

For Sale Signs Don't Pay the Bills:



74 Ways to Sell Your Listings in Any Market

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INTRODUCTION



As I sit down to write this... I pause. Because, what I'm about to tell you, you probably already know. As you read... you'll nod and murmur... "yes, yes, of course."

But here's the thing... and why I'll continue.

You may know this stuff. But you aren't doing it. I know you aren't. Not because you're a bad real estate agent - not at all! I know you're a good agent because you made the choice to pay for advice on how to sell your listings.

You care about your clients. Sure, you also care about your paycheck, but I'll bet there are days where you'd actually pay good money to see your listings sell and close, just so that your seller clients can move on with their lives.

So why aren't you doing what you already "know" needs to be done?

I can think of a lot of reasons.

- You're probably pressed for time. If you are a part-time agent, you most certainly are. But even full-time agents are often overwhelmed in the details of running a real estate business. Or, conversely, when they're not, they're mired in self-pity and motivation-killing despair. I know. I've been there.
- Maybe you're mentally paralyzed by the Old School methods of selling homes - the methods that used to work just fine. You know what I'm talking about ... enter the listing on the MLS, put up your sign, create color brochures, install a lockbox, do an open house ... and six weeks later demand a price reduction.
- Or, let's be honest. You're feeling a little lazy these days. Selling real estate isn't nearly as much fun as it used to be and it's hard to get excited about working your backside off for no perceptible gain.
- Maybe you have a difficult seller who's upside down in his mortgage and doesn't have enough equity in his house to price it properly. Or a know-it-all seller who doesn't listen to your advice and suggestions because he thinks all real estate agents are idiots. Or one who works from home and has to restrict showings. Or who lives out of town and refuses to hire a lawn service. Or is a medical student and doesn't have time to keep her house clean. Or... or... or...



I'm not making light of these issues, they're all perfectly valid... um... reasons to not perform your job to the best of your ability.

But... my friend... if you really want to sell your listings... if you really want to earn your fee... you will find a way. Use the brains and creativity God gave you to make it happen.

I trust you to do that. Your seller needs you to do that. In fact, the entire real estate industry needs you to do your job exceptionally well to get us OUT of this pickle we find ourselves in.



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Hey! What Happened to the Real Estate Market?



Unless you've been hiding under a rock since August of 2007, you know that the real estate market in most areas of the country has sustained a massive blow to its ego. Not that things were booming before August, no, we were all a little nervous about and frustrated with our slow-moving inventory, but we figured we'd snap out of our doldrums soon enough.

BAM!

Along comes the mortgage crisis and, just like that, a good chunk of the home-buying public is suddenly un-mortgage-worthy. Crap.

So here we are.

As I write this, it's late 2007. Sellers are slashing prices, buyers are making ridiculous offers and closings are canceled without warning when the lender closes its doors two hours before. Sheesh.

Not fun.

So, what's a nice real estate agent to do?

1. Cry
2. Quit
3. Adjust



This book assumes that you have decided to Adjust. And you know what? If you make it through this crisis, you'll never look at the career of real estate sales the same way again.

Because, in order to survive, you're going to have to Get Good. Really, really good. Forget about prospecting, forget about networking, forget about lead generating. You need to focus on Selling Houses.

Yeah, Selling Houses. You know, that activity for which you are licensed?

Trouble is, Selling Houses in today's market is a lot of work. You're going to have to do things you've never had to do before. You're going to have to solve problems that, at first glance, seem unsolvable. You're going to have to communicate difficult concepts to people who don't want to hear them.

In short, you're going to EARN your commissions. And you'll be a much better agent because of it.

And... when the good times return (and they will), you'll have set a higher standard for yourself ... and for your business ... and you will be an exceptional real estate agent. Not just good... Exceptional.

Go, you!

