



Finding Unlisted Inventory

in a *Fast* Moving Market!

with **Pam Ermen • Real Estate Guidance, Inc.**

Many national markets are experiencing decreasing inventory and increasing demand. The more competitive the market, the greater chance that buyers are experiencing multiple offer negotiations or the frustration of missing that perfect home that sold too quickly!

What is Unlisted Inventory?

How can this practice bring a High Level of Value to a Buyer Client?

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Today's connected consumer is often finding homes *faster* than the Agent they've hired by employing sources other than the MLS. What resources can a resourceful agent use to deliver the greatest value to their buyer client?

1. _____ Tours

Notes: _____

2. _____ Direct Mailing Campaign

Front of Card: _____ Back of the Card Header: _____

Message on Back:

3. _____ Contact **See Sample Letter*

4. _____ in Areas of Dominance **See Sample Letter*

5. _____ Listings: _____ History

6. For Sale _____ : “_____ Sellers”

7. _____ to Targeted Market/Neighborhood

- _____

- _____

- _____

“Unlisted Inventory” Prospecting Dialogues

Prospecting/Marketing Dialogues:

- _____

- _____

Buyer Counseling /Open House

- _____

What's *YOUR* Best Dialogue?

- _____

What is Today's BEST Strategy that You'll Implement in the next 30 days?
