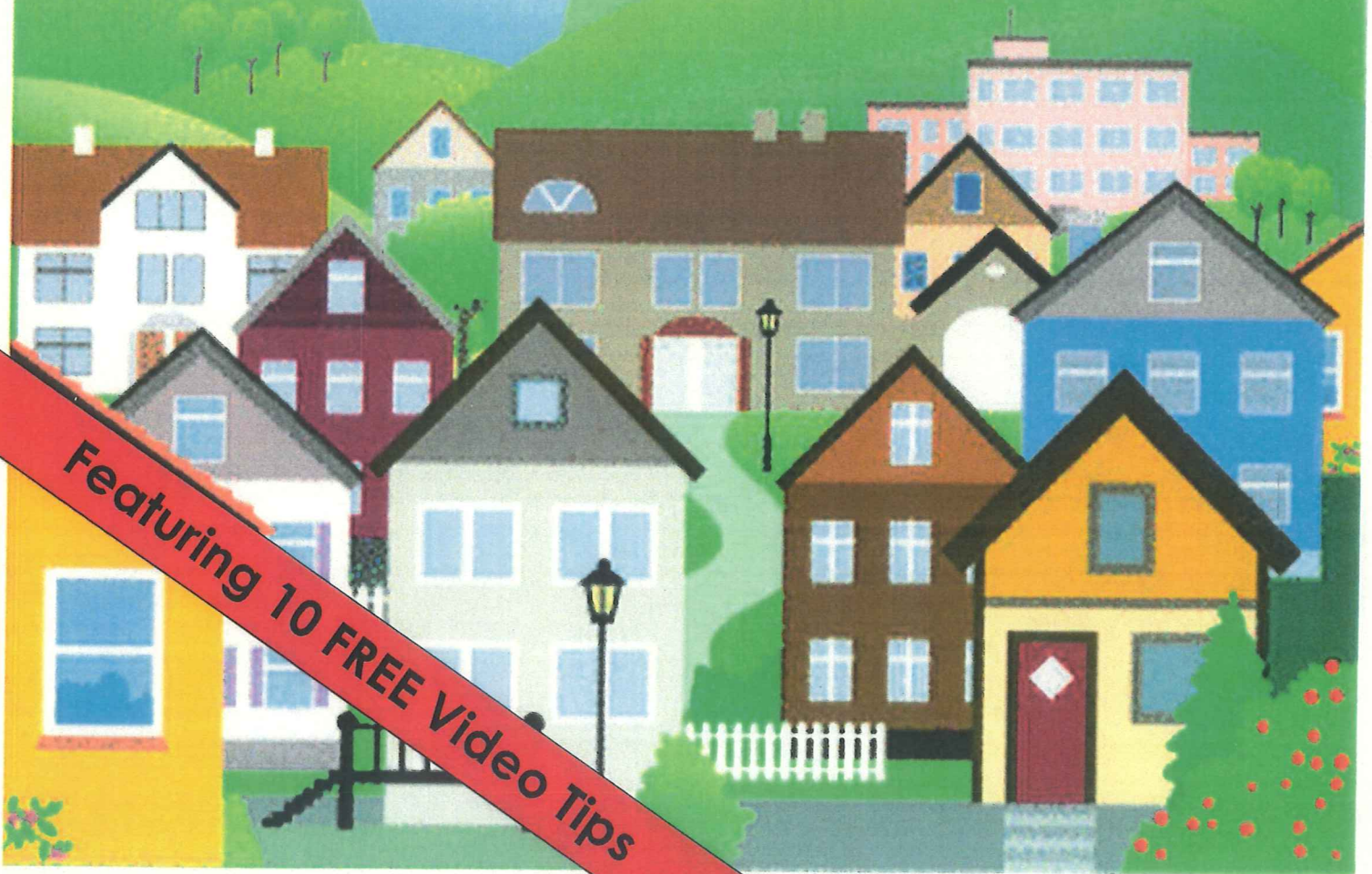


BILL FIELDS Learning Systems Presents

LISTING SECRETS OF THE TOP 17%

Featuring 10 FREE Video Tips





Bill Fields Presents: LISTING Secrets of the Top 17%

Did you know?

17% of the agents now control 83% of the deals done!
17% of the agents make 83% of the commission dollars!

What do the top 17% of the agents do that the bottom 83% do not do?

Focus on building and maintaining an inventory of good salable listings at all times.

You must list if you want to last, we've all heard this but do you really believe it? The top 17% do!

Most agents struggle with their business because they do not have an effective plan to build and maintain an inventory of good, saleable listings. The listing secrets of the top 17% are proven strategies for building a listing based business by finding, contacting, and listing the property owners in your market that want to sell.

This guidebook was developed to provide easy to follow, step by step instructions for agents with varying degrees of experience and differing market conditions. Through the use of this guidebook you will combine your own strengths and skills with proven tools and techniques of the most successful real estate agents in the business today to help you dramatically increase your listing base and build your business into a real estate powerhouse!

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Simply the best listing secrets in the business today!

Are you ready for your business to EXPLODE?

As a result of following these principles, agents throughout North America have demonstrated dramatic, positive changes in their real estate business and are experiencing incredible increases in their productivity and profitability.

The listing secrets of the top 17% guidebook will help you expand your reach, tap your hidden potential and will give you practical everyday techniques with which to turn your business goals and profitability objectives into reality.

- Why You Must Build and Maintain an Inventory of Salable Listings
- How to Generate 7 New Opportunities from EVERY Listing
- How to Build a Pipeline of Potential Sellers
- How to Implement a No-Cold Call Business Building Plan
- How to Meet 1,200 New Prospects EVERY Year
- How to Build a Foundation for Listing Success
- How to Save Time and Make More Money Working with Sellers

The listing secrets of the top 17% guidebook provides you a simple formula for change, for growth, for success, for becoming the best agent you can possible be.

This intensive and information packed guidebook will provide you the specific steps for you to master on your journey to real estate success and profitability.

Do You Want to?

- Make **more money**
- Spend **less time** working
- **Enjoy your life** more



Your business will not grow just by hoping it will grow.

- You must start following **a realistic plan** to make it grow.

