7 Types of SELLERS!

with **Pam Ermen • Real Estate Guidance, Inc.**

1. The _____ Seller

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2. The _____ Seller

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3. The _____ Seller

4. The _____ Seller

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5. The _____ _____ Seller

6. The _____ Seller

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7. Sellers with _____ Property

Notes:

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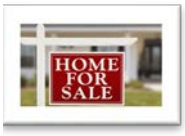

Finding Unlisted Inventory

in a Fast Moving Market!

1. Buyer Tours

   Once we've made the decision to work together, I have a particular market strategy to find specific properties that appeal to you. I call it my Buyer Tour, and from what I know is exclusive to the service I offer my buyer clients. We'll choose a time to tour 2-4 neighborhoods that are at the top of your list and we'll make a list of 10 to 20 homes that would appeal to you if they came to market in the very near future. I'll personally contact those sellers to inquire about their future plans to sell, all specifically on your behalf!

2. "I Have a Buyer" Direct Mailing Campaign

   Front of Card: *We have JUST what you NEED* Back of the Card Header: *A BUYER!*

   Message on Back:

   *We are **actively** working with highly qualified Buyers who LOVE (mention neighborhood noted). Current homes on the market are either sold or do not meet their personal needs. HAVE YOU CONSIDERED THE SALE OF YOUR HOME? You may be able to avoid the inconvenience of listing your home, doing extensive repairs, if required, or having to move in a time frame that creates stress for you or your family. Please call today for a confidential discussion about our Buyers and your future plans.*

3. Absentee Owner Contact **See Sample Letter*

4. Agent Contacts in Areas of Dominance

   "Mr. and Mrs. Seller, because of my years of experience in this local market, I am both well known and respected by the producing agents in our market and know which of those agents specialize in specific areas and neighborhoods in the _____ area. If I know the particular communities that are of the most interest to you, I have the ability to contact them to inquire about properties that may be coming to the market in the very near future. At best, I may be able to match you to those properties before they are publicly listed.

5. Expired Listings – 3 Year History

   There are a number of agents who will check for expired listings in order to find a property that may have been on the market, but for some reason expired before selling. A number of these properties will return to the market but may have the same issues as they did when they were initially listed. I have found that searching expired listings for the 3 previous years often bring properties to the surface that didn't initially sell and have had enough time to be returned to the market for a fair price or with better terms.

6. For Sale By Owner – "Unrepresented Sellers"

   *"For Sale by Owners… or what I define as "Unrepresented Sellers"… **can** be another home source. However, as an unrepresented Seller, pricing is often a product of their emotional connection to the property and not the market's performance. This is when my market expertise is more important than ever, requiring both negotiating and pricing skills at their highest level.*

7. Direct Calls to Market/Neighborhood

   Mr. and Mrs. Buyer, most agents do not invest the marketing dollars that fund technology programs that can find the contact information, both phone numbers and emails, for most homeowners in the market. I not only pay for these services, but also compensate team members who will make calls into areas of your choice, specifically for the purpose of finding the unlisted inventory before it becomes available to the entire public.

Prospecting/Marketing Dialogues:

- If you're interested in a "quiet sale" …
- "You may be able to avoid the inconvenience of listing your home..." (repairs, timing, etc.)
- "I will be actively showing my buyers over the upcoming weekends as properties become available. They are qualified and ready to perform.

Buyer Counseling /Open House

- "ANY Agent can find you listed inventory. Zillow, Realtor.com and many other sites can find you *listed* inventory. I specialize in targeting marketing to areas that are of interest to my buyers, searching for the "*unlisted inventory"* that other buyers would not not be aware of. Let me show you how I do it…"