

TACTIC #4

FIND THE MOTIVATED — LEAD GENERATION

If your ship doesn't come in, swim out to it.


JONATHAN WINTERS

FEWER LEADS, FEWER SHOWINGS, and increased days-on-the-market—the minute these signs show up, take notice. Don't ignore them and don't wait to act. These are the early warning signals of what is most likely coming next—more inventory and fewer pendings. This is the sequence of a shift. Demand slows down and supply builds up. It starts with fewer leads and ends with even less closings. Buyers and sellers get thrown for a loop and they in turn throw the market for one. What felt like an unlimited supply of buyers and sellers suddenly feels very limited. Abundance quickly shifts to scarcity.

But just because the market has moved from more to less doesn't necessarily mean you have to. As leads become fewer, you must recognize the situation and make a more concerted effort to generate them. You can't sit back—you must be more rigorous and resolute in your lead generation than ever before and more so than anyone else. In fact now is the time to shift your lead generation activities into the highest gear possible.

The cause and challenge of a shift is simply one word—motivation. When a market has shifted what has really happened is that buyer and seller motivation has changed. Regardless of the economic causes or

driving forces behind the shift, your market only shifts because the motive and rationale behind buying and selling has shifted. In other words, whenever and wherever economics shift so does motivation. And this becomes


Don't cling to buyers just because there's a scarcity of them.

Russell Shaw, Phoenix, AZ

the number one challenge of a shift—finding the motivated. Where there was once a large quantity of quality leads, there isn't and the once clear pool feels more like a muddy puddle.

The number of salable leads has decreased dramatically and the reason is motivation. It's almost as if all the buying and selling of the past sellers' market has borrowed against the buyers and sellers of this market and it's now time to pay up. Where the buyers and sellers had both personal reasons and positive market expectations as dual motivators they now just have their personal reasons.

Motives have narrowed significantly and fewer people pass the clear-cut motivation test of being able, ready, and willing. Fewer buyers can afford to, have the desire to, or are prepared to buy now at market prices. Fewer sellers can afford to, have the desire to, or are prepared to sell now at market prices. A market shift simply causes a smaller number of buyers and sellers to have the ability, readiness, or willingness to be involved in a real estate transaction at this moment. And this creates the difficulty you face. You can "motive-aid" someone to help them better understand why they should consider buying or selling in this market, but you can't motivate them. Their motives are their own. Their rationales or reasons are theirs and theirs alone. And since you can't actually motivate people, your only choice will be to find more of them. So this is why you must now ramp up your lead generation, because there are less of the motivated to find.