Top 17% rule to remember: It's not what you know it's what you do that matters!

The top 17% think like business owners NOT like real estate agents.

- The top 17% run their business as a successful business.
- The top 17% make better business decisions every day.
- The top 17% prioritize and manage their time effectively.

Top 17% rule to remember: It's not how much time you spend in real estate...it's how you spend your time that determines the level of your success.



Top 17% Time management and organizational tips.

1. Implement a system of time allocation and spend 1/3 of your day on servicing activities, 1/3 of your day on selling activities and 1/3 of your day on business building activities.
2. Prioritize your day using a simple ABC system: A = "action now". B = "before the day is over". C = "can wait" and D is "delegate".
3. Get your office, home and car organized like a professional real estate sales person. It's impossible to perform at an optimal level without the proper systems.
4. Get a BIG jump on your competition by starting your day one hour earlier each day. Most real estate agents waste the most productive part of their day.
5. Eliminate wasted and unproductive time. The average real estate agent puts in 6 hours per day but actually only works 3 because of wasted and unproductive time.
6. Don't spend major time on minor things. Time is your most valuable resource you must spend it wisely. Ask yourself, "Am I doing the most productive thing I could be doing at this moment?"
7. Use a database management system to automate your entire business. Lead generation and client follow up are time intensive activities made easier by automation the process.
8. Stop procrastinating and suffering from perfection paralysis. Most real estate agents are too busy getting ready to get ready to actually get anything done. Just get busy on one task now.
9. Have great vendor support. You can't run a high performance real estate business if you are doing all of the work. You must have excellent support vendors who pick up the slack.
10. Don't be too busy with the urgent to take care of what's important. You don't need to choose between urgent and important, instead you need to focus on how to accomplish both.

Remember: It's not how much time you have...its how you use your time that matters.

Are you motivated to succeed?

To help stimulate personal ACTION and keep their energies focused, the Top 17% COMMIT to goals which create the daily positive motivation and prioritization that is required to succeed.

How much money do you want to make from real estate in the next 12 months?

\$20,000? \$50,000? \$100,000? \$250,000? \$1,000,000

How many hours do you want to work each week?

Setting specific, positive, attainable goals - IN WRITING, which you review daily-is the first step along the road to achieving them.

The process of setting your goals enables your creative imagination to build a dream so real, so vivid... that it simply MUST come true for you and your business.

The choice is yours!

- | | |
|--|---------|
| 1. My Income Goal for the next 12 months | \$_____ |
| 2. Average commission estimated per closing | \$_____ |
| 3. Number of closings required to meet GOAL | \$_____ |
| 4. Number of listings sold to meet GOAL | _____ |
| 5. Number of buyer controlled sales to meet GOAL | _____ |
| 6. % of sales made and listings sold vs. closed | _____ |
| 7. Appointments needed to obtain one listing | _____ |
| 8. Contacts needed to obtain one appointment | _____ |
| Number of new listings I will obtain in next 12 months | _____ |
| Number of listing appointments I need in 12 months | _____ |
| Number of listing appointments needed per month | _____ |
| Number of listing appointments needed per week | _____ |
| Number of contacts needed each week to reach GOAL | _____ |

By setting and achieving specific prospecting goals, you ensure that the full potential of your business is realized.

[Get a FREE copy of our business planning guide: Planning to WIN!](#)

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Successful selling is:

- Need determination
- Need satisfaction

Do you know what business you are in?

The top 17% are in the **people finding business!**

To be successful you must find people that have a **need** for your service and satisfy their need! Simple!

You can't provide customer service without customers with a need!

Focus your energies on 3 primary objectives:

- Lead generation:
- Lead capture:
- Lead conversion:

What is a lead?

Someone who has a need for your service now or in the immediate future.

Why do the top 17% focus on finding people with a need to sell?

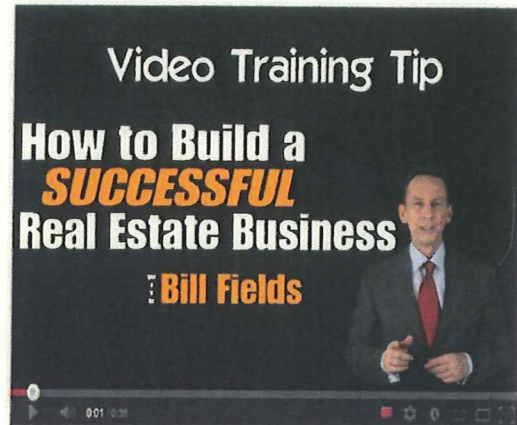
- Focus on the sellers and the buyers will come to you.
- You control your income better working with listings.
- You control where and with whom you work.
- Easier to manage and allocate your time.
- Higher conversion ration than working with buyers.

Every new listing creates a minimum of 7 additional leads!



- Ad/internet inquiry
- Sign call
- Just listed inquiry
- Just sold inquiry
- Digital Buyer's Guide lead
- Referral from the seller
- Seller who becomes a buyer

The hardest part of implementing an effective business building campaign is motivating ourselves to put in the work necessary to get the campaign up and running and then do the work necessary every day to keep it running.

