



Ylopo Sellers

With Brian Curtis

Homeowner Collection



Cole Realty/Remine



Seller Lead Ylopo



Facebook Home Value Leads



Open House



SOI



FSBO/Expired



Referral Sources

- ✓ HomeLight
- ✓ Effective Agents
- ✓ Agent Referral

Right Now vs Nurture

- ✓ Most **seller leads** are nurture
- ✓ Most agents are **too aggressive** with online seller leads



Right Now

A - Soi – sphere – open house referral sources
right now - expired

Nurture

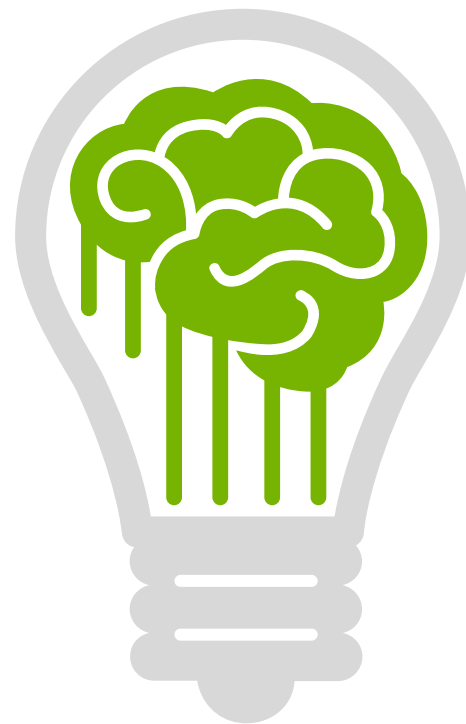
B - Ylopo sellers leads – home value leads –
fsbo - circle prospects

Right Now



Mindset

- ✓ Looking to get immediate help
- ✓ Looking to meet at the home
- ✓ Looking for value and marketing
- ✓ Looking for what we are going to do now to sell their home



Nurture



Mindset

- ✓ Looking to build a relationship
- ✓ Looking to constantly add value
- ✓ Looking to be there when the seller decides to pull the trigger



Ylopo / Home Value Leads



Usually a nurture



Initial Text Contact

- ✓ “Please rate your home on a scale of 1 to 10”
- ✓ If they respond – “That’s great I’m putting together a report for you I’m going to call you in a few minutes to get a few questions answered to help me provide a better value”
- ✓ If they say nothing call – “This is Brian Curtis with Curtis Realty Group you made an inquiry about the value of your home you rated it a 7 out of 10 would you mind telling me what makes your home a 7”
- ✓ If they say don’t call text – “Ok would you mind telling me why you rate your home a 7”

Ylopo / Home Value Leads



Homebot reports



Bomb Bomb video. Series of 5:

1. Intro video email – introduces and explains Homebot
2. 9 steps to FSBO
3. Homestaging 101
4. Hot Market
5. Following Up



Put them in seller suite to receive updates and get remarketed



FSBO



Mindset

- ✓ Be there when they have had enough
- ✓ Show them everything we can do and give them a taste
- ✓ Advertise their home with a Dyva Ad
- ✓ Offer to put a sign in their yard to answer calls
- ✓ Craigslist ads
- ✓ Lockbox
- ✓ Open House



Open House



Send seller a report



Video Text/Text all the attendees



Remember - 38% of buyers are also sellers

Handraisers

Calling Handraisers

✓ Aggressive

“Saw you were looking to sell your home I would love to come out and give you a free market analysis and show you what we can do to get your home sold as quickly as possible for the most amount of money – doesn’t that sound great”

✓ Engaging

“Saw you might be considering selling your home I have several reports I could send you to help you get your home ready for sale including our 75 point photo checklist I would be happy to send you a copy of those reports to review as well as a quick CMA. I would be happy to send those over to you. Also out of curiosity What questions do you have about the process of selling that I might be able to answer for you”

Listing Presentation



Greeting



Take Control



Walkthrough



CMA



Marketing



Contract




Close




Button Up

Listing Presentation

- ✓ Copy of an ad in the listing presentation
- ✓ Transition into the seller report

