

How to USE a Listing

I once heard a speaker who says never to cut your commission say this: *“If I moved new into your community, I’d pay \$1000 for a great listing lead”.*

Got me thinking: Why would someone do that?

We hear all the time about someone taking a listing at very low listing side commission. In fact, sometimes we lose a listing to someone that did that.

Many of us think: Why would someone do that?

Discount Broker models take listings at no or very low %, or even at a flat fee.

Why would someone do that?

If you’ve been around long enough in the business, you’ve done the exercise around how much it COSTS you to take a listing or do a deal. Often that figure in in the \$1000-4000 range depending on the value of your time, your assistants, your office expenses, your marketing & advertising, your coaching & training, your cost of generating leads, your E&O, etc.

So... how does this work??

Enter: Using Listings to get more Business.

Someone coming into your market would pay \$1000 for your listing lead BECAUSE it would be an investment to get even MORE business (and income).

Someone would take a listing at low listing side commission BECAUSE it would open a door to other business (and income).

Someone would be a discount broker model BECAUSE they make all their money on the leads that COME from the listing (i.e.: working with buyers, other listings that want more services at a higher price, etc.)

So, today’s call is about how to USE your listings (no matter what your commission is on the listing) to it’s maximum best USE for your business. **Are you taking advantage of all the opportunities a listing provides?**

Let’s look at some of those and I’d like to hear from YOU about others!

1. **Buyer Leads** from Signs, [Realtor.com](https://www.realtor.com), Zillow, Internet Website for your company or yourself, etc. When we have a listing, Buyers call on the listing. **THEY call/contact US. BUSINESS THAT COMES TO US.**

2. **Seller Leads** from same sources. Many people thinking of selling look for someone in the area that is already selling there. **THEY call/contact US.**

3. **We have INVENTORY (which is what any business sells for profit) to market.**

HOW we market is one of the say to maximize our return in sales. **This is US reaching out to THEM** in hopes of capturing one or more... as well as selling our listing. How many of you have profited a deal or lead from any of these?

Yard Sign & Directional Signs

Open House Sign

Sitting an Open House

Newspaper & Craigslist Ad

- Link to a listing "Wow, look at this POOL"

- Homes \$250-350K in Jonestown

Realtor.com

Reverse Prospecting in MLS (sometimes the buyer/seller is on someone else's auto-feed but still find YOU, the listing agent)

Social Media post

- Have the Seller friend you and share your Post about their LISTING with their Friend List (may need to do it with their computer at their house or on their smart phone)

- Neighborhood FB pages

- NextDoor.com (create one if you don't have one)

Door Knocking

- for open house

- JL or JS

Postcard (EDD works great)

JL Calls/mailing

JS Calls/mailing

Housewarming Party for the Buyer - MEET THE NEIGHBORS

Call FSBO's and EXPIREDS similar to your Listing and use the "House in Common Script".

Tag On to your marketing to get MORE business:

"Owner will trade." — "Available with 0 Down USDA \$\$. " — "Guaranteed Sale Program available." —

4. "Your neighbor is got/getting... At what price, would YOU sell and move? - If you did get that price, where would you go?" - Everyone has a price they WOULD sell at... what would that be... if you DID sell it at that price, where you go? It's like planting a seed.

Are you USING your listings to get more business?

One might even say... You ought to have a plan to do just that. :)