pay attention to incoming text messages. In fact, they are probably more effective than e-mail because of spam filters may block your confirmation email.

Here's a sample confirmation e-mail for you to use:

Subject: Our appointment

First name,

Hope your week is going well! This is a quick reminder email about Saturday's luxury home tour.

Our tour will start at 10 a.m., and we will meet at _____. INCLUDE DIRECTIONS.

I'm hoping to head out to the first home right around 10. If possible, come a few minutes early. I'll have information packages on each home for the tour and some details about our real estate market. We should wrap up around 11:30. (I WOULD TRY TO HAVE THE TOUR FINISH IN 90 MINUTES. IF THE TOUR IS TOO LONG, THEY WON'T ATTEND.)

See you tomorrow,

Your Name

Your Company Name

Your Phone

Sample text to send:

Quick reminder for Saturday's Luxury Home Buyer Tour. The tour starts at 10 a.m. We will meet at _____. GIVE DIRECTIONS. We should be finished around 11:30. We have some great homes for the tour. See you soon!

Confirmation Tip:

Try to customize your call, e-mail or text around the type of tour you're hosting. Notice how I included "Luxury Home Buyer" tour in each message? This is included to remind them about the tour they registered for and it will also help increase attendance because they are specifically interested in these types of homes. We know this because they called off an advertisement for this type of home.

Tips and Strategies on How to Sell More Homes

This “system” is focused on using an up-sell phone script to automatically set buyer showing appointments. All of the leads you generate won’t register for your tour. In addition, some of the leads that do register for your tour won’t actually attend.

In our estimates above, we found 85 prospects out of 100 didn’t actually attend your tour.

There are a lot of home sales in the 85 prospects. This is a BIG opportunity for you, and you should always be thinking about converting these prospects into sales.

The good news is these prospects have something in common, if you’ve niched your marketing to a specific type of property or to a specific geographic area. The commonality is they are all interested in the same type of home or the same area.

This means you can follow up with these prospects by dangling these same properties in front of them going forward.

As an example, let’s assume your tour was niched to luxury home buyers. If you come across a really good luxury home on the market, you could send this e-mail to your leads:

Subject: The BEST luxury home on the market

First name,

Yesterday I was previewing luxury homes for this week's luxury home-buyer tour and stumbled across what I believe is the absolute best luxury home on the market.

This home is _____ square feet, offers 4 bedrooms, a home office, a gorgeous swimming pool and a lot more. It's fantastic. I haven't seen a home this nice at this value in a long time. (ADD EMOTIONAL HOT BUTTONS ABOUT THE HOME)

The reason I'm sending this e-mail to you is because this home is going to sell quickly and I **don't want you to miss out**.

I've set up a mini open house for Thursday night at 6 p.m. and wanted to invite you to attend. If you'd like to attend this mini open house, please give me a call at PHONE NUMBER. I'll get you the details on the home including the address and directions.

Talk soon,

Your Name

P.S. Call me at PHONE NUMBER to see the BEST luxury home on the market!

What do you think? Will this e-mail get a response? Probably, if sent to a list of buyers looking for luxury homes! The only thing you would need to use this idea would be a great luxury home listed for sale. Shouldn't be too hard to find if you get out there and preview luxury homes in your area.

Since you'll now have a list of prospective luxury home buyers, you might want to approach luxury home sellers. You could look for luxury homes offered "For Sale By Owner" and ask them if you could market their home to your database. You wouldn't have to list the home. You would simply ask for a commission if one of your buyers bought the seller's home.

A luxury home not listed in the MLS gives you a very cool marketing opportunity, because you can tell prospects that the home isn't listed in the MLS and buyers working with other agents don't know about it. People always want what they can't have.

Consider this e-mail:

Subject: a “secret” luxury home?

First name,

I just hung up with a seller who wants to sell their luxury home. This home isn't listed with a real estate agent and buyers working with other agents don't even know about it.

Guess what?

You do!

I've set up a mini open house for this home on Tuesday at 6 p.m. If you'd like access to this “secret” luxury home other buyers don't know about, give me a call at PHONE NUMBER.

