"Bonus Tools Kit"

"Veteran & Rookie Agents Corner
Dirk Zeller At Tele-Seminar - He Surrenders His Top Lead Mastery, Listing Presentation, and Buyer Conversion Tools"

"Claim They'll Save Hundreds Of Hours Of Wasted Time"

Tools Excerpted From The Following Programs:

"Lead Mastery!"

“How To Create And Deliver A Dynamic Listing Presentation”

“Convert & Commit the Buyer… Every Time!”

Real Estate Champions’ mission is to teach and inspire PEOPLE to use their God given talents to achieve excellence in life.

Real Estate Champions, Inc
5 NW Hawthorne Ave., Suite 100, Bend, OR 97701
Phone: (541) 383-8833 * 1-877-732-4676 * Fax (541) 383-8832
This “Bonus Tools Kit” came about almost by accident. During our Tele-Seminar “Becoming A Champion Agent In A Changing Market” we had a LIVE Question & Answer Session. Our phone lines were packed with agents who participated in two of the best Q&A sessions we’ve ever had. During our discussions, it was apparent that the agents felt ill equipped in a couple of areas. Perhaps you do too. So I decided to give away some of my closely guarded secret tools to help them equip themselves better.

In a genuine heart of generosity, I’ve decided to make this Bonus Tools Kit available to our faithful Coaches Corner Newsletter Subscribers. I’ve also made it available to our Client-Care, Website Teams and affiliates to distribute at their discretion.

I truly believe these tools are very valuable, and I want you to benefit from having them. I sincerely hope that you’ll use these tools in your day-to-day operations and that they will help you become a Real Estate Champion.

My new VP of Marketing keeps telling me that we need to do a better job of letting our customers and clients know exactly what’s in our programs. Maybe this Bonus Tools Kit will help give you a glimpse into some of the tools I’ve put together for agents to help them get the edge on their competition.

I’ve asked my team to also include the table of contents of the three programs I’ve taken these tools out of in hopes that this will let you know what’s inside the programs. I’ve personally NEVER had a customer return any of these programs to me. On the contrary, I receive thank you cards and email testimonials telling me how thankful my clients are for having them.

Last December we offered these three (our top 3 best-selling) programs in a package called the “Success Trio”. We slashed the price for Bonus Tools Participants. I had my marketing & sales teams resurrect this special and have added another bonus exclusively for you. In case you’re interested in investing in your future further by purchasing these programs, see the last page of this Bonus Tools Kit for the Exclusive Offer.

To your success,

Dirk Zeller
CEO
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Prospect Conversion Probability Worksheet

Excerpted from “Lead Mastery”

URGENCY TO TAKE ACTION (A, B, C, D)

COMMITMENT TO YOU (1, 2, 3)

A – WILL TAKE ACTION WITHIN 30 DAYS
   1 – COMMITTED TO YOU
   2 – PROBABLY WITH YOU
   3 – POSSIBLY WITH YOU

B – WILL PROBABLY TAKE ACTION WITHIN 30 – 90 DAYS
   1 – COMMITTED TO YOU
   2 – PROBABLY WITH YOU
   3 – POSSIBLY WITH YOU

C – WILL PROBABLY TAKE ACTION WITHIN 90 – 120 DAYS
   1 – COMMITTED TO YOU
   2 – PROBABLY WITH YOU
   3 – POSSIBLY WITH YOU

D – WILL POSSIBLY TAKE ACTION based on a specific time in the future
   1 – COMMITTED TO YOU
   2 – PROBABLY WITH YOU
   3 – POSSIBLY WITH YOU

COMMITTED: means you would bet big money on it.
PROBABLY: means better than 50% chance of it.
POSSIBLY: means 1 to 50% chance of it.

FOLLOW-UP ACTIVITY SHOULD BE BASED ON ACCURATE ASSESSMENT OF CONVERSION PROBABILITY
# Lead Capture Assessment & Evaluation Worksheet

**Excerpted from “Lead Mastery”**

| LEAD: __________________________ | PHONE: ___________________________ |
| ADDRESS: ______________________ | EMAIL: __________________________ |
| SOURCE: ________________________ | DATE: ____________________________ |
| COMMENTS:______________________ | ____________________________________________________________________________ |

**CONTACTS (DATES & PURPOSE): __________________________
________________________________________________________________________
________________________________________________________________________

**MOTIVATION**

**WHY BUYING/SELLING?**

**WHAT’S WRONG WITH PRESENT SITUATION?**

**HOW STRONGLY MOTIVATED (1-10)?**

**DAYS UNTIL LISTS/BUY:** 0-7____ 8-30____ 31-60____ 60-90____ 90+____

**FINANCIAL CAPACITY TO PERFORM**

EQUITY: _______________ CASH: _______________ OTHER: ____________
PRE-QUALIFIED: _______ PRE-APPROVED: ______ WHERE: ______________