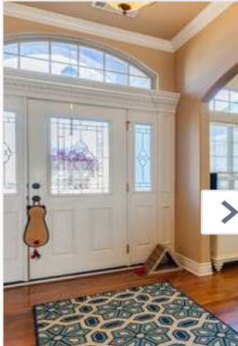
**Curtis Realty Group**
Sponsored · 🌐

New Rogers Home For Sale! #DontMissThisDeal!
Beutiful brick home with nice updates and in a great neighborhood! Spacious living room with wood flooring, tall ceiling, recessed lighting and gas log fireplace. Kitchen has granite counters, plenty of cabinet space & counter space, tiled backsplash and eat-in area. Formal dining room. Master has whirlpool jetted tub & separate walk-in shower, dual vanity and large walk-in closet. Bonus room
Listing Courtesy of: Curtis Realty Group
of HomeQuest Realty
...click below to see more!



3bed/2ba
Click For More Photos [Learn More](#)

👍 Like 💬 Comment ➦ Share



3bed/2ba
Click For More Photos

Creating Seller Report

827 Atalanta Drive, Rogers, AR 72756

Listing Tax Photos History Parcel Map Flood Map Foreclosure

827 Atalanta Dr, Rogers, AR 72756

RESIDENTIAL

Sub Type: House List: \$370,000
DOM: 27

ML#: 1138021 Pending

County: Benton Beds: 3
Type: Traditional FB/HB: 2/1
Subdivision: Atalanta Point Sub Rogers Apx Htd SF: 3,473
School Dist: Rogers SF Source: Ct Hse
Basement: Yes/Unfinished Acres: 1.38
Garage/Cpt: 3/Garage/Attached
Driveway: Concrete Apx Yr Blt: 1992
Covenant: Lot/Bk: 1/0 Levels: 1
DisabledAcc: No Zoning: Disclosure: Yes
Tubs/Shwr: Combo1, WalkIn1
Flood Zone: No Taxes: \$3,092 Homestead: Yes
Parcel ID: 02-09749-000 Surveillance: No

Surveillance data cannot be verified.

1 / 30

Recent Change: 02/27/2020 : P : A->P

Internal Information

Generate Seller Report

Address

827 East Atalanta Drive, Rogers, AR, USA

Estimated Pricing

Minimum Price	Maximum Price
340000	400000

Beds & Baths

Beds	Baths
3	2

Square Feet

Minimum Square Feet	Maximum Square Feet
3000	4000

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School Dist: Rogers SF Source: Ct Hse
Basement: Yes/Unfinished Acres: 1.38
Garage/Cpt: 3/Garage/Attached
Driveway: Concrete Apx Yr Blt: 1992
Covenant: Lot/Bk: 1/0 Levels: 1
DisabledAcc: No Zoning: Disclosure: Yes
Tubs/Shwr: Combo1, WalkIn1
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Generate Report

Our Digital & Social Media Marketing Plan

My highly unique approach gets your home in front of the right people



157,628

Views on my personal ads on social media



19,720

Active home buyers searching on my website



1,410

Active buyers I'm targeting with Facebook ads every day



9

Listings I'm spending \$1,000s on to market on Facebook

When we market your home online, it will appear on:



+100 Websites in the Facebook Audience Network

Example of why you need a social media expert!

Within 10 miles of 827 EAST ATALANTA DRIVE, ROGERS, AR there are **40,000 people**

- Likely to move soon
- First time home buyers
- Recently browsed for homes for sale

