

Summer 2017

### Back to Basics

- Arounds
- Just Listed
- Just Sold
- EDDMs
- Social Media
- Lead Management

No doubt about it, we have more at our fingertips today to help us on the job than ever before.

There are apps to help us reach out, create a listing, order supplies, stay more organized, schedule our time and efforts, and share our calendar and what's happening in the world around us.

But at Help-U-Sell Real® Estate, we also know that when it comes to getting more listings, sometimes you have to go back to what we first learned in the real estate industry.

**We're going back to the beginning and using the basics!**



Our brand means business...

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## Message from the Chief Development Officer...

Are you on track? We are well in to the third quarter of 2017. This is as good a time as any to assess how you are doing compared to your goals at the beginning of the year.

- Are you closing the amount of transactions that you budgeted?
- Are you generating the revenue that you anticipated?
- Do you have the market share you aimed for?
- Are you following the plan you laid out to succeed (i.e. marketing, recruitment and training of personnel, and systems for all of it?)

Every successful business starts with a vision. The entrepreneur starts with the end in mind. What is your reason for being in this business? What is your end game? Do you have one? Everybody's vision or end game is different. Are you in business to build an organization built on people and systems that will run efficiently whether you are in the office or not? Or have you just given yourself a job?

Most people who go in to business do so with grand visions of working for themselves, being their own boss, doing what they have a passion for, and making lots of money in the process. Reality sets in as the business begins to grow and they realize there's just not enough hours in the day to get it all done. Marketing, taking and managing listings, writing offers, inspections, buyer sides, and bookkeeping are just a few of the daily activities. The Owner/Broker who was an excellent technician as an agent soon may realize that the business owns him/her not vice versa. This situation can lead to disillusionment and burn out if not corrected. The goal is to have a well-balanced life: be at the helm of a smoothly operating business, and have time to enjoy the fruits of your labor with family and friends.

This is where coaching can help. Our program starts with your unique vision and your end game. We assist with a market analysis to see what the potential is in your specific region. We help you establish realistic yearly goals. We give guidance on formulating a marketing plan and a personnel recruitment plan. These steps will help you grow an organization that becomes a valuable asset for whatever your end game is. The numbers tell the story. Offices in coaching have increased sides closed by 9.8% on average, and gross commission income has increased by 25% YTD over last year through July.

There's weekly and monthly metrics to monitor progress towards your goals, so that your plan does not get thrown in a desk drawer, never to be seen again.

If this sounds interesting to you, I encourage you to contact James Dingman or myself to discuss what coaching group would be right for you. If your goal is to grow an organization instead of just giving yourself a job, act now to make it happen!

Kind Regards,

---

John Powell  
Chief Development Officer  
Help-U-Sell Real Estate

# Climb the Ladder 2017

In every issue of RE~Connect we present the latest statistics for the Help-U-Sell® Real Estate top producing offices. Celebrate your office success and strive to achieve more with the effective power of the Help-U-Sell brand and our hardworking, successful broker/owners.

Office	Primary Broker	Reported Closings June YTD
Honolulu Properties	Richard Cricchio	77
Triad Realty	Steve & Krys Vincent	76
Metropolitan	Mario Ferrante & Chuck	70
Greensboro	Jack Bailey	67
Direct Savings Real Estate	Kim Zelena	66
Prestige Properties	Pat Wood	52
Detwiler Realty	Karen Detwiler	39
San Antonio Hill County	Sergio Martinez	39
Options Unlimited	Brenda Fisher	38
Heritage Real Estate of Steele County	Debra Schmidt	36
Federal City Realty	Marc Dosik	34
Legacy	Danny Kettle	34
Full Service Realty	David Bartels	33
Select Real Estate	Lona Murphy	31

## Top Producers - Q2 2017

Honolulu Properties	42
Greensboro	40
Triad Realty	39
Metropolitan	38
Direct Savings Real Estate	37
Prestige Properties	30
Full Service Realty	28
San Antonio Hill Country	25
Options Unlimited	24
Legacy	22
Detwiler Realty	21
Quad Cities Realty	21
Real Estate Specialists	21
Select Real Estate	21
Federal City Realty	19
Heritage Real Estate of Steele County Inc.	19
Central Properties	14
Gulf Coast Properties	12
Hanford/Lemoore	12
Advance Realty	11
Galleria Realty	11
Keystone Realty	11
Peoples Real Estate	11
Sunrise	11
East Valley	10
Alpha Realty	9
Capital City	9
Columbia Basin	9
Distinctive Homes	9
Edmond/OKC	9
Puget Sound	8
Sims Realty	8

Just Listed | Just Sold | Arouds  
EDDM | Door Hangers

## Office-Co Op Postcards 2017 Ordering Period

April 1-15, 2017

July 1-15, 2017

September 1-16, 2017

December 19-30, 2017

January 2-6, 2018



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# Effectively Mining Expired Listings

Impressed by the number of closings we've been seeing from Help-U-Sell® Triad Realty, we decided to spend a little time chatting with Steve Vincent, the owner of the franchise since 2005 to discuss one of the ways he has created success in Greensboro, NC.

