

## Learn How to Capture Expired Listings at a Full Commission

This article addresses how to capture Expired listings at a full commission by using *Who's the Best Person to Sell My House*.

The full service side of the business has allowed companies with so-called new business models to define real estate services as being exclusively about commissions. The constant blitz of advertising saying, "We charge less!" has lead many consumers to focus only on price rather than value. Value includes both price and the services the consumer receives. Our goal as agents is to help the seller obtain the highest possible price in the shortest amount of time. To do this, the seller must have maximum exposure to the marketplace. Greater exposure results in a greater price. Discounted commissions including selling "For-sale-by-owner," typically result in less market exposure due to limited marketing. In most cases, discounting saves the commission but actually NETS the seller less money at the closing table.

To change this trend, full service agents must educate their sellers about how to hire the agent who will provide them with maximum exposure to the marketplace. "Who's the Best Person to Sell My House" (WTBP) is the tool that will help you achieve this important goal.

Here's how to use WTBP to capture more expired listings.

When properties don't sell, it's usually due to the price and/or the marketing. When listings expire, there is usually heavy competition to re-list the property. To convert more expired listings, personally deliver a copy of WTBP to the seller the morning the listing expires. Use the following script:

***Agent:** "Mr. Seller, are you still interviewing agents for the job of selling your home?"*

Provided the seller says "Yes," continue by saying,

***Agent:** "In order to obtain the highest price possible in the shortest period of time, you must have maximum exposure to the marketplace. To obtain maximum exposure, you must have aggressive marketing. As you interview agents, here's a Seller's Guide, called "Who's the Best Person to Sell My House" that will help you evaluate how well agents will market your property. You will also find a list of pitfalls to avoid. Is comparing agents and their marketing programs a strategy that works for you?"*

Most sellers will appreciate the gift of WTBP and respond by saying, "Yes." If someone says "No," chances are they have already decided to list with someone else. Nevertheless, leave a copy anyway. They may be curious enough to read it.

When the seller lives outside the area or you are unable to deliver WTBP in person, send your Expired Listing package and a copy of WTBP overnight with early A.M. delivery. Your cover letter should explain the marketing services that you will provide as well as suggesting that the recipient read WTBP to see who will do the best job marketing their property.

A key point about WTBP is that educates the seller on why they should hire you and pay a FULL commission, provided of course you are offering the key services WTBP outlines.