



Get a Listing from Everyone You Meet

It is easy; begin to think of yourself as the knowledgeable expert. You are the type of person who knows a good bit about a particular subject but is not stingy or preachy with the information. A conversation with you on real estate needs to be like talking to your neighbor about the lawn. “Boy your lawn looks great! What are you using on it,” you might ask your neighbor.

“Well I’ve been using Scott’s lately and it is really doing the trick. I used to use Miracle Grow and I don’t know...it just wasn’t working. I’ve had Scott’s for the past few weeks now and it has got this lawn looking good as new. It gets rid of those fire ants too.”

“Really,” you ask.

“Yeah, I picked up a bag at Lowe’s for \$5.99 a pound, just right down the street here and I was good to go. Real easy to apply,” your neighbor replies.

“Hmmh.”

How do you keep back all those weeds? Notice how he provided valuable information without seeming overbearing in the process? As a matter of fact, I bet if during the middle of the conversation he worked in the fact that he was in the lawn care business, you would be sure to consider his company next time your yard needed some work. Why? He obviously knew his stuff. Who wouldn’t want to work with an expert?

Imagine yourself doing the exact same thing when talking to people about real estate. I call this person the knowledgeable expert. They are an absolute pro in everything they do. They’re the type of agent who knows a thing or two about buying and selling homes. They are happy to share it with you without the “What’s holding you back from starting today?” and “Are you currently working with an agent?” questions. If you haven’t noticed by now, very few prospects ever respond favorably to question like these.

As a knowledgeable expert, you embody just what the name implies. You are an expert in the field of real estate, who knows what it takes to buy or sell a home. You know how to best market a listing and get the highest price. You’re familiar with the homes in your area so the buyer isn’t riding around for weeks searching for something she likes. Most important, you know what it takes to get stuff done.



How do you demonstrate your skills to prospects before they ask you to do a listing presentation, or even before they are personally in the market of buying or selling a home? Easy. You do it while networking. Let's look at an example.

“So what do you do?” the person asks.

“I specialize in helping clients sell their house for the highest possible price – regardless of location,” you reply.

“Really,” he responds. “Regardless of location, huh? I always thought location was everything when it came to selling a home.”

“Well sure, a great location is going to make my job a whole lot easier. But there are a bunch of ways to maximize your selling price without necessarily having the huge corner lot,” you answer.

“Something I like to do is to put an extra light or two in some of the higher trafficked areas in your home,” you suggest. “I don’t know what it is, but when you combine good light with a clutter free layout, homes just seem to sell faster.”

“Is that so?”

“Oh yeah. As a matter of fact, I got a listing the other day where a couple was working without an agent. For whatever reason their home just wasn’t selling fast enough. A mutual friend of ours knew about the situation, referred me to them and within a couple of weeks, their showings were increased by 30 percent. As a matter of fact, we’ve got an offer on the house right now.”

“Really?” (Pause) “Let me get your card. I’ve got someone you might want to meet.”

Notice how you clearly demonstrated your expertise in a subtle, yet powerful manner? The conversation didn’t feel like a “pitch”, just a comfortable exchange of good information with a person who clearly knows what she’s doing.

While all the other agents are answering the “what do you do” question by saying they’re an agent and allowing the conversation to stop right there, you’re actively demonstrating your expertise in a subtle, yet informative manner. Just like your neighbor did when you asked them about the lawn.



The bottom line is that any agent can win a deal during a listing presentation, when the client is in the market for their service and simply wants to make a decision. The truly successful agent starts the process long before that. They start the process when talking to someone for the first time by clearly demonstrating their skill and professionalism with everyone they meet. They are a knowledgeable expert, are you?

Make A Commitment: I will become The Expert!

Deadline: _____