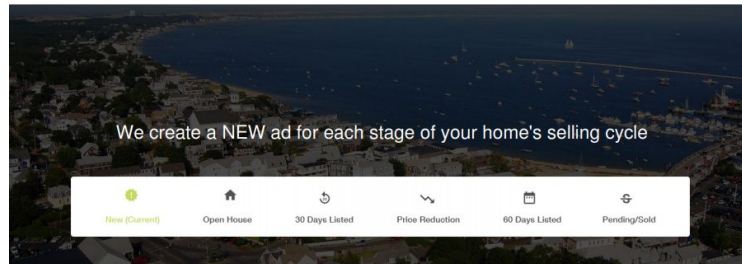
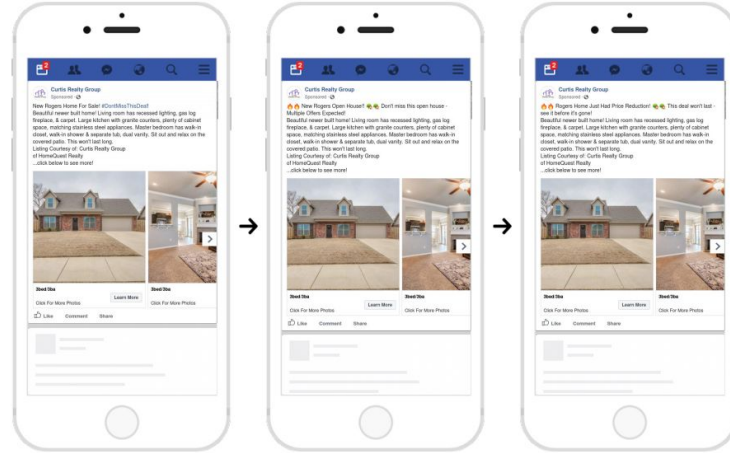
VS

Their Targeting Strategy

Post listing to Facebook to their **200 friends**

When we win your business, here's how we plan on marketing your home!

(this is a similar property that we recently listed)

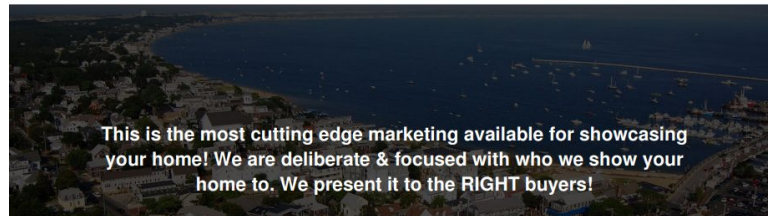


Here are some examples of buyers we can precisely target at the "right moment" when they would be interested in purchasing your home!



Targeting Highlight: Relocation Buyers

Right Person	Right Time	Right Message
<p>Age: 30-55</p> <p>Targeting:</p> <p>Parent with children under 18 Household larger than 3 Recently moved</p>	<p>Current Location:</p> <p>Visited ROGERS, AR in the last 6 months</p>	<p>New homes for sale in ROGERS - moving your family soon? Don't miss out on this amazing property!</p>



This is the most cutting edge marketing available for showcasing your home! We are deliberate & focused with who we show your home to. We present it to the RIGHT buyers!

Not only will we get your home in front of hundreds of thousands of local relevant buyers online, we may already have your buyer in our active buyer database!



