

An aerial, black and white photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. A large, semi-transparent red rectangle is overlaid on the bottom left portion of the image, containing white text.

The **7 Best Ways** to get Listings in a Tight Market.

By Ray Wood

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The **7 Best Ways** to get Listings in a Tight Market.

When economic conditions change along with buyer confidence, interest rates and current trends, the property market shrinks meaning there are less homes to sell but just as many agents.

So what are you going to do to make sure you stay competitive and top-of-mind with past and future clients?

Every property market goes through a cycle and it always makes me check that I'm helping the agents we work with to maximize their chances of catching every listing opportunity.

At a recent private training day I was asked to list my all time best methods forgetting listings.

This question really made me really think about which methods work best all of the time. Where is the real low hanging fruit? I started listing the very best methods I know that are also used by many of the top agents we work with.

When I finished there were 7.

I've set this out in a short cheat sheet so you can quickly access each idea and get to work. If you need more info on any point, please let me know.

Dream big and take names,

Ray Wood

Co Founder at jigglar.com

one.

Purchasers who have bought from your office over the past year **and are not on anniversary trails or scheduled for future contact.**

Every now and then someone falls through the cracks. Even the best system can miss an opportunity.

Call them up and say *“Hi. I was thinking about you and wondering how you’re settling in. Is there anything I can do to help?”*

If it’s a non-occupant investor say *“Hi. I just wanted to check in and see how(address) is going. Is there anything I can do to help?”*

If you have your past buyers under control, what about targeting buyers who have come through your opens? Just say *“Hi, you came through an open house some time back, just wondering if you’ve bought yet or is there anything I can do to help”.*

Your mission here is to get as many extra contacts into your database as possible. They may not be selling now but what about next month or next year?

Chances are you’ll be rewarded for making that investment in someone.

You’ll be noticed, appreciated and, if you keep in touch, remembered.



two.

Past MVOs (Market Value Opinions) done by you or your company and **not scheduled for future contact.**

Call them, let them know values have changed. Do they want an update?

If your office runs an 'MVO Register' (as all good offices should) see if you can run a 'sweep' of all appraisals in the last year and contact them. Chances are you'll uncover a number of potential sellers.

Go back through your diary and make sure every MVO is scheduled for follow up.

If it's been a while since you connected, simply make a phone call and say hello.

You're best to call with information and right now, with values having undergone some changes in most areas, you're best plan of attack is to help sellers discover that a changing market throws up some exciting opportunities.



three.

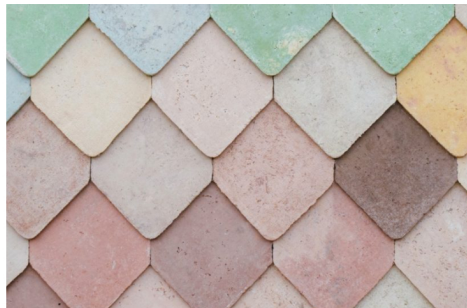
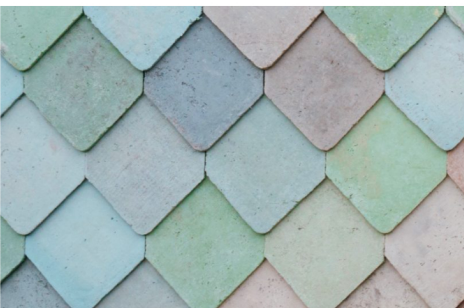
Past “withdrawn from market” clients.
Introduce yourself as the new agent
looking after their file. **Values may
have increased. I can give you an
update?**

When I look back over a list of withdrawn listings list, 99% have sold so make sure you’re keeping in touch with your withdrawn and expired listings.

