Bag the Elephant!

HOW ONE CONTACT CAN LEAD TO MULTIPLE DEALS



How I Did it...

Find a scatter lot in an older part of town. These are usually sitting next to someone's house and have been held onto for privacy, for expansion, or for one of their kids to build on.

Commission #1-List the lot and take a commission.

Commission #2- Sell the lot to a builder, double end it, and take the commission.

Commission #3-List the house that the builder builds on the scatter lot.

Commission #4-Find the buyer for the house that the builder built.

Commission #5-List the house that the buyer needs to sell.

And it goes on. What is your avg commission? Multiply it now by 5! (I would typically find 3-6 of these opportunities a year)

How I Did it...

I called local builders and let them know I had a small builder interested in land and asked if they had any they wanted to unload. I listed a parcel that a builder decided was not what they wanted with 3 lots. I sold them to my small builder, who built three homes, all of which I listed.

Commission #1- Listing side of the three lots

Commission #2-My buyer side of the three lots.

Commission #3,4,5-Listing side of the homes that were built.

Commission #6,7,8- If I had the buyers for the new homes it would have been 3 more.

Take 8 x your average commission.

How I Did it...

I began to prospect the rental ads. I would call and introduce myself to the owner of the property with a script like: "Hi, this is ______ and I saw you have a property for rent. As an investor myself I know that on days when you have a good tenant, you love being a landlord, but on days when they don't pay their rent, you wonder...is it time to get out of the landlord business. How long have you owned your property? What is your experience of being a landlord? Do you own other property? If you knew you could sell the rental right now at top dollar would you consider it?

One day I called a rental ad and the person I spoke to owned 25 rentals that he said he would be liquidating over the next few years. That is bagging an elephant! Take 25 x your average commission and consider the possibilities.



Love and Marriage

One of your clients is getting married for the second time. She and her future husband both need to sell their homes.

You list both properties and find the buyer for both. That's another commission. They are sizing up into a larger home where they can combine their families. That's another commission!

Take your average Commission x 5

Divorce!

Your two clients have decided to part ways and get a divorce. They need to sell their current home. That's **1** commission.

Now they each need to purchase new homes, that's commission 2, and 3.

Their divorce attorney is so pleased with the job you have done, he refers another couple getting a divorce to you immediately. That's commission 4!

Take 4 x your average commission.

Look for people who can refer in multiples

Property Managers

Divorce Attorneys

Lenders

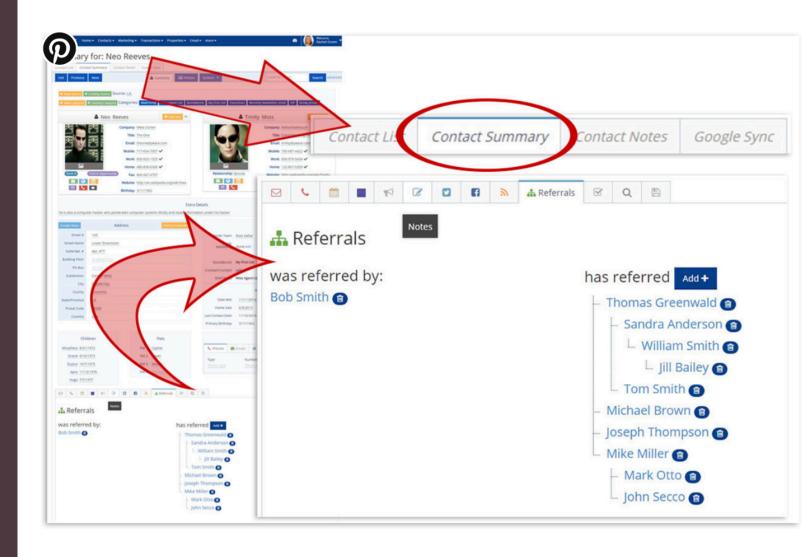
Networking Groups

Local HR directors

Builders and Property Developers

Agents who represent builders who can refer leads to you

Wise Agent Referral Tree



Do You Have a **Refer A** Friend **Program?**

At least once a year, send out a *Refer A Friend Program* card or letter.

"My business grows because great people like you refer other great people to me. Word of mouth exposure is the best gift you can give me. In gratitude for anyone you can refer to me that is looking to buy or sell Real Estate, you can select one of these perks of my *Refer a Friend Program*.

- *A generous donation to the charity of your choice.
- * A fresh bouquet of flowers from_____.
- *A gift card to (local business or grocery store).

Always check your local Real Estate Rules and Regs when gift giving.