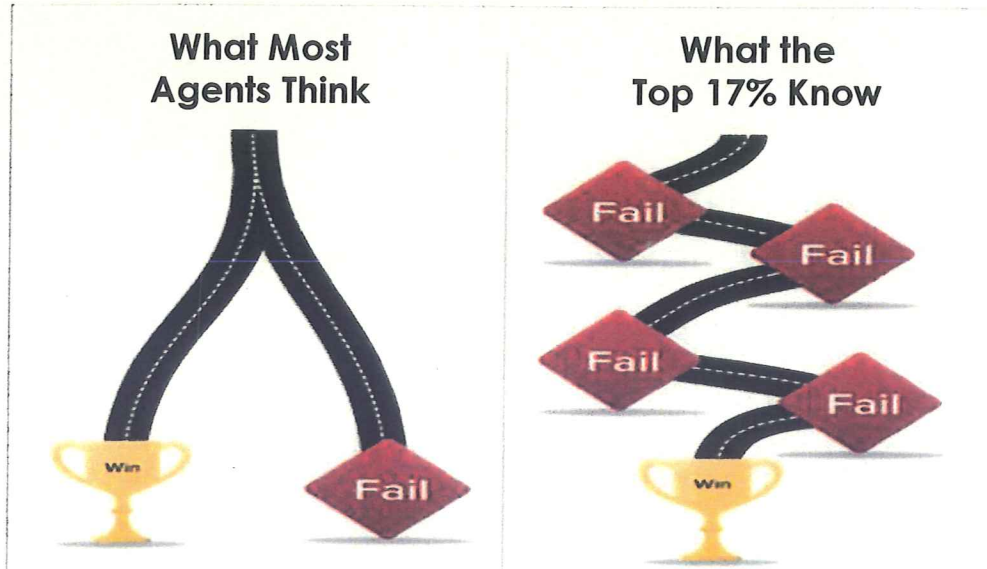


The Top 17% know real estate is a game of numbers!

Why do you need to focus on finding people with a **need** every day?

- SEVERE listing shortage for next 5 years
- More agents competing for fewer listings means stiff competition
- Sellers can't call you if they don't know you exist!

Top 17% rule: YOU must make **more** contacts if you want to make **more** contracts



You must change your thinking

- Don't try to find people who like you
- **Look for people who NEED YOU!**

Implement a good contact/database management system to track everyone you meet

- Name & personal information
- Addresses
- Phone numbers
- Email addresses

Don't be a secret agent! How many people know you are a real estate professional?

Increase your assertiveness level! Meet more people!

What are you afraid of?

What is the worst thing that could happen?

Learn to "substitute the positive" instead of thinking of the negative.

What is your plan to find the people with a **need** to sell in your market TODAY?

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Mastering the Contact Methods of the TOP 17%

If you take control of your contact numbers you take control of your income numbers!

5 = 60K* a formula for your Success!!

Here's how the formula works:

Meet 5 new people per day x 5 days per week = **25 new people met each week**
25 new people met per week x 4 weeks per month = **100 new people each month**
100 new people each month x 12 months = **1,200 new people met in only 1 year**

Each new person you meet is a chance to:

- Give a business card
- Ask about a possible real estate need
- Ask about a possible referral to someone who has a real estate need

Facts:

1,200 cards given out x 10% people who keep your card = **120 card carrying fans**
120 card carrying fans x 10% that have a need in next 12 months = **12 transactions**
12 sales x (your average commission per deal) = ***Potential Earnings Yield**

What is your average take home commission per closed transaction: _____
(*Multiply your average take home commission by 12 to get your number)

How to Meet 5 New People Each Day and Give Out a Business Card

Paying someone a compliment is always a good way to introduce yourself!

You Would Be Great in My Business: Business Card Approach

I just wanted to tell you that you would be great in my business.

Oh, didn't I mention to you that I am in real estate?

My name is (your name) and I work with (your company here).

May I give you one of my cards? Thank you.

Do you currently have a need to sell a property?

Do you know anyone who does? Would you please keep my card in case you do have a need in the future? Thank you!



Developing and growing your Sphere of Influence

What is your sphere of influence?

Past clients
Friends
Family
Referrals
Previous co-workers
Holiday greeting card list
Vendors

Basically everyone you know who knows you.



Everyone on your sphere of influence list should use YOU for their real estate needs!

Would they refer a friend or family member to you?

If they don't plan to use your services or refer to you, get them off your list!

How to work your sphere of influence on a regular basis:

- 1) Create a database of name, address, email, phone and personal information
- 2) Establish a contact plan for a minimum of every 30 days
- 3) Monthly communication that keeps you "top of mind"
- 4) Utilize a rotating schedule of marketing pieces to keep it interesting
- 5) Quarterly newsletter with market overview
- 6) Demonstrate evidence of your success (Just listed/Just sold)
- 7) Minimum of 2 personal contacts each year (Pick up the phone or pay a visit)
- 8) Remember their birthdays and special occasions
- 9) Remember the anniversary of your transaction
- 10) Provide value/benefit don't just ask for referrals

Work every day to grow your sphere of influence

Expand your demographic and geographic reach

Offer an opportunity to receive your quarterly newsletter or other valuable information

Do you belong to enough organizations to meet your numbers?

How to Dramatically Increase your Repeat & Referral Business

Do you have an effective source of referrals from satisfied customers?

Are you using the expectation method or the explanation method?

Your objective should be to **receive one referral from every customer you service!**

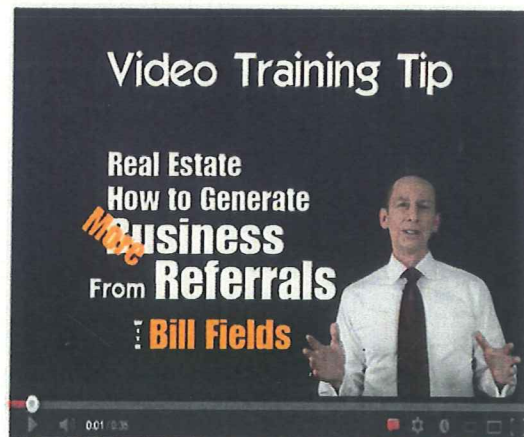
What is the explanation system?

- Take time to explain a referral based business to your customers
- Get a commitment to give you a referral if you do a good job
- Earn the referral by providing "knock your socks off service"
- Follow-up and ask for the referral

Explaining Your Referral Based Business to Your Existing Customers

"I really appreciate having this opportunity to work for you folks on the sale of your property. Can I take a moment and explain my referral based business concept to you?"

I work with a very limited customer base; this allows me to provide extraordinary service to each and every one of my customers. Because of this my business is really based almost entirely on the referrals I receive from my satisfied customers. What I want to ask for was a commitment from you that if I do an extraordinary job for you and not until then, because right now getting your property sold is my number one priority. But once I have accomplished that, if I do a good job for you, would you be willing to send me a referral for someone you know who has a need to buy or sell real estate?"



Thank you, I appreciate your vote of confidence and I look forward to earning your referral."

