About Your Instructors

Chris Scott is a real digital estate marketer and shows real estate practitioners how to market themselves to get recognized in their local markets for the service they provide. He hosts weekly webcasts to thousands of real estate professionals every month, manages social media accounts with over 200,000 followers, runs a team that generates over 5,000 leads per month, and does marketing for his real estate firm in Austin, Texas.

Garry Creath is a listing expert agent and cofounder of Marketing Club by Paperless Agent. He has more than twenty years of real estate service and sales experience, with an emphasis on the narratives and processes for turning prospects into returning customers. Prior to launching Paperless Agent, Garry was going on 6 listing appointments every week and carrying an average of 50 active or pending listings at a time. He now uses his experience and expertise to educate and train thousands of REALTORS® across North America every month.

Chris and Garry are authors of the Best-Selling real estate business book *Blueprint: The Agent's Guide to Building a Thriving Real Estate Business*.

Listings Made Easy

It is becoming more and more difficult to get listings...not just the listing agreement signed, but also the listing appointment. Right now there are more REALTORS® in the US than ever before, and if that competition wasn’t enough, there are also more and more agents discounting their commissions and other entities (iBuyers) looking to cut you out of the transaction. So we need better tools, templates and scripts to stand out to our sellers and get the opportunity to present ourselves, and ultimately win the listing. To do so, you know you need to “get the word out” and differentiate yourself, but it’s far easier said than done.

Doing it yourself requires a lot of your time, energy, and creativity to come up with new, fresh ideas every single month. Your frustrations end today with these 13 Scripts, Templates and Tools. They’re tested and proven to work.

When you use these campaigns, you’ll be seen as a true expert, build up an organic “Word of Mouth” reputation, and attract seller leads who want you as their agent.

There’s no need to "reinvent the wheel" – simply take these campaigns and use them without stress or hassle, and you'll keep a steady stream of seller leads (along with new listings) flowing into your pipeline. It only takes a couple hours every month to follow these steps, and you’ll never run out of fresh things to say or do.
The 13 Scripts, Templates & Tools

1. Consistent Communication to Your Base
   - Did you know 76% of home sellers DO NOT hire the agent they used to buy their home. According to NAR, this is a fact.
   - Sending messages and providing value to your Base, that is your contacts & connections, not only captures more repeat customers, but causes word-of-mouth, recommendations, and referrals to happen.
   - Start by publishing useful information online, such as a blog post and video about something real estate related (seen below).
   - Send an email to all your contacts and connections sharing that blog post and video. Do this once a month. Every month. Consistently.

2. Monthly Blog Post
   - Providing great real estate-relevant content online, consistently, has been a strong tactic to drive traffic to websites and convey competence for some time. However, simply posting content these days is not enough. That is why this is just one step in the campaign to find more appointments.
   - Use a landing page on your website to host relevant real estate content that you publish consistently (monthly).
   - Include a brief description of the content in this post in your monthly email (seen in step 1 above) and use a link to the post to drive traffic to your website.
3. Facebook Marketing and Advertising

• Remember that not all of your friends, family, and acquaintances are in your email list, so we can use the same real estate-related content in our article above to reach the multitudes of contacts we have on social media.

• Create an ad using the same content from the blog article to reach your target market, contacts, friends, (and even your database) on Facebook.

• Link back to your blog article on your website.

• Do this monthly, every month!
4. Expert Positioning Videos

- Online video is a powerful way to educate your future clients, show your expertise and competence, and stand out in your market.
- As a prospect or lead evaluates whether you’re the right choice for them, they are going to research you online.
- Videos secure those prospects while attracting new ones.
- Here’s an example: [https://www.youtube.com/watch?v=8r58gBC_kgk&t=1s](https://www.youtube.com/watch?v=8r58gBC_kgk&t=1s)

5. Promote Expert Positioning Videos with Facebook Boosting

- Simply posting your expert positioning video on your business page and waiting for people to call you is no longer enough.
- We must ensure Facebook gets our videos in front of the right people at the right time!
- Use your video and boost that to your different targeted lists and your database on Facebook.
- Make sure you have a call to action button (“Send Message” below).
6. FB Messenger Campaign (Phone-Call-Free Prospecting)