"While there are multiple sources to getting a listing, mining the expired listings is a good source of leads especially in a sluggish market. It took us a few years to get the process down, but now that we've perfected it, we're finding it works pretty well," Steve shared.

The approach is thoughtful and systematic, and requires three "must haves".

1. You have to know who they are (an MLS function)
2. You need their contact information (from a third party provider)
3. You need a dedicated person to make the calls.

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<b>SOLD &amp; SAVED</b> Greensboro SAVED \$10,643* SOLD IN 7 DAYS*	<b>SOLD &amp; SAVED</b> High Point SAVED \$6,060* SOLD IN 39 DAYS*

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After you decide from where you will purchase and procure the contact information of the expired listings, you're ready to start making calls.

Steve's experience has shown that his office needs a dedicated person on staff to handle this task, so he created an Inside Sales Agent position. "The ISA is there to follow up and execute your program. Their first priority is to investigate these older and freshly

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Here's What You Get	What We Do For You — Everything!
<ul style="list-style-type: none"> <li>Show your home</li> <li>Market your home</li> <li>Attend throughout the process</li> <li>Negotiate the offer</li> <li>Coordinate inspections</li> <li>Close the deal</li> </ul>	<ul style="list-style-type: none"> <li>We show your home to qualified buyers</li> <li>Prepare marketing plan</li> <li>High quality photos &amp; virtual tour</li> <li>List your home on top real estate websites</li> <li>Manage all paperwork</li> <li>Provide Comparative Market Analysis (CMA)</li> <li>Explain your net proceeds</li> <li>Decide the price you want to sell after</li> <li>Manage inspections</li> <li>Handle your return</li> <li>Handle offers and negotiate all necessary inspections</li> <li>Manage your transaction from listing through closing</li> </ul>

**Sold in 1 Day & Saved \$7,800\***

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expired listings every day. They are vitally important to nurture the longer term leads," Steve said.

The next part of this program does not happen daily. After the initial calls have been made, the ISA sends a "Day 1" and "Day 2" postcard (examples above and left). One postcard has the "Low Set Fee" value proposition and the other postcard is focused on the familiar Help-U-Sell theme of "Sold and Saved".

"Sending the postcards is a little passive for our office, so we don't do this all the time. But we do get two or three listings from them," Steve explained.

The third part of the program is wholly dependent on available time and energy: Good, old-fashioned direct contact. Steve Vincent's office has six agents, plus himself, so there is a bit more room for prospecting time. As scheduling permits, the agents will walk up to a house and knock, or leave a door hanger on a particularly attractive property.

Steve's parting words: "Create your program around a schedule that you automate until it is a part of your daily routine. It's a robust program when you stay on top of it. It's done well for us."

# 10

## Things You Can Do To Get A Listing TODAY!

Can you get a listing today? If a paid assassin had a high-powered rifle trained on you with instructions to pull the trigger at sunset if you didn't get a listing, could you get one? *I thought so.*

Getting a listing is something you can DO in real estate. You can't force a sale, you can't force a closing, but you can DO a listing. One listing is always within your power. Today, more than ever, a listing is precious. Inventories are so low right now and prices are inching upwards. Multiple offers abound and the person with listings is in the driver's seat. But listings are also hard to come by. Competition is so fierce that often we don't get the chance to present the program.

Here's what can you do TODAY:

1. Call all of your past clients. It's a simple dialogue: you need their help. Inventory is drying up, buyers are frantic to find something. Have they heard of anybody thinking of selling? I'd be surprised if you didn't uncover at least one listing lead for every 20 calls.
2. Heat up foot-dragging potential sellers: all of those homeowners who said they might make a move next fall. Use the likelihood of rising interest rates to show how waiting can take a big bite out of their purchasing power. Show them a great listing or two they could afford NOW. They may just need to be shown the possibilities.
3. Pull all the expired listings for the LAST 12 MONTHS (See opposite page for details). A full year's worth! Drop them a note about the improving market, the scarcity of listings and how you can save them money. Sample script: "There are only a few of reasons why a home wouldn't sell in today's market. I bet, if we walked through together, we could figure out what it was."
4. Choose a motivated buyer/client who is having trouble finding a suitable home. Working with them, isolate the one or two perfect neighborhoods for them. Then make a flier with their photo and some humanizing detail, saying they're looking for a home in that neighborhood. If you'd like to sell, contact Help-U-Sell. Put your ETM on the back. Deliver it however you'd like: snail mail, slide it under the doormat (*although if you're trying to beat the sunset assassin, you'd better stick to doormats*).
5. Cultivate probate attorneys. They like being heroes to their estate clients, and will see your money saving (estate preserving) offer as a way to accomplish that. *They get it.* If you get one and do a good job, it's not just one listing, it could be many, for months and years to come. Kurt Steffein was one of the first Help-U-Sell brokers to exploit this opportunity. Now, several do it.
6. Market your free home evaluation! You've got a landing page on your website where a visitor can put in their address and get an instant CMA. This is an opportunity for you to quickly follow up with a phone call. Explain the report was generated by computer and may be off a bit; you'd be happy to run a real report for them and drop it off! Make a QR Code that leads to the home evaluation landing page on your website and distribute it liberally within your target market
7. Call every area FSBO and ask: "If I found a buyer who made an offer that was acceptable to you, would you pay me a commission?" (I know, you guys usually choke when you have to say that word, but here it will serve you better than 'Low Set Fee.'). The answer will usually be yes, because they've made the same deal with every Realtor in town. Quickly calculate 3%. Let's assume it's \$9,000 or 3% of \$300,000, and respond: "So if I find a buyer with an acceptable offer, you'll pay me 3% which is about \$9,000, right? (*They nod*) Great! Let me show you what I can do for you for just \$4,950. I mean – I'm Help-U-Sell – you get my complete full service program for less than you'd pay an agent just to find you a buyer. For \$4,950, I'll help you refine pricing (if necessary), do the marketing, get you on dozens of websites, qualify interested buyers, help you weigh the pros and cons of offers, calculate your net proceeds, process all the paperwork and handle the details all the way to closing. How's that sound?"
8. Contact every non-owner-occupied home owner in your area. Many people who decided to rent their homes because they were upside down during the crash don't know how values have rebounded and they may be tired of being landlords. You may also pick up the tenant as a buyer!
9. Just like probate attorneys, divorce attorneys are dealing with clients that often need to sell a property to split up assets. It's in their clients' best interest to save as much equity as possible. These will be long term relationships that give you many referrals over the years.
10. Retirement communities present a particular opportunity. There is turnover as residents seek a change of scenery or a supportive environment. These folks are home during the work day! Door knocking, door hangers and home seller seminars all can yield big results.

In the middle of summer, you've got a few extra hours of daylight to get that listing. Go on now! Get out there and don't come home until you have a signed listing agreement in your sweaty little hand. Our assassin would rather pack-up the rifle and go home anyway.

- James Dingman, Coach

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New Help-U-Sell**



**Ken Hazelet**  
Help-U-Sell® Gold Country  
Pine Grove, CA

"I think change is overdue in this industry and I don't see the traditional model working much longer. I researched the different models out there and found Help-U-Sell. The set-fee model made sense. It's closer to the cost of doing business."



**Mark Pike**  
Help-U-Sell® Realty Choices  
Springfield, MO

"Home sellers are looking to save money, but still rely on the expert guidance to make the sale happen smoothly. I chose the Help-U-Sell model because it achieves both of those things, so it was a good fit for our business goals."



**Ron Thompson**  
Help-U-Sell® 951 Realty  
Murrieta, CA

"The improved marketing technology makes business simpler for brokers. Couple that with the attraction for consumers who want to save money, and it made Help-U-Sell an easy choice. We look forward to helping the people."



**Gary Julian**  
Help-U-Sell® Julian Team  
Lancaster, CA

"I am a big fan of the flat-fee model. Competitors were disorganized and didn't offer the same level of technology for broker support and consumer use. Help-U-Sell created an easy, single sign-on system. It's a huge time saver that allows me to focus on helping clients."



**Jeff Hedberg**  
Help-U-Sell® Masters Realty  
Venice, FL

Jeff is a licensed Realtor since 1987. He moved to Florida in 2013 and is a Graduate of the Realtor Institute (GRI) and Certified Real Estate Broker Manager (CRB). Jeff looks forward to helping the folks in the Venice area maintain more equity in their home sales.



**Jorge Anday**  
Help-U-Sell® One Rate Realty  
Miami, FL

"I love saving people money. I like how the Help-U-Sell sales model and marketing initiatives gets you away from working solely with buyers that flow from the internet. Their well-rounded approach will more easily establish a strong market share."

# Fáilte • Bine Ati Venit • Benvenuto • Welkom • Dobrodošli • Vítejte Family Members!



**Richard Kuhn**  
Help-U-Sell® Realty Breakout  
Chicago, IL

"I love the concept of the Help-U-Sell model for a real estate franchise. My son Tyler and I will be ready to launch at the end of July. We're aiming to be the fastest growing office in the market and we're very excited to be the first Help-U-Sell office to open in 'Chicagoland'!"