**AUTHORITY TO MAKE DECISION**

SELF-ONLY: _______ ANYONE ELSE: _______ WHO? __________________

**PROCESS OF DECIDING WHICH ONE TO BUY OR ACCEPTANCE OF OFFERS**

DESCRIBE: _____________________________________________________________
_______________________________________________________________________

**WILLINGNESS TO COMPROMISE (1-10): _____**

REALISTIC EXPECTATIONS (1-10): _____

**WILLINGNESS TO BE COMPETITIVE (BUY/SELL AT MARKET VALUE) (1-10): _____**

REALISTIC EXPECTATIONS (1-10): _____

**COMMITMENT TO USE MY SERVICES (1-10): _____**

ME IF I FIND WHAT THEY WANT (Y-N): ______
ME IF THEY FIND WHAT THEY WANT (Y-N): ______
ME IF ANYONE FINDS WHAT THEY WANT (Y-N): ______

VERBAL AGREEMENT: _____ WRITTEN AGREEMENT: _____

**OVERALL RATING**

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The pre-sale or pre-listing package is an essential tool in today’s marketplace. Most agents have not taken the time to construct an effective pre-sale or pre-listing package. The pre-listing package gives you an opportunity to sell the prospect before you ever walk through the door. It also shows the prospect you are organized and professional.

The pre-listing package is similar to a stockholder sending you a prospectus on a stock in which you are considering investing. The prospect is investing his time in you. Just as the prospectus tells you about the track record of the stock, the trends, overall market information and proposed future return.

Create an Effective Template
Your package needs to be automated. You must be able to print them off easily on a laser printer or have a printer do a large quantity at one time. The best way to print your pre-listings is in-house. This will allow you to customize to the individual seller.

Dynamic Delivery
Most consumers favor the phrase “right away” when used by a salesperson. The faster you provide a valuable service, the more value the consumer places on your service. You want to deliver the package as quickly as possible. You can use an outside courier service to deliver. They will usually deliver your package within a couple of hours for a nominal fee. I had my field coordinator deliver the package. This was one of their daily responsibilities. Delivery makes a strong lasting impression.

Enhance Your Credibility
This is where you have a chance to pre-sell yourself before you walk through the door. You will want to include a bio on yourself, along with credentials. Remember to tie-in the benefits and not just the fact that you have a GRI, CRS or any other designation. Use statistical evidence regarding your success. Use the comparison of average list price to sale price of the board against your success. Also include your average days on the market as the board and insert your three to five testimonials. The testimonials are powerful for many consumers. The best way to use testimonials is to align them to the person you are presenting to. For example, if you are doing a listing presentation for “expireds” use testimonials from previous expired clients that you had success with. This will position you as being a successful problem solver.

Let the education begin!
Here you need to start educating them on two things:

1. The significance on pricing their home properly  
2. The fact that you are different from the other agents in the market place

This section should be straightforward and easy to understand. I encourage the use of charts and graphs that show the contrast between days on the market and showing activity or even days on the market and reduction in sale price. You need to create a strong correlation between selling and market time.

**Paper Work Preview**

If you enclose a few of the documents that they need to fill out, regardless who they sell with, you have created an advantage.

I always include the property disclosure form, the lead-based paint disclosure form and any others that are necessary. In most States they have to provide these forms to the buyer even if they sell FSBO. Encourage your customer that this information is important for you to know at the listing appointment. Some of their answers could affect the value of the property. It is imperative that you have the forms filled out prior to the appointment.

When you arrive for your appointment and the forms are filled out you know three important things:

1. They follow directions well  
2. They have a reasonable amount of motivation to sell  
3. They are seriously considering listing with you

Your confidence level should go way up at this point. You have an excellent chance of taking the listing.

**Introduce Pricing Philosophy**

You want to start warning them of the dangers and pitfalls of over pricing. This gives you a strong advantage over other agents since you are not originally bringing up the bad news. Also, most consumers believe more of what is in print than what is usually spoken. They place more credibility on what is printed. They give it an implied endorsement of truth.

There are effective videos on the market about pricing your property. You might consider investing in a few to prepare your client. You might, as I did, produce your own pre-listing video that highlights your credentials, benefits, dangers of overpricing, and the service you provide.
Pre - Listing Package Pointers (Page 3)

Excerpted from “How to Create and Deliver a Dynamic Listing Presentation”

Position Yourself
This section focuses on your position in the marketplace or your company’s position in the marketplace.

