



3 Ways to Improve Your Profitability by Up to 44%!

By Jim Remley



erealestatecoach
Accelerate Your Real Estate Career

Three Ways to Improve Your Profitability



Charge More for Your Services



Raise Your Average Sales Price



Qualify Your Clients More
Effectively

The Disclaimer and Legal Stuff

- ◇ The real estate industry doesn't have "set" prices – there is no national, regional, or even local commission pricing. So we should never use the words "standard, normal, or what everyone charges."
- ◇ There are many models for the industry – including full service, limited service, fee for service, per hour, per task...
- ◇ This class is designed to help you move your commission rate up – regardless of your base commission pricing .





What are you
charging and why?

Five Things You Must Have



- ◆ An In-Depth Marketing Plan
- ◆ Recent Testimonials
- ◆ A Success Portfolio
- ◆ Company and Personal Statistics
- ◆ A Listing Presentation

The Instant 20% Raise

- ◆ Charging 6% on a \$200,000 Sale = \$6000
- ◆ Charging 5% on a \$200,000 Sale = \$5000
- ◆ Equals = \$1000 or 20% more income

How do you get 6-7-8%? (or more)



“What do you charge?”

*It depends on your property
and the marketing plan...*



The Top 5 Reasons You Are Worth More?

If you don't know the answer
your clients don't either...



Your Marketing Plan

- ◆ 10 Ways You Market a Property with Recent Examples
 - ◆ Social Media
 - ◆ Selling a Lifestyle
 - ◆ HD Photography / Dusk & Dawn
 - ◆ Copy Writing
 - ◆ Neighborhood Marketing
 - ◆ Relationships with REALTORS
 - ◆ Event Marketing – Launch Parties
 - ◆ Open House Marketing
 - ◆ Google / SEO / Websites
 - ◆ Property Websites

Testimonials – Recent Reviews - Awards

GIBSON
REAL ESTATE GROUP

★★★★★
PREMIER AGENT
The power of  Zillow and  trulia

Chairmans
Circle 2017

Top 1%
★
2016

"Highly likely to recommend!"

The Lanigans

Susie

The Anchetas

Josh & Danielle

Success Portfolio

- ◆ Show off Your Marketing Success – Websites, Social Media, Print Marketing, Mailings, Announcements, Initiations, and Video's



Company and Personal Statistics

- ◆ National | Regional | Local | Hyperlocal
- ◆ Market Share | Volume of Sales
- ◆ Company VS Market
- ◆ You VS Market
 - ◆ Average List Price to Sales Price
 - ◆ Average Sales Rate %
 - ◆ Average Days on Market





SELLING YOUR HOME

Three Keys



PRICE | PRODUCT | PROMOTION



PRICE

*"Buyers usually search for ten weeks,
and look at a median of 10 homes"*

NAR profile of buyers and sellers

Your Listing Presentation

- ◆ Confidently explain the process and advantages of working with you and your company

At the Home Scripts

“I charge up to X% depending on the property location, the property type, my marketing plan, and the price point.... but for your home I would discount that to X% which I split with the buyer's broker.

To do that we need to talk about the price....”

The Pre-Print the Fee Strategy on the Forms (10 – 6)

Give them Options – Make it a Conversation:

I charge X% all we have to do is figure out how much to compensate the buyer's agent.

I charge between X-X% you can decide....it just depends on how aggressive we want to be in the marketplace.



The Pivot

ABC company said they would do it for X....

- ◊ *I understand did they show you their marketing plan or statistics in this neighborhood? Can I show you ours – Like most things the proof is in the performance.*
- ◊ *I hear you let me ask you though – is your decision based solely on who will charge you the lowest commission? The reason I ask is because there are other companies that charge even less that I could refer you to ... most of my clients work with me because of my marketing and negotiation skills. One thing to keep in mind is that my fee is a success fee – you only pay me if I bring you an acceptable offer that goes to closing. All the things I do for my clients – I do before charging anything...*

The Fall Back Conversation

Variable Rate Commission Approach

(Brokerage Approved):

I don't normally do this but how about this if I sell the listing myself, I will adjust the fee to X%

Here is what I propose if we sell the listing in the first 30 days I will charge X% but if it goes beyond 30 days the fee goes to X% . It's really going to depend on the price...let's talk about how you are feeling about price...