**Bernie Valenzuela**  
Help-U-Sell® Inland Empire  
Rancho Cucamonga, CA

"I had an agent-centric real estate business with 80 agents; I have 'been there and done that' in terms of constantly recruiting and marketing agents. We are tasked with helping clients, so focusing that attention on them instead of the agents is one of the reasons the Help-U-Sell model made sense to me."



**John Paul Dauber**  
Help-U-Sell® Tri County  
Fontana, CA

"If you're doing things like everyone else, you're going out of business because the profit margins are too slim. I like that we can help people by offering substantial savings and still make a fair profit. It's a sustainable business model with real offers, not running a popularity contest."

## Long Term Success & Anniversaries



### Celebrating 15 Years

Help-U-Sell Direct Realty, Broker/Owner Brian Massey

Help-U-Sell Folsom, Broker/Owner Sterling Watkins

### Celebrating 10 Years

Help-U-Sell Sunrise, Broker/Owner Tom Nunes & Jeff Lenhart

Help-U-Sell Southeast Rita Ranch Realty, Broker/Owner Beverly & Jimmie Sonnier

Help-U-Sell Legacy, Broker/Owner Danny Kettle

Help-U-Sell Options Unlimited, Broker/Owner Brenda Fischer

Help-U-Sell Central Properties, Broker/Owner Cynthia Stevens

Help-U-Sell Galleria Realty, Broker/Owner Maria Powell

# The Basics of Posting to Facebook

Real estate has an advantage over other industries on Facebook because it has mass appeal. You see a nice house posted online with a line like, "Check out the gorgeous library!" Curious people look. Renters look at future dream houses for "someday". People planning a move are scoping the new locale. *Anyone could be interested at any time.*

Your job is to keep your business in the forefront of folks' minds so you're automatically associated when "just browsing" turns into "seriously looking". What sort of things should you be posting? Below are options to pick and choose from to help expand your social media presence and establish yourself as *the* trusted source.

- 1. Useful information:** Open houses, a drop in home price, changes in mortgage rates or important lending practices and rules.
- 2. Actionable advice:** Things to spruce up your home during sale preparation, things to watch out for in a sales contract, tips on handling conflict during negotiations.
- 3. News:** You participate or partner in a charity and helped them reach a goal (Bonus points for tagging the charity online – you extend your audience for both you and them.) You sold your most expensive home ever, you have a new hire, someone in your office just got their RE license, or you're adding another office.
- 4. Expert Resource Sharing:** If changes occurred in the VA lending program, be the person that lets people know about that, direct them to the website with a link.
- 5. Tell People Where You'll Be:** Attending the city business expo tomorrow? Announce your booth number and tell people to register to win a gift card. Ask them to join you at the Relay for Life Walk. Take a ton of pictures and tag people. Their audience becomes your audience, too.
- 6. Pretty Pictures:** Share houses currently listed with you and take time to highlight a nice or unique feature. Use pictures of houses currently sold, including the HUS banner with how much money you saved the seller.
- 7. Articles:** Share anything relevant to home buying or selling that is general. Bonus points for stuff that is specific to your market. Look

for articles posted in your local papers online and share the post, along with a sentence or two about why you think it is important for your audience to read the item.

- 8. Celebrations:** Share a post about the work anniversaries of your colleagues, the number of years in business, new personal record in number of homes listed or sold, even birthdays. "It's Sue's birthday today and we want everyone to wish her well. We appreciate her and all her hard work and couldn't do it without her!"
- 9. Participation:** Share a short story that is funny or cautionary and ends with a question: "What's something you wish you knew before you bought a house?" "One time I worked with a buyer who installed a moat with live alligators. The house was baby pink and baby blue with kitten murals everywhere and they refused to make any changes. I cautioned it could delay the sale for months. It took 3 years! What's a funny thing you encountered?"
- 10. Common Good/Entertainment:** Share something community positive, heartwarming, or even a favorite recipe. Of course, a puppy video is always a winner, but not too many. Don't be a distraction more than you are a help.
- 11. The Running Tally:** Highlighting how much money you've saved people is where the gold is literally and figuratively. Keep a running online tally (updated monthly or quarterly) with how much you have saved people cumulatively. "Help-U-Sell Cozzens Realty has proudly saved \$477,342 for home sellers since 2014."
- 12. A Newsletter:** Write a monthly newsletter (or quarterly if your news cycle is a bit slow). Don't get intimidated by this! This can be a simple 1 page PDF that can be made off any template in MS Publisher or Word. It can include a mix of anything discussed above. Add a few pictures and it easily turns into two pages. Bonus points for posting it on your website, and emailing it out to your contacts with a link.

Lastly, content should always be family friendly and non-inflammatory. You don't want to lose business because you've turned someone off with a political rant. Positive stuff only!