TO BE SUCCESSFUL YOU MUST FOLLOW-UP AND ASK FOR THE REFERRAL!

Follow this system and double your number of referrals.

Join or start a referral based networking group.

The Top 17% participate in business networking.

What is the purpose of a business networking group?

- To generate referral leads for and from other members

What are all business people looking for? Customers! (Referrals)

Who do you know today that would be interested in growing their business?

Top 17% rule: Businesses to business referrals are a great way to grow your business!

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Farming: The not so secret of the top 17%

Farming is NOT mass mailing!!

What is Farming?

A consistent program of contact and follow-up activities designed to establish you as the expert for a group of people selected geographically or demographically.



Farming is about planting the seeds of credibility, experience and resource to become people's trusted real estate "go to" person

Why do the top 17% farm?

- It's **easy, fun and completely rejection free**
- Allows **concentrated effort and focus for marketing** and monthly activities
- Provides **consistent and secure income**

How to implement the farming methods of the top 17%

Step one: Pick the right farm:

Is there enough business to make sense to farm this group?

Total properties in farm area =
Total sales in farm area in past 12 months =
10% of total sales (estimated % farm market share you'll have after 12 months) =
15% of total sales (estimated % farm market share you'll have after 24 months) =
25% of total sales (estimated % farm market share you'll have after 36 months) =

Is your farm strategically positioned for future and current "in demand" location?

Is your farm convenient to your home and/or office?

Is your farm in an area where you relate to the property owners?

Is your farm an area that you can enthusiastically sell? (Would you live there?)

Top 17% rule: Better to start small and succeed than start big and fail. (300 is a good #)

Step two: Become the undisputed expert on the farm you have selected

Make the commitment to the time and energy necessary to become the expert

You must know anything and everything someone in the farm would need to know that would impact them as an owner.

If they are asking someone else you are not their expert!

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Step Three: Collecting the Data

Create a "Farm Book" or farming database

- Owner info and specific property section (Ownership details, property profile, etc.)
- Contact history (Track contacts, notes, etc.)
- Neighborhood and area information (Plot maps, CCR's, etc.)
- Market data for the neighborhood (Listed, sold, expired, etc.)



Step Four: Implementing the Top 17% plan to demonstrate you are the expert to your farm?

Start your campaign with a good introductory letter to each property owner

- Short and to the point
- Our area not theirs
- I will be contacting you with valuable information
- Send them to the website*

Follow your introductory letter with your rotating contact plan

Separate your farm into 3 equal groups

Utilize a rotating monthly contact plan

- Group 1: Letter/postcard/mailed/email
- Group 2: Phone call
- Group 3: Personal visit
- Each month rotate the contact method

Establish a contact schedule for the same day of the month every 30 days

Monthly communication that keeps you "top of mind"

Utilize a pre-determined schedule of marketing pieces to keep it interesting

Quarterly newsletter with market overview and information relevant to the owner

Demonstrate evidence of your success (Just listed/Just sold)

Schedule all planned contact activities on your calendar 90 days in advance

Look for opportunities to meet people face to face

(Personal contacts make the difference between success and failure)

***Top 17% HOT tip: Build a website for your farm!**

Plant the seeds of a successful farm today and harvest a future of good listings!

The Top 17% know You DON'T Have to Make Cold Calls to Be Successful!

But you DO have to have a method for finding the people who have a need to sell.

With or without phone calls the Top 17% all have an effective and consistent mail-out (email) business building campaign.

What is the purpose of a consistent direct mail and emails campaign?

- ***Give prospects a reason to contact you***
- ***Gives you a reason to contact prospects***

To get them to make contact you MUST offer something of value they want

What can you offer your prospects that will make them **want to call you?**

Develop a series of marketing pieces, guides, postcards and mailers that are easily replicated and delivered.

- FREE Publications
- Reports and statistical data
- Valuable information for a property owner
- Market updates
- Tips and techniques
- No obligation information

Establish a realistic budget to maintain a consistent campaign.

Place all new leads on an automated planned contact schedule.

Personalize all mailers to each recipient (Never send to occupant)

Labels on postcards only

First class not bulk mail

First letters should be in 8.5 x 11 envelopes to stand out

Postcards should be Jumbo to stand out

Always include a strong call to action

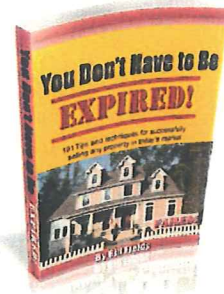
Include a QR code to drive leads to your website

Track all leads and campaigns and adjust as needed.

****Don't take a lead out of your database until they list or ask to be removed!**

[View our complete no cold-calling business building systems](#)

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Dialing for DOLLARS!!

Don't want to wait for prospects to contact you?

Let's pick up the telephone and contact them!

Why is the telephone our most effective prospecting tool?

- Allows you to contact the greatest number of people in the shortest possible time
- Allows you to make a more personal connection
- Quadruple conversion rate of mailing



If it's so effective why is it so hard to use?

- Fear of rejection
- Fear of failure
- Willingness to accept excuses for why we don't have time

Do you suffer from call reluctance?

Do you focus on negative fears regarding the worst thing that could possibly happen?

Do you give yourself permission to procrastinate?

Do you make excuses for not doing the things you are capable of doing?

Do you blame circumstances or others for not getting started?

If you answered yes, it's time to turn your call reluctance into positive energy!



What's the worst that can happen, really?

Substitute the positive for the negative

- You could find someone who has a need to sell
- You could get an appointment to meet with someone
- You could get a new listing
- You could make a sale

Go ahead and Pick up the Telephone (You'll be glad you did!)



Mastering For Sale by Owners

For sale by owners are just property sellers with a need to sell.

Would you try and save a commission if you could? Of course you would.

84% of the property owners who try to sell FSBO end up using an agent.

The average time a FSBO attempts to sell a property themselves is only 67 days.

The question is not rather or not they will use an agent. The question is... will it be you?

Why work with For Sale by Owners

- Constant **source of new business**
- Much **higher conversion ratios**
- You decide **where and with whom you work**
- More **benefits** than drawbacks

The 3 facts you need to learn to be successful:

Fact #1: They can sell a property themselves, BUT they can't make as much money as they can using a real estate professional.