Raise Your Average Sale Price

What is your average sales price and why?



erealestatecoach
Accelerate Your Real Estate Career

Another 20% Raise

◆ Average Sale Price \$250,000 x 10 sales = \$2,500,000

◆ Average Sale Price \$300,000 X 10 sales = \$3,000,000

The Compound Effect



◆ $10 \times \$250,000 = \$2,500,000 \times 2.5\% = \$62,500$

◆ $10 \times \$300,000 = \$3,000,000 \times 3.0\% = \$90,000$

◆ 44% Increase in Income – (Same Amount of Work)

8 Ways to Raise Your Average Sale Price

1. Set a Specific, Realistic Goal
2. Market to that Market
3. Borrow Open Houses in that Price Range
4. Leverage Every Buyer Success
5. Re-Set Your Sphere – Go all in with in Upper Tier
6. Model Performers in the Market
7. Co-List to Ensure a Win
8. Use the Client – Sphere, Social, Networks, Endorsements..



Raise Your Standards

Who is your Ideal Client and Why?

Build Your Client Model

◇ Demographics

- ◇ Age Range
- ◇ Income Level
- ◇ Education Level
- ◇ Family Status
- ◇ Location
- ◇ Real Estate Price Range



Highlight them In Your Database

- ◆ Focus on this Group – Groups Cluster
- ◆ Mixers | Events – House Warming
- ◆ Be a Connector and a Joiner
- ◆ Social Marketing Insta | FB | Snap
- ◆ Advocates | Influencers

“Can I get your advice...”

“What do you think...”



On the Shelf Scripts - Buyers

- ◆ *Hey, it sounds like the timing isn't quite right for you. Let's do this – when you feel good about moving forward (or x happens), let me know and I will be ready to jump in and help you find your dream home!*
- ◆ *We are in an extremely competitive market right now with lots of multiple offers. My fear is that we find your dream home, but because you still need to <win the lottery, sell a home, secure financing>, we lose out to other competing buyers. I think your first step is to <do x> and then we will be ready to start shopping for a home.*

On the Shelf Script Sellers

- ◇ *When we put the house on the market, it triggers my marketing machine to go into high gear. From what you are telling me, it sounds like you aren't quite ready for that to happen. How about this: let's wait a bit. I can update you on the market activity and when you are ready to jump full steam into the market we can pull the trigger together.*
- ◇ *In our market it's a price war and beauty contest. What I mean is that you have probably noticed some signs on homes that have been up for months and still no sale. Those are overpriced homes. The market always rejects an overpriced home. Second, buyers want a turn-key home. They expect a home to be move in ready. Based on what we discussed, I think it would be wise to complete <x repairs> before we go to market. This will help you get top dollar and sell quickly.*



Kick to the Curb Scripts

- ◆ *Based on what you are telling me, I really don't think I can help you hit your real estate goals – I wish you the best, but I think you would be better served by another agent.*
- ◆ *In talking with you today, I am going to suggest that you work with another agent. I just don't think I am a good match for your needs. Can I refer you to someone who I think would do a great job?*
- ◆ *I think at this point we have to decide whether you just want to have the house listed or if you want to sell it. Can I tell you what I think the price we need to be at to actually sell the property is or are you feeling like you would rather pull the property off the market?*

The Numbers Behind – Raising Standards

- ◇ 10 “Mix Bag” Clients -Close 5 Into Transactions = 50% Closing Ratio
- ◇ 10 “Qualified” Clients -Close 8 Into Transactions = 80% Closing Ratio

- ◇ $10 \times 200,000 \times 50\% = \$1,000,000$ Closed Volume
- ◇ $10 \times 200,000 \times 80\% = \$1,600,000$ Closed Volume (60% Increase!)

Take Control of Your Career...

- ◆ Start Saying No...Every Day
- ◆ Ready, Willing, and Able Clients are Your Only Clients
- ◆ Priority Clients are Your Daily Priorities
- ◆ Repeat Clients and Serial Clients Matter
- ◆ Referrals are Built through Daily Contact

The Path Weekly Performance Coaching for Real Estate Professionals

14 Day FREE Trial Includes:

8 Video Lessons, 17 Instant Action Downloads, plus 4 Huge Bonus Items!

Get inspired every week with on demand video training from current Real Trends Top 500 Broker Jim Remley. Implement game changing lead generation strategies, grow your sphere of influence, improve your presentation skills, and tap into your true potential. This is your time to create the business and life you deserve! New training modules unlocked every week, new downloads every week. Any time, anywhere, any device!



