

This is my Expired Listing and FSBO strategy that I give to my Realtors... this simple strategy has secured 8 new loans in my pipeline for sellers... and next to me developing this program and the website, the realtors is out getting business for me... I believe Carl and Scott call that "leverage".

Here is the strategy:

- (1) Find expired listings
- (2) The day they expire, that night at a around midnight to 3am, go place a little flower plant (Gerber daisy in a little pot) with a hand written card on their door step.
- (3) The handwritten card should read something like this, (DO NOT PUT YOUR BUSINESS CARD IN THE CARD... YOUR CONTACT INFO IS ON THE WEBSITE, PLUS IF YOU DO NOT HEAR FROM THEM IN 2 DAYS, YOU WILL STOP BACK BY AT AROUND 5-6P)

"Mr. and Mrs. Jones,

I've had my eye on your home for some time, and I am sorry to see that you have taken your home off the market.

I have a state-of-the-art real estate marketing program that utilizes today's technology to help my sellers sell their home faster and for more money. Take a quick look at an example of your home that I put together for you www.jonesrambler.com (single prop website) as well as a detailed outline of my marketing program at www.jonesmarketingbook.com (marketing book from eprop).

I've been waiting for a long time to have the opportunity to present my unique Seller's Unfair Advantage Marketing Program to you.

Please let me know if this is something that you would like to use at no extra cost, to help you sell your home!

***Dan Keller
ABC Realty"***

- (4) Once the realtor does this, I ask them to call me when they schedule the listing appointment with the sellers. I have them introduce me as their marketing partner, as the two of us combined have a marketing budget that no realtor team can touch. Furthermore, if you are comfortable and pleased with Dan, he'd be happy to pre-arrange your financing so that when your home sells, it will be a turn-key transition.

This Is What I Send the Realtor Before We Start: (see download attachments)

- (1) Expire listing Flyer
- (2) FSBO Flyer

Dan