Fact #2: All property owners want to sell for the most amount of money.

Fact #3: The FSBO's NEED you because you can actually get them the most money.

To be successful our job is not to demonstrate they need us but **to demonstrate we are the key to them getting as much money as possible.**

The four stages of successful FSBO campaign:

- Making contact and getting the appointment
- First appointment and seller evaluations
- Second appointment to show how you can help them get the most money
- Following up/Follow-up/Follow-up

Implement an automated FSBO contact plan

What is your objective?

- Get an appointment to meet the FSBO face to face
- Evaluate the property to see if it is sellable
- Evaluate the sellers to see if they are motivated to sell





Getting the Appointment with the FSBO

To implement a successful campaign you must learn the right dialogues for success.

Learn to say the right things, in the right way, AT THE RIGHT TIME!

Why do the FSBO dialogues need to be learned word for word?

- ♦ Allows you to make "warm" calls instead of cold calls
- ♦ These dialogues have been tested and proven to work
- ♦ To be a professional you must sound like a professional
- ♦ Knowing what to say reduces the fear of failure

Is this the owner of the property advertised for sale by owner?

My name is (Your name here) and I am a real estate professional with (company name). I saw your internet posting for this property and I wanted to see what time would be convenient for me to stop by and take a quick look at your property.

Yes, I see you are trying to sell your property yourself and I wish you good luck. I am not contacting you to get your listing but just to get an appointment to stop by and take a quick look at the property.

I could stop by this evening or would tomorrow be more convenient for you?

Yes, I understand you are not offering to pay me a commission and I am not asking you for one. What I am asking you is what time would be convenient for me to stop by and see this property?

The property is for sale right? That's why I want to stop by and see it.

If I had someone who wanted to get information on your property would you allow me to give it to them? What time can I come by and pick up that information?

Your objective is NOT to try and list the FSBO over the phone. Just get an appointment.

Treat it like a train ride!

You must get on the train by getting the appointment and stay on the train by staying in touch until they are ready to have someone help them.

The key to your success will be with your follow through and your follow-up.

[View our complete FSBO Mastery System](#) or contact us at 800-438-4579

Converting the Expired Owners

1 out of every 3 new listings will not sell during their initial exposure to the market

Implement an expired owner campaign

What are the advantages of working with expired listing owners?

- A serious seller should be more motivated the second time
- Homeowners know what they don't want from an agent
- Willing to pay a commission to get the results they desire



The 7 facts you need to learn to be successful:

Fact #1: 68% of homeowners who are not successful selling their property with one agent end up using the services of a different real estate professional to help them.

Fact #2: You will not be the only person that is contact the expired listing owners.

Fact #3: The sooner you make contact with an expired listing owner the better your chances are of converting them!

Fact #4: The more frequent you make contact with an expired owner the better your chances are of converting them.

Fact #5: The more consistent you are contacting the expired listing owners the better your chances are of converting them.

Fact #6: The more evidence of results you can demonstrate to an expired listing owner the better your chances are of converting them.

Fact #7: The more motivated the expired listing owner is to sell the better your chances are of converting them.

To be successful our job is not to demonstrate they need a real estate professional but to demonstrate they need a *different* real estate professional to help them.

The six stages of successful expired campaign:

- Proper preparation to prevent poor performance
- Making contact with the expired listing owner
- Getting the appointment with the expired listing owner
- Evaluating the needs of the expired listing owner
- Demonstrate how you can help the expired listing owner
- Follow-up-Follow-up-Follow-up!

Objectives for Expired SUCCESS

What is the objective of an expired listing owner contact campaign?

To **get an appointment** to see the property and meet the owner!

Not to try and list the expired listing owner over the phone.

The key to success is to determine the owner's motivation for trying to sell.



Expired Owner Contact Dialogue

"Is this the owner of the property at (property address)?"

My name is (Your name here) and I am a real estate professional with (company name).

*My computerized records indicate that your property is no longer being offered for sale. May I ask, are you still interested in selling? If you are, I would like to stop by and take a quick look at your property. In return for allowing me the opportunity to take a quick look at your property I'll be happy to give you a copy of my new guide **You Don't Have to Be Expired; 101 tips to successfully selling a home in today's market.***

I specialize in helping folks like yourself who were unsuccessful during their previous attempts at selling their property so in addition to leaving you this helpful guide I'll be happy to share with you folks the real reason your property didn't sell and more importantly what you need to do to get it sold in today's market.

I could stop by this afternoon or would this evening be more convenient for you?

Automate a daily expired owner postcard and/or Letter campaign

Add new expireds to your campaign every day

- Build a master list of expired owners going back 12 months
- Develop a series of postcards and letters to send to expired owners
- Mail-out to expired listing owners when they first enter the market
- Mail-outs to expired listing owners you can't reach on the telephone
- New expireds mail-outs every week for 3 months and then one per month forever
- Old expireds every week for 1 month and then one per month forever
- Just listed and just sold notices to demonstrate evidence of results

Develop a listing presentation that focuses on the needs of an expired listing owner

Top 17% rule to remember: The early bird gets the reward with expired owners.

[View our complete Expired Mastery System](#) or contact us at 800-438-4579



Turning Open Houses into a Gold Mine of Listings

Open houses are a waste of time for most agents...Because they do them wrong!

Are you holding an open house to:

- Please the seller?
- Sell the house?
- Develop seller leads!

Do more open houses but do them right.

The purpose of holding an open house is to capture leads.

42% of open house visitors are actually sellers not buyers!

Choose the right property to hold an open house

- Desirable area
- Great curb appeal
- New to the market
- Easy to find

Why do potential sellers visit open houses?

- To see what they could sell their property for
- To see what they might be interested in buying if they could sell their property

What are the three most important questions to ask visitors to an open house?

- Are you looking for a new home for yourself today?
- Do you have a property you need to sell to buy your new home?
- Is someone helping you with your needs

Only 6% of homebuyers reported buying their new home at an open house.

Be prepared to switch the potential buyers to a property that fits their needs.

Be a good detective not a good hostess!

