



# COFFEE 4 CLOSERS

**WEBINAR:  
PRACTICAL TOOLS &  
RESOURCES FOR TODAY**



**MARKET EXPERTISE**



**NETWORKING**



**INNOVATION**



**HOT TOPICS**

# LISTINGS: RESEARCH TOOLS

- Google Alerts: (competition, self): [google.com/alerts](https://www.google.com/alerts)
- Farm Area: Know the Numbers
- Birddog Campaign: Collect all the Mailers
- Deal Machine: leveraging data: [app.dealmachine.com](https://app.dealmachine.com)
  - \$100/month (cheaper solution)
  - Export the data
- REMINE – access with NVAR only for records
  - Mailers cheaper on remine

# LISTINGS

- OFF MARKET
  - Dealmachine.com
  - MLS – (expired/withdrawn/cancel)
  - Dialing (GK) – FSBO/RENTALS/EXP
  - Rental Leases (coming up in 90 days)
  - Mail Merge with owners
  - Scripting: Equity – upgrading your portfolio – considering a...
  - Response rate goes up if SPECIFIC to the home and owner
  - Golden Letter
  - Golden: include the family names/pet photos/etc. Be specific of why they want that area/neighborhood
  - Be careful on fair housing 😊
  - We are not your broker nor attorney 😊
  - Letter of the Heart

# LISTINGS

- Personalize the touch
- Handwritten
- Always handwrite the envelope – addressing
- Address Labels – do a design on the sticky – doesn't look biz
- FORD
- FLOW – in activities – activities not the results

# LISTINGS: ONE THING

- OPEN HOUSE
- OPEN HOUSE
- COLD CALLS
- EVENTS
- SOI CALLS
- FOLLOW UP (after the open/meeting/etc)
- CLIENTS
- NAME TAG
- SOCIAL MEDIA
- EMAILS

# LISTINGS: ONE THING

- EMAILS:
  - Database
  - Money Tags
  - Leverage Deal Machine
  - Leverage FOREWARN (free to NVAR)
  - GEO hotspots: Tag based on location
  - 5 days/week – based on the areas/zipcode (living or searching) – perfect for interns (junior college/hs student) – home search on the bottom
  - Hyper niche the content (10 AM & 2 PM)
  - Unsubscribe (avoiding it) – niche the content (not generic newsletter)
  - Open rate goes up with the emails based on tagging the database

# LISTINGS: ONE THING

- EMAILS:
  - Bombbomb video: video emails
  - Integrate within your CRM
  - Buying Power
- GHOSTING:
  - Video Text:
  - Handwritten note to the seller: I am here – no pressure (card)
  - Never say: JUST FOLLOWING UP
  
  - Background WINS
  - PBE
  - Click to RESPOND
  - See what they are searching on – property multiple times
  - Use loom or bombbomb or zoom – show the listing while speaking (kitchen/bathroom)

# LISTINGS

- WINNING
- Getting Luxury – showstopper – water view
- Do the ACTIVITIES: [www.nellisgroup.com/impact](http://www.nellisgroup.com/impact)
- Track it in your CRM
- ONE STEP vs TWO STEP: learn more at the IN-PERSON



# LISTING PRESENTATION

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- See it LIVE and In-Person
- Scripting
- Visuals
- Mastermind

**12/5: 1 PM**

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