Yes, Start My Risk FREE 14 Trial Today



Recorded Webinars

Get exclusive access to a library of recorded webinar's featuring topics that will add value to your business. Each webinar provides scripts, tools, and techniques designed to help you take your business to the next level and grow your profitability.



Interviews with Top Agents

Benefit from exclusive interviews with some of the top producing agents in the country. Learn how superstars approach the business, how they market themselves, talk to clients, manage their sphere of influence, and lead generate. Don't miss these interviews!



Recorded Live Events


Included in the weekly coaching are recorded live events that cover topics ranging from lead generation to listing presentations, time management, to team building and much more. Watch and learn as Jim interacts with students, fields questions, and challenges students!


Today **25% Off** your first month + 14 Days **FREE Trial**


Use the **WEBINAR25** Coupon Code!


Every Mastery Course Included

For Sale by Owner Mastery 8 Lessons

▶  For Sale by Owner Follow Up and Becoming a Consultant

2  Mastering

 The Helping Hand Approach

5  Dealing with Early Minor Objections with For Sale by Owners

How to Leverage

For Sale by Owner Follow Up and Becoming a Consultant

For Sale by Owner Mastery

The reason most agents fail with For Sale by Owners is because they don't understand how to close. **For the untrained agent even if they make it in the front door they either try to close too hard or they don't close at all.** Both can spell disaster for the relationship.

Downloads

 [10_Ways_to_Follow_Up_with_a_For_Sale_by_Owner_and_secure_the_Listing_.docx](#)

 [10_Ways_to_Follow_Up_with_a_For_Sale_by_Owner_and_secure_the_Listing_.pdf](#)

The foundation of your database. When you email of your business are the frequency of how often they unlock the true power of

That is e
Law - D
have to
you wan
Watch a

Bo

Le

Today 25% Off your first month + 14 Days FREE Trial

Use the WEBINAR25 Coupon Code!

of p

zor

rela

mis

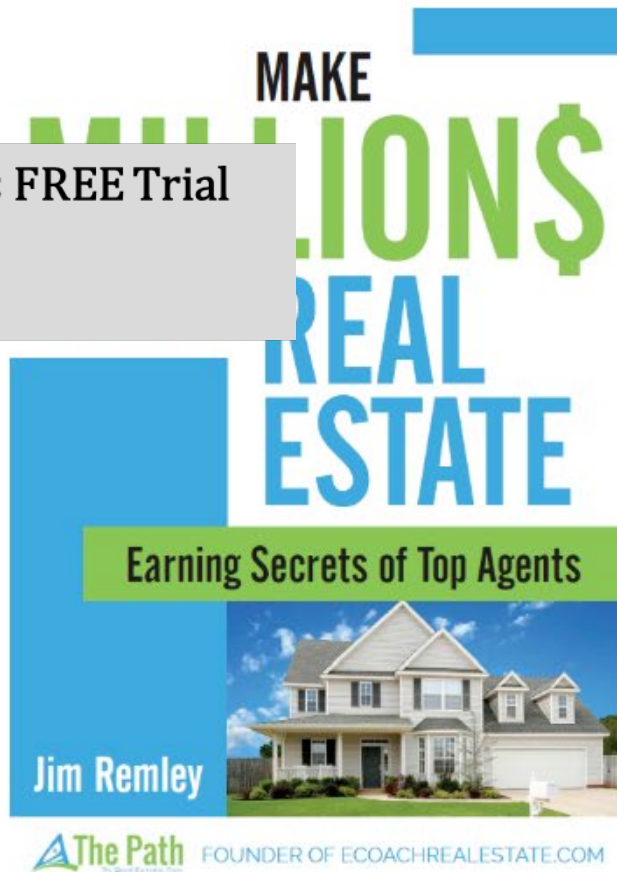
ow



Bonus #2

10 Cold Texting Scripts for FSBOs & Expired Listings

52% of sellers today are first time home sellers. These sellers are most likely millennial's. Their #1 method of communication - texting!



Bonus #3

Make Millions Selling Real Estate

Discover how Jim moved from being a college drop out to becoming listed in the top 1% of agents nationwide by focusing on listings and building raving fans!



Bonus #4

Real Estate Presentations That Make Millions

Learn the secrets of becoming a master presenter by modeling top producers.
Never lose a listing or a buyer by mastering the art of presentation.