

Finding Listings in a Low Inventory Market

By Rich Levin

The Seller Skills

1. Generate Seller (Listing) Leads.
2. Contact, Convert, and Retain the Good Leads
3. Determine Accurate Market Value
4. Present Market Value & Negotiate Asking Price
5. Confidently Present Marketing Plan
6. Conduct a Listing Presentation They Love.
7. Market the Property and Keep the Seller Informed
8. Obtain Effective Price Reductions
9. Negotiate With Even More Confidence.
10. Control the Pending Process and Impress.

What is a Low Inventory Market and What is Happening in Your Market

Sources of Listings and Best Sources of Listings

Sphere Campaign

Farm Campaign

Effective But Not Common Campaigns

A Listing Lead Generation MUST!

How to Create Business and Lead Generation Consistency

Goals

Systems

Skills

Motivation and Mindset

Prospecting Plan Necessary Skills

Prospecting Plan Marketing Lead Sources

Prospecting Plan Direct Response Lead Sources

Prospecting Plan Fall Back Lead Sources