Name	Phone	Email	Buying Timeframe	Similar Property Interested
Hannah S	(505) 453-7258	hannahs@gmail.com	12+ Months	ROGERS, AR 72756 4 Bed, 3 Ba 3450 Sqft
Jackie G	(214) 388-2478	jackieg74@gmail.com	Within 90 Days	ROGERS, AR 72756 4 Bed, 3 Ba 3555 Sqft
Darrell R	(214) 473-1278	darrellr@gmail.com	Within 90 Days	ROGERS, AR 72756 3 Bed, 3 Ba 3473 Sqft
Thomas	(214) 359-2513	thomas@gmail.com	3 - 6 Months	ROGERS, AR 72758 4 Bed, 3 Ba 3370 Sqft
Lora R	(214) 388-1738	lorar@gmail.com	6 - 12 Months	ROGERS, AR 72756 4 Bed, 3 Ba 3347 Sqft
Denise R	(214) 351-4132	deniser@gmail.com	Unknown	ROGERS, AR 72756 3 Bed, 3 Ba 3096 Sqft
ilona	(214) 378-8237	ilona@gmail.com	3 - 6 Months	ROGERS, AR 72756 4 Bed, 3 Ba 3274 Sqft
Jerry L	(214) 388-5284	jerryl@gmail.com	12+ Months	ROGERS, AR 72756 3 Bed, 3 Ba 3259 Sqft
Shawna G	(214) 453-7362	shawna@gmail.com	12+ Months	ROGERS, AR 72756 4 Bed, 3 Ba 3274 Sqft
Yolanda V	(214) 754-1182	yolandav@gmail.com	6 - 12 Months	ROGERS, AR 72756 4 Bed, 3 Ba 3189 Sqft
No name	(214) 327-7827	noone@gmail.com	Unknown	ROGERS, AR 72756 4 Bed, 3 Ba 3519 Sqft
BarryandCarla B	(214) 328-1188	barryandcarla@gmail.com	Unknown	ROGERS, AR 72758 3 Bed, 3 Ba 3078 Sqft
Silvia P	(214) 388-7801	silviap@gmail.com	Within 90 Days	ROGERS, AR 72758 3 Bed, 3 Ba 3015 Sqft
Karen E	(214) 388-7388	karene@gmail.com	Unknown	ROGERS, AR 72758 4 Bed, 3 Ba 3039 Sqft
Cynthia H	(214) 453-5288	cynthiah@gmail.com	Unknown	ROGERS, AR 72758 4 Bed, 3 Ba 3062 Sqft

Expired/FSBO Script

✓ FSBO

“Could you see how access to our database and marketing could help sell your home? – if you choose to work with us the first thing I will do is email, text, video text, and call the send your home to the 672 people who met the criteria for your home, how does that sound?”

✓ Expired

“When you LIST YOUR HOME WITH ME the first thing I will do is email, text, video text, and call the send your home to the 672 people who met the criteria for your home, do you feel like active marketing like that could help get your home sold this time?”



DYVA

✓ Make a video of your DYVA ad

- Don't count on internet access
- Play it on a tablet for the seller live

✓ Script

“Since video gets 7 times the exposure of a regular ad on facebook can you see how this video ad could help get your home significantly more exposure?” YES – “and do you think that should help your home sell faster?”






Script

- ✓ “Two major complaints clients have about agents are we don’t communicate and we are doing anything to market your home. I am going to send you this report weekly so you can see the activity on your home – would that be helpful to you?”
- ✓ “While you have your home listed with us I will be sending you this report so you can review the marketing we are doing for your home”

827 Atalanka Drive
Rogers, AR 72756


SELLER MARKETING REPORT

Most Recent Ad Results


9,155 People who saw Your Ad	11,048 Should see Your Ad
2,715 People who Watched Your Video	2,809 Should Watch Your Video
342 People who Expressed Interest	432 Should Express Interest
7 People who Registered for More Info	10 Should Register for More Info

Listing Rocket Ad Example




To view this ad online, visit:
<https://search.searchwarkansashomes.com/r/70a>


Your Local Market



MLS# 1188331
\$370,000
3 bd • 4 ba • 5894 sq
1025amb Lane
Rogers, AR 72756



MLS# 1188374
\$350,000
2 bd • 2 ba • 3104 sq
608 & 610 N 6th Street
Rogers, AR 72756



MLS# 1187887
\$375,000
4 bd • 3 ba • 2161 sq
621 W Chestnut Street
Rogers, AR 72756

How we're advertising your home to our exclusive network and buyer database!

63 Total Times Your Home was Shown to Buyers	66 Number of Buyers we sent your property to	138 Buyers who engaged with your property
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Buyers Shopping for a Home Like Yours on a Site I'm Marketing to

2,252

Marketing Forecast

11,048
PEOPLE SEEING YOUR AD

Past Client Nurture

- ✓ **Set all clients up on a Homebot report**
 - Send video explaining homebot report
- ✓ **Setup bi-monthly Video Reports**
 - Market updates
 - Interesting articles
 - Use Bomb-Bomb or Loom

