

How to guarantee you'll get your home sold this time!

A Special Report from Brian C. Smith

Focus on the major key issues and ask the really tough questions when you interview for your next agent

So, your listing has expired and you're wondering, "What am I going to do?" You want to get the crazy house sold!

The most important thing you can do right now is ask, "Where did I go wrong?" The answer, ninety-nine percent of the time, is the real estate agent you chose. He or she simply didn't have the "skill set" it takes to market your home effectively.

Marketing a home takes more than just sticking a sign in your yard and putting your property up on the MLS (Multiple Listing Service). Any agent can do that! It takes proactive, innovative marketing to sell your home in today's marketplace!

What do I mean?

Well, in today's marketplace there's only so many buyers out there who are ready and able to purchase a home. So, if you really want to sell your home this time, your new agent has to aggressively identify potential buyers before other agents "get their hooks into them" and guide them to a different property.

The fact is, when you enter the market to sell your home, you enter one of the most competitive businesses in existence anywhere! If you're not ready for it, your home just sits on the market. So, the first major key to effectively marketing your home is to identify potential buyers.

Remember, there are only so many buyers to go around, and your agent has to find those buyers before one of the hundreds of other agents out there reaches them and guides them into a different property!

So, how does an agent identify these "hot" prospects before the competition? This is where the "rubber meets the road!" This is what separates the weak agent from the shrewd, business-minded marketing professional you want to hire.

Your agent absolutely must have an aggressive marketing strategy!

The best agents use every available marketing tool, technology, approach, contact, or potential avenue to generate prospective buyers for your property.

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One key element is they understand the value of effective advertising! They realize that in today's competitive market they have to create ads that generate a response. They can't just splash their names out there and expect people to call. They have to craft their ads and give prospects a compelling reason to call.

In today's marketplace, it's tough! Potential buyers have been harassed, high-pressured, and pushed around so much; it's no wonder it's hard to get them to call! I'm sick and tired of pushy salespeople, too.

They use razor-sharp strategy and cutting-edge technology as an advantage.

The best agents overcome this huge obstacle with a razor-sharp marketing strategy combined with cutting-edge technology to generate buyer after buyer after buyer!

Remember, the major key to generating a buyer for your home is to reach your prospect first. And to reach prospects first, I use two little known marketing secrets called QRcodes and a site guest on my website. These are such unique marketing advantages. I almost pity my competitors!

QRcodes... the edge that will get your home sold this time!

QRcodes is a system that enables me to supply your "hot" prospects with immediate

information about your home... 24 hours a day! I create a digital description of your home on my Property QRcode system. Then I advertise your home with a message directing prospects to scan anytime, 24 hours a day to get immediate information about your property.

Now, really think about this! If your prospect is sitting at home at 11:30 p.m. looking at an ad, he or she can get all the detailed information immediately! That prospect can view the specifics about your home without having to talk to an agent right away! No worries of being high-pressured! So, what do you think happens? You got it! Prospects scan... connect... view... and get everything they need!

You never miss a single opportunity to sell your home... EVER!

Now here's the kicker! When prospects scan in, my QRcode system captures their name, e-mail address, and phone number automatically! 100% of the time... that's right... 100% of the time! The prospect can't block it because I'm using a QRcode!

By this time you might be thinking, "This seems a little stealthy." Well, in a way it is; but in a way it's not. I can assure you of one thing...

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it creates a ton of prospective buyers for your home! And with the polite, gentle, service-minded way I follow up... people flat out love it! So, don't worry about that part. Again, the professionalism of your agent makes all the difference!

Another thing: With this approach, you'll reach a lot more prospects and you'll reach them first... before your competition. With more potential buyers, it only makes sense that you'll sell your home faster and for more money! It's supply and demand...plain and simple!

Siteguest: my other secret tool.

When a home buyer signs onto my website, siteguest automatically captures their email address. This prospective buyer is captured again if they view your home on our site and ask for information. This person not only receives the information about your home via email automatically, he or she also receives automatic informative messages about how to purchase a home, the best way to go about getting a loan, etc...

So again remember, the first one to reach your prospect wins the sale. So, if you want to get your home sold this time... don't settle for anything less!

Now that answers the first two questions of how I get the phone to ring with lots of new prospects for your home

and how I give my clients the edge that gets him or her to the "starting block" first?

Then comes the next question. How sharp are your agent's negotiating skills? What kind of results has he or she produced for past clients? This is so crucial!

Most people think that selling a home is like being a tour guide: Show the prospect around, ask if he or she likes it, and write up the paperwork. Well, if that's all there is to it, your former agent should have closed on your house already!

Your agent absolutely must have strong fundamental negotiating skills!

If you want to get your home sold this time, your next agent absolutely must have a thorough understanding of "The Art of Negotiating." These skills are vitally important! Without these skills, you could lose big! With these skills, your agent will ensure you get the highest possible price for your home.

Just how do you find out about your prospective agent's negotiating skills? Investigate! Check references and look at credentials.

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What's their history in getting deals negotiated? What's their List vs Sold price percentage? How willing are they to negotiate away their commission... their money? How willing will that make them to negotiate away your money? Have they been formally trained in any programs like CNE (Certified Negotiation Expert)?

So, in conclusion, really think these things through! This is such an important decision. Get prepared! Really fire away with questions when interviewing an agent! Make him or her stand the test of fire; the best agents thrive on it! They can't wait to tell you all about the innovative methods that separate them from the poor, weak little agents who will poke a sign in the ground and act as if that's enough! In today's market, it's most definitely not enough!

Thanks for taking the time to read this information. I hope you found the ideas here thought-provoking and beneficial.

My entire aim with this report is to help point you in the right direction and give you some common sense guidelines to help you make the right decision this time.

If there is ever any way I can be of service to you or anyone you care about, please give me a call. Any consultation is always under no obligation and completely free of charge. We'll sit down for 15-20 minutes, and I'll show you the latest strategies for selling your home. No high-

pressure bull. Just plain honest talk about what it's going to take to get your home sold this time.

I look forward to hearing from you soon!

Warmest regards,

Brian C. Smith

P.S. For more information on my High Tech Marketing Plan, call 720.334.1104