- Follow-up the emails, videos, and social posts you’ve been sharing with your base with a quick note to people you’re connected to on FB via FB Messenger.
- Just say hello and that you wanted to check in with them. Perhaps research their FB timeline to see if there's anything you can ask a question about.
- And that’s it. They’ve been seeing all your other marketing, and if they have a referral or thinking of moving themselves, they will tell you. If not, they will simply appreciate the fact you took the time to reach out.

7. The Magic Phrase

- “tell me more about that…”
- Have you ever felt like a conversation stalls, and you don’t know what to say next?
- Do you ever feel like you are speaking too much about yourself and your services?
- Did you know that the #1 thing customers want to talk about is…themselves?
- This Magic Phrase will take care of all situations where you need to take the conversation deeper, listen to the true concerns and desires of your customer, and make sure you focus on Them! All you need to do is Listen, Ask More Questions, and say, “please tell me more about that…”

8. Conversion Scripts, Responding to Real Estate Questions

- As a REALTOR®, the #1 Question Garry gets asked is, “how’s the market?”, and having powerful and strategic responses can be the difference between looking like an expert (and getting a referral or appointment), and looking like a fool.
- Along with having some relevant market statistics on the tip of your tongue, it is also imperative to have directed questions you can ask (once they open the door with a question about the market).
- “How long have you been in your home?” – Did you know that, on average, people are spending less and less time in each home they own (right now, the average is 3-7 years). Knowing the answer to this question can lead you down a path to a follow-up question like this:
- “Have you thought of moving in the future?” – This question is not only useful in finding out if they are thinking of moving, but can also lead to, “Do you know if any of your family, friends, or neighbors are thinking of moving in the future?” (By the way, it is our job to know this information, and the only way we learn this is by asking).
9. Property Marketing Plan

- This is a powerful tool if you want to position yourself above the competition and defeat discounters in your market.
- A property marketing plan is a document that describes everything you’re going to do to market and sell a home.
- Add a link to your property marketing plan in your Pre-Listing Packet Email.

![8 Week Marketing Plan Image]

10. Digital Listing Presentation

- Now that you have the listing appointment, it is imperative to have a Listing Appointment (or Marketing Campaign) that addresses all concerns, fears, desires that your customer may have about selling their home.
- The presentation must cover:
  - Everything you promise to do to market and sell their home, along with features and benefits of working with you.
  - How you compare to your competitors (us vs. them) with respect to RESULTS
  - Pre-emptively handling any future objections

11. Scripts to Stand Out from the Crowd

- “When you sell your home with my firm, on average, you’ll earn xx% more. What that means to you is $____________. Now, I don’t know about you, but that’s a lot of money!”
- This script addresses WIIFM, clearly showing them how this benefits them.
13 Listing Scripts, Templates & Tools to Find More Appointments
Chris Scott & Garry Creath

• This also overcomes objections to reducing your commission or fees and helps you really stand out from the competition.

12. Using Statistics in Scripts

• “Did you know that, according to the National Association of REALTORS®, over 95% of home buyers use the Internet as part of their search?”

• “Can you see why it is critical to hire a firm, like mine, who uses innovative marketing strategies to attract the online buyer?”

• When you use statistics in your scripts, it introduces Facts provided by trusted sources. As you successfully introduce these to your conversation, it builds trust in everything else you say, and customers will see you as an expert.

13. Client Welcome Kit

• This Template communicates all of your services to your customers, and uses the assumptive language, “Client Welcome Kit”.

• Use this to send to prospective clients after the listing appointment, as it is a great follow-up communication and powerful reminder of your expertise.

• This can also be used once to twice a year to send out to everyone in your database as a reminder of your services (and can be a great referral tool, too!).

Learn how you can get the templates from this presentation!
www.thepaperlessagent.com/pa-coaching-club