

Tipping Point

They've been sitting on your wait list, teetering on the brink of decision for far too long. Whatever their reason for waiting, spring is a great time to remind them of the advantages of acting now - and of working with you! Here are some tips to end the teetering and get them **OFF THE FENCE!**

Don't Lose Out

Nobody wants to lose. Whether it's catching the best interest rates for buyers, or missing the right buyer when they're selling, it's a guarantee that your prospects don't realize they're volunteering to lose money!

Show & Tell

Call it peer pressure, call it proving your point. In the marketing world it's called "social proof." If you can show them the success of their peers, they're much more likely to consider following suit.

Be There

Don't miss the opportunity to be their agent! Show them the value and expertise you bring to the table and watch them jump off that fence and right into your office!

Adding Value

Don't be a salesperson, be a solution provider. People don't like to be sold, so make the call with a genuine interest in bringing value to them. You've got the goods, so deliver them!

Getting Your Prospects

Off the Fence