Get the contact info of EVERY open house attendee.

Follow-up with every attendee within 24 hours

If your open houses are not generating leads don't blame the property!!

Have more open houses, but so them right!



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A GOLD Mine of Listing Lead Sources

1/3 of each day should be spent prospecting!

Where are the listing opportunities in your market?

Look for opportunities to help people with a need!

Specific buyer opportunities

Where do your buyers want to live?

Don't use the MLS use your telephone and call the areas where your buyers want to buy!

Specific Buyer Technique

My name is (your name) and I am a real estate professional with (company name).

I am working for a very nice family, (family name) who loves your neighborhood and are very interested in finding a new home here. Unfortunately I have been unable to locate a suitable property for them, so I promised them I would contact every homeowner in the neighborhood until I find them a new home.

May I ask, are you folks currently thinking about making a move?

Do you know any of your neighbors who might be?

Contact Attorneys

- Probate Attorneys
- Bankruptcy Attorneys
- Divorce Attorneys

Attorney Contact Technique

My name is (your name) and I am a real estate professional with (company name).

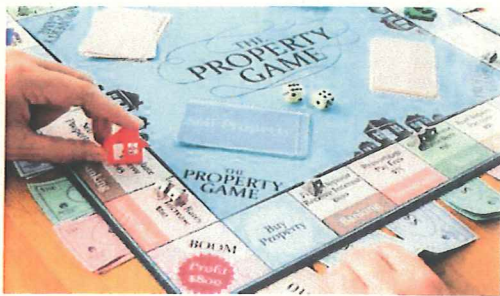
Because of my large network of people I serve I frequently have a need for a (divorce/bankruptcy/probate) attorney so I was looking to build a relationship with a local attorney to refer my customers to. Would you be interested in receiving referrals from me?

Do you have a referral relationship with any other real estate agents?

Would it be possible for you to send me a few of your business cards and I will do the same?

Great! I look forward to working with you.





Properties for Rent Unfurnished

One of the best opportunities is finding people who are trying to rent but want to sell!

Call only properties for rent unfurnished.

Properties for Rent Contact Technique

Is this the owner of the property advertised for rent? Great!

My name is (your name) and I am a real estate professional with (company name).

The reason I am contacting you is to ask if you folks would be interested in selling this property instead of renting it, would you?

No? May I ask would you be interested in making any additional real estate investments this year?

Garage/Yard Sales

You can contact these owners looking for specific items or just as a friendly inquiry.

Garage/Yard Sales Contact Technique

Is this the owner of the property advertising a garage sale?

My name is (your name) and I am a real estate professional with (company name).

The reason I am contacting you is to ask if you folks are holding a garage sale because you are preparing a property to sell.

Building Strategic Relationships with Builders

Why are builder and remodelers going to be such a good source of listings?

Learn to do the research

Where are the opportunities

Find the land

Start tracking building permits to find who's actively planning projects

Locate the financing sources for new projects

Put partnerships together

Develop a marketing campaign to handle the sales of new homes

Hidden Gold with Just Listed/Sold Notices

Send just listed and just sold notices on every transaction!

Statistically proven to be a great lead generator

What's the purpose of sending just listed and just sold notices?

Make the people want to contact you



If you can't commit the money to send just listed and just sold notices:

USE THE TELEPHONE!

Making Contact to Neighbors Surrounding a Just Sold Property

Is this Mr./Mrs. Homeowner? My name is (your name) and I am a real estate professional with (company name).

The reason I am calling is to let you know we have just sold one of your neighbors' homes (Use a brief description of the property if you have one).

During the marketing of that property we generated a tremendous amount of buyer activity so we now have other qualified buyers looking for good homes in our area. I was checking with homeowners in the area to see if anyone else was thinking about selling.

May I ask, are you currently thinking about making a move? Do you know of any neighbors who might be?

(Don't use lack of money as an excuse not to make contact with other property owners.)

Technology Tips of the Top 17%

Establish lead capture systems to capture website leads not just give free information

Develop a search engine optimization strategy to drive traffic to your website

Create guides, eBooks and informative reports to drive traffic

Create a blog

- Make it local
- Use case studies that your customers can relate to

Tie your website to your social media (Facebook, Pinterest, LinkedIn) marketing strategy

Develop a personal YouTube Channel ([See sample video instructions](#))

CONVERTING YOUR APPOINTMENTS INTO GOOD SELLABLE LISTINGS

What is the difference between a ho-hum and the powerful presentation of the Top 17%?

Listings!! If you are converting leads into listings its powerful, if not, it's not!

Focus on being a good consultant not just a good presenter.



Create a POWERFUL multi-media or visual listing presentation:

- Demonstrate visual clues to stimulate your prospect.
- People believe more of what they see than what they hear.
- People remember more of what they see than what they hear.
- Allows you to stay on track and not forget important benefits.

What are the 10 reasons a seller should pick you to help them with a sale?

What are the 10 reasons a seller should pick your company to help them with a sale?

Be strong on pricing. (75% of your listing presentation should be discussing pricing)

Work on your objection handling techniques.

Focus on seller's motivation.

Be a professional. Know how to say the right things in the right way at the right time.

Develop the skills necessary to help people make decisions and feel good about them.

Don't be afraid to ask for the business.

Invest in a contact management system

You've got to stay in touch to stay on top

How are you going to track and manage your leads?

Keep your hook in water at all times!

You must be working on business building activities every single day.

Remember your formula for success:

Top 17% rule to remember: 5 daily contacts = PEY (Potential Earnings Yield)

Good Luck and Happy Business Building!!

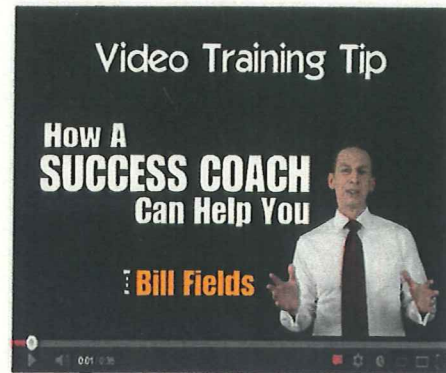
[View our complete Top 17% Listing Presentation Mastery System](#)

LISTING Secrets of the Top 17% All Rights Reserved [Bill Fields Learning Systems](#) 800-438-4579

3/4 of the Top 17% Use a Coach!