Talk soon!

Your Name
Your Company
Your Phone

P.S. If you'd like to see this “secret” luxury home that other buyers don't know about it, call me now at PHONE NUMBER to register for Tuesday's mini open house!

Double-End Your Commissions by Touring Your Listings

If you have listings, you should consider adding them to your weekly tours. Who knows, you may have the chance to sell your listing and double-end your commission! Wouldn't that be a nice treat?

In addition, bringing multiple buyers through your listings each week will have a big impact on your sellers. You can use this weekly traffic to "show" your sellers their home isn't priced properly. Or maybe they need to have some cosmetic repairs made to improve the look and feel of their home. A tour will help your seller make the right decisions to get their home sold based on feedback from interested buyers.

You might also want to mention your weekly tours on new listing appointments. What seller wouldn't want to list with you when you explain how you host weekly home-buyer tours? What other agent would be able to bring multiple buyers through their home each week?

Pretty powerful, when you think about the possibilities from a broader perspective.

And don't forget about the referral opportunities! The best time to ask for a referral is when you've proven what you said you would do. After the first tour through your seller's home, simply ask the seller if they know if anyone else that might want their home included in an upcoming weekly tour.

I'll bet the number of referrals you receive increases dramatically!

How to Get Paid to Show Homes

Once you have your system up and running in your business, you might consider getting sponsors for your weekly home buyer tour(s). As you know, there are many other businesses involved when someone buys a home. These businesses would all love the opportunity to get their name in front of buyers looking at homes during your weekly tour.

Could you have a lender sponsor your weekly tour, in exchange for having you include details on their loan programs or a free pre-approval certificate in the information package you give to buyers at the beginning of the tour?

Probably!

Or maybe you could even have the lender attend the tour. This would give them the opportunity to build relationships with each buyer attending. The buyers could ask lending questions giving them more value from the tour – a win/win situation.

The same would probably apply with home inspectors. Have a home inspector attend the tour. They could point out things to watch out for when looking at homes. I'd bet buyers would love to have an inspector attend the tour. You could even mention this in your marketing to increase attendance.

You might consider having two sponsorship levels.

1. Including information on the sponsor in your tour information package.
2. Having the sponsor attend and participate in your weekly tour.

You could charge \$25 to \$50 for the first option and maybe \$100 to \$200 for the second option. The amount would depend on how many buyers you were moving through your tours. The more buyers you attract, the higher rate you might charge for the sponsorship.

Or maybe, you create a program in which the sponsor gets to attend one tour a month and have their marketing information included in each week's information package.

You could probably have an insurance agent sponsor tours, too!

When you stop and think about it, you'll see that you're the one paying for the lead-generation advertisements. You're the one covering the cost of the incoming call center. The sponsors would simply be offsetting these expenses in your business.

I would personally use the income received from the sponsors to run more lead-generation advertisements to drive more traffic through each weekly tour. I would explain this to each prospective sponsor, because it will help them see how the idea will benefit them in the long run.

You may decide differently!

Simply understand that you will have the opportunity to generate additional income from your weekly home-buyer tours. It's really up to you how to handle it.

Last Thoughts...

We've come to the end of the road. You now have all of the tools necessary to automatically set buyer showing appointments in your business. Use what you've learned in this guide and the accompanying bonuses to get things started!

You really have nothing to lose and everything to gain.

Please understand that this is a "system," and "systems" need to be tweaked and adjusted. Maybe you will need to make changes to your script. Maybe you'll need to tweak your reminder calls and e-mails. Maybe you'll need to start your tour at a different location, which is easier for everyone to find. As you start this in your business, take notes as to what could be improved after each tour and make those changes for the next week's tour.

The first tour will be a lot of work.

Don't get discouraged. Adding any new lead-conversion system in your business is time-consuming in the beginning. Don't let this stop you.

It gets easier each time.

If you give up too early, you'll lose all of the benefits from this "system." You have to hang in there and make this work in your business.

I promise it will work.

I wish you many home sales in your business!

Sincerely,

Rob Minton