

Elevating Your Game



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The Most Trusted Resource for Guiding
Real Estate Investors for Financial Freedom

Elevating Your Game

- ✔ Speed of Response
- ✔ Go the Extra Mile
- ✔ Follow Up
- ✔ Consult rather than Negotiate
- ✔ Use Competition to Your Advantage
- ✔ Improve Your Credibility



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Speed of Response


- ✔ Text if you can't call back right away (Google Voice app allow for text)
- ✔ The most motivated sellers expect a fast initial response.
- ✔ Offers don't have to be immediate though



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Go the Extra Mile

- ☑ Show up on the Door Step?
- ☑ Call, Text, Email, Hand-written Letter
- ☑ You can both go the extra mile and still be the reluctant buyer



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Follow Up

- ☑ Any deal that you have met with the seller and/or made an offer that you didn't get under contract, follow up with it!
- ☑ Calling (or texting) is the best form of follow up
- ☑ Email is an awful follow tool



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Consult over Negotiate

- ☑ Be a consultant to sellers; not just a negotiator.
- ☑ Consulting builds trust
- ☑ Many deals will come back around to you if you consulted
- ☑ Competitors negotiatee



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Use Competition to Your Advantage

- Put all competitor's names, websites as keywords in Google AdWords and Bing.
- Put all phone numbers you see on any bandit signs as keywords too
- Have sellers call you back last
- Celebrate being small




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Always Be Improving Your Credibility

- The # 1 concern sellers have is, "Is this person going to screw me?"
- Family Picture on About Us Page
- Video testimonials
- Media interviews
- BBB?



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