Getting RESULTS! That's what Coaching is all about. Helping YOU get from where you are today to where you want to be tomorrow.

Have there ever been any Olympic Gold Medal Winners who didn't have the benefit of a personal coach? Of course not! To compete at an Olympic level athletes know they cannot possibly reach their true potential without the guidance and support of a coach to help them. Coaching takes many forms but a great coach will inspire you to improve, enable you to improve and hold you accountable to do what is necessary to achieve all that you have the potential to achieve.



Having a real estate coach allows you to reach higher levels of achievement because you not only get the latest tips, tools and techniques of the best real estate agents but also personal direction and unconditional support. All Star Coaching can help you break through the traditional self-imposed achievement limitations that hold back the majority of agents and allow you to achieve the level of success and happiness you deserve.

84% of All Star Coaching members reported having their best year ever in 2013 with an average increase in their year over year production of 26%!!

A unique differentiation of the real estate coaching programs from Bill Fields is the depth of our customization, all programs are **one-on-one** which assures you our coaching is aligned to your individual needs and business practices, and is relevant and applicable, even to the most experienced sales professionals. We integrate 35 years of real estate expertise with the winning practices of the top 17% of the real estate agents to maximize the impact of your coaching and accelerate behavioral change.

We focus our real estate coaching and training on systems and practices that fit your individual needs and your particular market conditions. We provide you step by step instruction on implementing the best practices of the top real estate sales professionals and a system of tracking the effectiveness of these practices.

Our coaches will do whatever it takes to help you reach the mountain top in sales and profit or gain the competitive advantage you desire. Everything we cover will be something relative that benefits your business immediately. Our sessions will be fast-paced, street-smart, and straight to the point with detailed, money-making strategies for you. In short, we will identify the best strategy for catapulting you past the competition with the least amount of time, risk, effort, or expense in weekly bite-sized pieces.

This is the real deal: a system that really will help you change your business practices and personal behaviors to take advantage of every condition and every situation.

To accommodate your individual needs All Star Coaching is proud to offer numerous coaching programs each designed to fit specific needs, experience levels and budget.

One-On-One Coaching Programs starting at only \$299.00 monthly.

[Get details on how All Star Coaching can help you](#) or call for a **FREE** consultation 800-438-4579.

LISTING Secrets of the Top 17% All Rights Reserved [Bill Fields Learning Systems](#) 800-438-4579

BILL FIELDS' LISTING AND SELLING SYSTEMS OF THE TOP 17%

THE ART OF LISTING

SECRETS FOR ELIMINATING YOUR COMPETITION AND TAKING ANY LISTING YOU WANT



Be the BEST listing agent in your market! Today's listing market is more competitive than ever before and today's sellers are expecting a more polished, practiced and professional real estate agent who can offer them real world solutions. This one of a kind program demonstrates the critical stages of a successful consultation with a seller that will not only get you more listings but help you get them priced right and with a full commission.

- How to stop doing "listing presentations" and start offering valuable real estate consultations!
- How to demonstrate the ten traits sellers want in their listing agents
- How proper preparation prevents poor performance! How to develop instant rapport and credibility with any seller.
- How to show the seller the real reasons a seller MUST choose you and your company
- How to beat the commission cutters and discounts brokers every time
- How to get the seller to price their property to sell! How to handle the seller's stalls and objections
- How to use technology to demonstrate your expertise to the sellers

There is no skill more important to your success in real estate than the ability to demonstrate why a seller should choose you and your company over the competition. This program will give you the step by step plan for creating the best listing presentation in your market.

\$99.00

Order TODAY and Receive Our FREE Bonus

LISTING SYSTEMS FOR SUCCESS



The absolute best, results proven listing presentation systems, listing servicing systems, listing organization checklists and seller follow-up systems now being used by the top real estate professionals in the business.

BUYER MASTERY

HOW TO CAPTURE AND CONVERT MORE OF TODAY'S BUYERS



The number of buyers looking to buy is up significantly, but the demographics of these buyers are changing fast. That means more opportunity for you if you change your business practices to capitalize on these trends. This informative new program will show you who our buyer customers really are and how they are choosing their agents to help them.

Step by step guidelines to develop the buyer agent skills that are necessary to be a top producing selling agent in today's market.

- How to CITO all buyers and guarantee your success
- How to instantly separate the prospects from the suspects
- How to create a "safe buying environment" so buyers want to buy
- How to separate the buyer's "wants" from the buyer's "needs"
- How to convert the calls and inquiries into appointments
- How to turn showing appointments into sales
- How to get more buyers to buy and buy faster.
- How to turn simple contacts into more sold contracts.

Want to convert more incoming calls and internet inquiries into successful sales? Simple steps that will increase your conversion ratios and put more money in your pocket each time the phone rings or your computer lets you know.

"You've got mail!"

\$99.00

Order TODAY and Receive Our FREE Bonus

HOME BUYING MADE SIMPLE



Order today and we'll include our exclusive EBook, HOME BUYING MADE SIMPLE 101 Things Every Buyer Needs to Know to Save Money and Find the Perfect Home. Offer this to the buyers in your market and you'll see the number of good quality buyers you are capturing increase sustainably.

EXPIRED MASTERY

HOW TO TURN EXPIRED LISTINGS INTO A GOLD MINE OF OPPORTUNITY



One third of the properties that are offered for sale by a real estate agent will not sell during it's first listing cycle. This creates a HUGE opportunity for those real estate sales professionals who know how to effectively convert the expired owner into a good saleable listing.

This fast paced audio program provides you step by step guidelines for developing a supercharged expired listing campaign that will make you a top producing listing agent in any market.

- How to locate the sellers who truly want your help
- How to get the expired listing owner to contact you
- How to offer a benefit that gets you the appointment every time
- How to "get them screaming" to make them happy
- How to separate the seller's "wants" from the seller's "needs"
- How to get the expired owner to reduce their asking price
- How to use "maximum exposure" to wow the seller
- How to offer a guarantee that no seller can refuse

To be successful in today's real estate market you need a reliable source of good saleable listings and implementing an effective expired campaign will offer you that. Simple steps that will increase your listing opportunities and put more money in your pocket simply by helping those homeowners that need your help to sell.