Use this ‘3contact’ approach:

- 1.** Send an email that says something like: *“Hi Mary and John, just wanted to reach out and connect to see if you’re still thinking of selling. Would you consider a sale in the next few months if the price was right?”*
- 2.** Send an SMS that says: *“Hi Mary and John, (your name) here. Just wanted to know if you would consider a sale if the price was right. Let me know when you have a moment”*
- 3.** Then finally, call them up and say: *“Hi Mary and John, I’m not sure if you got my messages but I just wanted to connect and see if you would sell if the price was right”*

The reason I like to ask the question that way is because I’m really looking to assess their motivation.



four.

Blanket drop your precinct or farm area regularly with give-to-get-marketing offers.

I believe most agents make the mistake of taking on too much territory. Seriously... you'll go broke trying to engage 15,000 home-owners on a regular basis.

I follow a system we call the 6 X 6 marketing plan. I target about 1800 homes in a high turnover part of town and hit them once every six weeks. This let's me connect more than 8 times each year with a fresh message and a range of calls to action.

Many agents make the mistake of blasting their logo all over their letter and flyer drops but sellers don't really care about that. It's a distraction. There will be plenty of opportunities to promote your corporate brand once you get the listing. Keep in mind this is cold marketing and you're looking to make a connection with someone you don't know.

Your solitary focus is coming up with an offer or invitation to connect with you and this really comes down to great letter content.



five.

Leverage your time and scale your opportunities with a top marketing and client care software platform.

There are some amazing marketing and client engagement/ follow-up platforms out there today. If you're just using a basic CRM, you're probably already behind your competition.

The software applications winning the hearts, minds and bank accounts of real estate's top agents are multi-featured desktop and mobile platforms that give the successful agent on the go everything they need to compete and succeed in a crowded market.

...And if you're anything like me you always think about the final in financial investment with something like this and what sort of a return on investment am I going to get?

Working with some of real estate top professionals in the last 20 years I have noticed one important factor common to all top agents: when it comes to software and client management and marketing platforms, they invest in the best and get great results.

By the way, don't fall for the trap of trying to 'Frankenstein' different pieces of software together to create the solution you want. You can get stunning systems straight off the shelf that can be quickly installed to give you the solution you're looking for.



six.

Get yourself a killer lead generation concept and use it wherever and whenever you can.

What's different about you and what do you stand for? Someone in your area woke up this morning and made a decision to call a real estate agent to get their property on the market. If you didn't get that call, it can only be because the seller doesn't know about you or there is no relationship.

Keep in mind, chances are you operate in an ocean of real estate professionals, or looking for the same thing; motivated clients, looking to buy and sell property.

In my career, I discovered the most valuable point of difference, marketing I could offer was client reviews and testimonials that stated how effective me and my team were when it came to producing top market results in any conditions.

Reputation management [client reviews and testimonials] is one of the most under rated areas of real estate marketing success. Every property seller is searching for the social proof to convince them. They are making the right decision.

If you need convincing, look at how powerful Google reviews and Amazon customer reviews have become in the digital age. A potential client will find a way to research you. *Your job is to make it easy for them.*



seven.

Pick up the phone and make 30 connections a day to your database and your farm area and let them know about just listed and just sold properties.

Want to get rich in real estate? Do this one thing and launch your career into the stratosphere.

Nothing... and I mean NOTHING is as powerful as getting on the phone and chatting with your contacts.

But most agents don't do it.

Sometimes when I'm training, people will come up and ask me what they can do to double or triple their numbers. My answer is: get a great CRM, start adding new contacts to it every day and call them consistently with value offers.

Every top agent I know does this.



we are here for you.

It's not hard to find an impressive software platform that will create pretty designs for your marketing.

Naturally, we do this at jigglar, but we have built a reputation for going deeper to offer more long-lasting and tangible support to our real estate client friends.

One way we are doing this is with powerful strategic concepts like this one to help our agents focus on the tasks that will make the money, allow them to scale their business and quickly boost their results.

If there's a strategy that you need and can't find, then let us know. We have access to and have associations with some of the most successful real estate professionals in the world who are always happy to jump in with a good idea and share their success because that's what makes the world go round.