You can also list your training and formal education. Make sure to tie in the benefit to the client. You must remember, to them GRI is a bunch of letters at the end of your name. You might include your market plan for properties. This will help you limit the decision on marketing at the actual listing presentation.

Strategic Partners and Team
You want to show them they have more people on their team than just you. Show them you provide more value through great vendors who provide exceptional service to all your clients. Try to arrange special or negotiated pricing with the vendors to offer your clients.

You have many people you direct on each transaction, put them fully on your team. Your lender, title company representative, escrow closer, attorney, termite inspector, home inspector, roofer, home repair person and any assistant or buyer’s agent who works with you.

The pre-listing package can have a powerful impression on any client or prospect. It can do a strong positioning and sales presentation before you meet or speak with the seller. It is a very effective stage setter.

The other advantage is, you will reduce the amount of time you need to invest at their home.
Real Estate Champions

Personal Professional Services Provided to Home Buyers

Excerpted from “Convert and Commit the Buyer . . . Everytime!”

To save your time, minimize your stress, provide maximum security and help assure you get the best home for your money; I will perform the following services for you, the home buyer:

1. Provide a complete explanation of the home buying process.
2. Provide thorough knowledge of the current and emerging real estate market conditions.
3. Assist you in Selecting the best home for you, for your money.
4. Write your purchase agreement to correctly and clearly express your intentions and represent your interests.
5. Submit your purchase agreement in a manner that will present you in the most favorable position.
6. Review all offers in detail and provide negotiation representation of your interests.
7. Provide assistance in obtaining the best possible financing of your next home.
8. Coordinate the closing of your purchase with other Realtors, lenders, inspectors, appraisers, attorneys, escrow officers, and title insurance companies.
10. Provide post-sale follow-up to assure your total satisfaction.

It may matter more who personally represents your interests when buying a home than which home you may attempt to purchase. If you try to buy the right home through the wrong agent, you may not get the home you want or you may have an unsatisfactory home buying experience.

You can’t get these personal services from me unless I am the agent you select to represent your interest in the purchase of your home.

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Welcome Letter

Lead Follow-Up Sales Cycle Flow Chart

Lead Definition

Lead Categorization – Two Easy To Use Rules For Leads

16 Key Champion Concepts For Lead Follow-Up

7 Key Rules For Lead Qualification

4 Major Pieces To The Lead Mastery Puzzle

Real Estate Champions’ Sales Success Ladder

Prospect Conversion Probability Worksheet

Lead Capture Assessment & Evaluation Worksheet

Client & Prospect Inventory Tracking Record

Qualified Lead Script

Unqualified Lead Script

Desire, Need, Authority And Ability w/ Lead Closing Scripts

4 Mental States Of A Prospect

The Power Of A Great Opening Statement (How To Build Yours)

The Worst Opening Statement (95% Of Agents Use It & How To Fix It)

How To End The Call – (Sample Scripts)

Step-By-Step Lead Follow-Up Instructions

How To Get Phone Appointments (Scripts)

How To End A Follow-Up Call With Power

Lead Follow-Up Call Review:

How To Get Out of Voicemail … HELL By Using Our 5-Proven Scripts

The Eight Second Rule

15 Killer Follow-Up Letters Templates You Can Use

Scripts To Handle All 22 Lead Types

Listing Prospect Questions

Lead Follow-Up Buyer Script (Short)

Lead Follow-Up Buyer Script (Long)

4 Sure-Fire Follow-Up Strategy Plans. Step-By-Step What To Do
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Exclusice Offer For
Bonus Tools Kit Recipients

The Success Trio – Retail Price $441.00

“Lead Mastery” – [Retail Price $147.00]
  o Includes: 4 - Audio CDs, 1 - CD-ROM Workbook (81+ Scripts And
    Dialogues And Dozens of Letter Templates)

“How To Deliver A Dynamic Listing Presentation” [Retail Price $147.00]
  o Includes: 4 - Audio CDs, 1 - CD-ROM Workbook (Complete Pre-Listing
    Package, Scripts, Forms, Handouts, And Letter Templates)

“Convert & Commit The Buyer… Everytime!” [Retail Price $147.00]
  o Includes: 4 - Audio CDs, 1 - CD-ROM Workbook (Dozens Of Buyer
    Scripts & Dialogues, Worksheets, And Letter Templates)

Bonus #1 - The Complete Streaming Audio Library [RP $282.00]
Bonus #2 - The Complete e-Book Library [RP $81.00]

Total Retail Value = $804.00

Your Price Only = $297.00*

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Or Call Us

1 – 877 – 732 – 4676

(Mention the complete digital training library bonus)