\$99.00

Order TODAY and Receive Our FREE Bonus

GET THE EXPIRED LISTING OWNERS TO CALL YOU!



Order today and we'll include our exclusive EBook, You Don't Have to Be Expired! 101 Tips and techniques for successfully selling any property in today's market. Offer this to the expired listing owners in your market and they'll be contacting you faster than you can help them!

LISTING MASTERY

HOW TO BUILD AND MAINTAIN A LISTING BASED BUSINESS



Learn how to dominate your market area in only 90 days with high impact, low rejection business generating systems that get you the listings. How to build a client base that guarantees a high number of new listings every month. This exciting and fast paced audio program provides you a step by step plan for becoming a more powerful and profitable real estate sales professional by controlling the listing inventory.

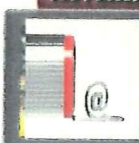
- How to generate lots of qualified prospects in only one hour per day
- How to find the sellers who are motivated to sell and stop waiting time with suspects
- How to quash the seller's business and grow your sphere of influence
- How to implement the best business development systems from the top 10% of agents
- How to use practical and powerful business building dialogues
- How to use the internet and social networking to supercharge your business
- How to remove the obstacles standing in the way of your success
- How to effectively eliminate the competition in any area

Business building techniques that will change your daily activities into monthly productivity. A very motivational program for any sales professional serious about growing their business by building and maintaining an inventory of good, saleable listings.

\$99.00

Order TODAY and Receive Our FREE Bonus

150 POWER LETTERS/EMAILS AND DIALOGUES



150 of the absolute best, professionally written, results proven business building letters/emails and dialogues. Every letter/email or dialogue you could need for prospecting homeowners, sphere of influence members, for sale by owners, expireds and more.

FSBO Means I LOVE YOU!

HOW TO HAVE FUN AND MAKE A FORTUNE CONVERTING THE FSBO



One of the greatest opportunities available in real estate today is converting the for sale by owner seller. 85% of the sellers who attempt to sell their property themselves will end up using a professional to help them. 85%! The only questions seem to be when will they list and with whom. Will it be you?

Nobody knows more about converting the for sale by owner than Bill Fields. Bill has personally converted over \$60 for sale by owner sellers into successful listings and sales and now you benefit his success proven formulas.

- How to find the FSBOs that are motivated to sell
- How to follow three simple steps for getting the appointment every time
- What are the ten do's and don'ts you must know to be successful!
- The five most important questions you must ask every FSBO
- The four types of buyers demonstration that eliminates all resistance
- How to get the seller to ask you to list their property
- How to implement a contact and follow-up plan that adds four listings a month
- How to dominate the FSBO market in only 90 days with high impact, low rejection business generating systems

This exciting and fast paced program demonstrates the critical steps to converting the for sale by owner and becoming a more powerful and real estate sales professional.

\$99.00

Order TODAY and Receive Our FREE Bonus

GET THE FSBO'S TO CALL YOU!



Order today and we'll include our exclusive EBook, 101 Things Every For Sale by Owner Needs to Know. Tips and techniques for successfully navigating the home selling process. Offer this to the FSBO's in your market and they'll be contacting you faster than you can help them!

GETTING TO YES!

HOW TO GET MORE BUYERS AND SELLERS TO SAY YES AND FEEL GOOD ABOUT IT



THERE IS NO COMMISSION ON A SALE YOU ALMOST MAKE!

The most successful sales professionals are those that refuse to take "no" for an answer. Strong techniques help you reach and exceed mutual objectives, while bringing satisfaction to all parties. This program is designed provide you practical, hard-hitting techniques to get your buyers and sellers to say yes and feel good about it.

- How To Start Closing More Deals Right Now!
- How To Avoid Traps And Use Tactics To Help Your Customers
- How To Deal With Deadlocks... And Create A Win-Win!
- How To Help The Prospects Reduce The Fear Of Saying Yes
- How To Use Minor Closes To Eliminate The Major Decisions
- Ten Closing Techniques That Help Prospects Make Decisions
- Five Steps For Turning Objections Into Momentum Builders
- How To Identify The 4 Personality Styles And Work With Them Effectively

The techniques used in this program will give you the skills and confidence to conduct negotiations that will achieve the most acceptable outcome for you and, most importantly, your buyers and sellers.

\$99.00

Order TODAY and Receive Our FREE Bonus

101 THINGS TO TURBOCHARGE YOUR REAL ESTATE BUSINESS



Order today and we'll include our exclusive EBook, 101 Things to Turbocharge Your Business. The best tips, tools and techniques to help you make more money in less time and enjoy your life more.

JUNE SEMINAR SPECIAL: ALL 6 FOR ONLY \$250 (\$600 Value!)

800-438-4579 For more info or to order online CLICK HERE

TOP 17% WEEKLY ACTIVITY TRACKING SUMMARY

Name: _____ From: _____ To: _____

Number of LISTING Appointments Needed to Reach Goal: _____

ACTIVITIES TO LOCATE THE OWNERS WITH A NEED TO SELL

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	TOTAL WEEK	TARGET
Hours Spent on Prospecting									
New Calls									
Follow-Up Calls									
Actual "Talk To's"									
Door Knocks									
Letters Sent									
Postcards Sent									
E-Mail/Text Sent									
Business Cards Presented									
SOI Contacts									
Open Houses									
Seller Internet ads posted									
Personal Notes Sent									

RESULTS OF MY ACTIVITIES

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.	TOTAL WEEK/MTD	TARGET
New Listings									
Listings SOLD									
New Lead First									
New Second Appointment									
Listing Presentations									
Listing "Come-Back"									
People Added to Database									

SELF-EVALUATION

GR=Great G=Good F=Fair P=Poor

DESCRIPTION	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
Attitude							
Time Allocation							
Work Ethic							
Commitment							
Self Discipline							
Activities Completed & Overall Evaluation							



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