



# ROADMAP TO MORE LISTINGS: A 90-Day Game Plan for New Agents

## By Todd Sumney

If you listened to this session during RISMedia's Spring Into Action Event, you heard 3 ways that new agents - & seasoned agents - can implement **"The Mini Neighborhood Report"** tactic into their marketing over a 90-day period to create listing inventory and get homeowners to step in from the sidelines, sell their homes and move up, move down, move away or tap into their equity in their current homes.

Here are the full 15 ways that you can implement this marketing idea.

### THE MINI NEIGHBORHOOD REPORT CONCEPT:

- Send current homeowners information on inventory levels and neighborhood activity.
  - Use the headline: IN YOUR NEIGHBORHOOD
  - Show a map or satellite shot of their neighborhood from your Website
  - Circle or highlight their home
  - Highlight other homes: Solds last 90 Days, Pendlings, For Sale
  - Give current inventory status
  - Request a Meeting (Virtual or In-person). At the meeting, present full CMA
- (Note: Please follow your Broker's guidelines and all state and local laws for your wording)

Try implementing these tactics 10X A DAY FOR 90 DAYS

### IDEAL FOR:

1. Farming a Neighborhood
2. Engaging Your Sphere of Influence
3. Sending to New Leads
4. Sending to Past Customers

### 1. SEND THE THE MINI NEIGHBORHOOD REPORT VIA "TEXT"

Text messages are almost ALWAYS read and so easy and fast to create. Type out neighborhood info in a text. Text a screenshot of a map view and or a satellite of their neighborhood from your Website. End with something like "If you are interested - all we have to do is set a time to do a quick tour and do a full CMA, so we can really discuss your opportunities. Or we could just catch up over coffee too - in person or over zoom! I just wanted you to know that I am here to help you and that your home and neighborhood is in high demand. Take care, (Your Name)."

### 2. VIDEO

Stand in front of a neighborhood entrance, marquis or entrance sign and shoot a quick video where you verbalize all of the neighborhood information you would type out in a text. Make a personal connection - and don't stress if it's not perfect. Just get out of your comfort zone, press record, be authentic and HIT SEND. Do not re-record.



## **ROADMAP TO MORE LISTINGS, continued:**

### **3. EMAIL**

You know how good old email works. Type out neighborhood information into an email, insert a few neighborhood map and/or satellite shots from your Website, and send it on it's way via email. Everyone complains about open rates - but many agents say email still works and helps them win listings.

### **4. THE MOTIVATED BUYERS PROSPECTING LETTER**

People still open mail and read letters. Write a brief greeting, followed by a short paragraph outlining the mini neighborhood report info... BUT THEN add in some information about the types of buyers that you have spoken with that are looking for a home in that area. For example, if one of your buyers want to move into a neighborhood because of it's school district, talk about that, and then mention 2 or 3 other types of buyer desires. This is a very effective prospecting tactic that works well in these tight inventory times.

### **5. THE FACEBOOK LIVE**

No explanation needed. Same as a video - except this time you are creating that video live on Facebook! Works especially well if you are running a private neighborhood Facebook group fo all of the residents in a neighborhood. You are sharing valuable information and you never know when your message resonates and results in a call to talk real estate.

### **6. THE PACKET DROP-OFF**

In this scenario you create a Mini Neighborhood Report, print it out along with any other pertinent neighborhood information — and hand deliver this to the homeowner's front door in a 9"x12" envelope — or send in the U.S. Mail. Do not print and fold up into a smaller envelope. The 9"x12" oversized envelope gets opened and read.

### **7. THE SLY-DIAL**

There are many "Ringless Voicemail" services that enable you to record a voicemail and send to someone's phone voicemail - without their phone ever ringing. Deliver your Neighborhood Report verbally to an individual or in some cases a small group of people who live in the same neighborhood. (Obviously, do not do this with individuals on the Do Not Call list.)

### **8. THE TACO TUESDAY**

Send your prospect a Taco Tuesday text, email or video asking them to "Taco 'bout Real Estate" over Tacos that you will have delivered to their home while you Zoom or chat on the phone — or invite them to a lunch in person. Or come up with some other type of invitation that authentically entices your prospects to discuss their real estate goals over lunch or happy hour.

### **9. THE #1 BUYER CONCERN**

With so many people saying, "Now is the best time to sell..." - Why aren't more homeowners listing their homes for sale? The short answer is, many are afraid that because of this "Hot" market where homes are selling so quickly, they are afraid they will not be able to find & buy their next home quick enough after they sell their current home. So send a letter or an email addressing that very fear - and showing the homeowner solutions to "Buy before they Sell." By showing them a solution that can remove their fear of selling, they can now be open and receptive to the Mini Neighborhood Report information that can motivate them to sell.



## **ROADMAP TO MORE LISTINGS, continued:**

### **10. THE EQUITY UPDATE**

Over the last 15 years, most homeowners have paid down their mortgage debt while at the same time their home values have been rising — creating massive amounts of equity in many of those homes that are not for sale in the neighborhoods your buyers are looking for. Send these homeowners a home digest that highlights and communicates the amount of equity the homeowner has while presenting them some options and ways to use that equity by selling and buying real estate.

### **11. THE 10-MINUTE OPEN HOUSE**

Instead of holding a traditional open house that takes an entire afternoon from you and only yields a few actual attendees while the rest of the buyer pool is passing on in-person walk-throughs, try holding a 10-Minute Open House where you are walking through a home on Facebook Live, Zoom or some other virtual platform. Make sure to talk about the Mini Neighborhood Report information while reminding the viewers that you can market and sell their home virtually just like you are demonstrating with this 10-Minute Open House. Market this event to other homeowners in the neighborhood in the days prior to and after the actual 10-Minute Open House, and watch homeowners call you to discuss listing their home for sale.

### **12. THE POLL**

Blatantly ask simple questions on your favorite social media platforms with the poll feature that tallies your sphere of influence's responses. For example, "Are you thinking about selling your home in this HOT real estate market?" If you get even a few "Yes" responses, chances are, you just created a new listing out of thin air.

### **13. THE "HOW CAN I HELP YOU?" QUESTIONNAIRE**

Google how to build a FREE Google form questionnaire, and then create a "How can I help you" Google form where consumers can tell you what real estate information and/or assistance they are looking for, and when they submit the form- it automatically captures the consumers contact info. Connect the Google form link to each and every social media post, outbound electronic marketing and Mini Neighborhood Report you create, resulting in immediate lead generation. Trust me, the results are surprisingly amazing.

### **14. The ACE in the Hole...**

Speaking of social media marketing — Automate all of yours with RISMedia's ACE Social Media Marketing System. Talk to your broker or RISMedia directly about implementing this amazing automation that can help you create inventory through automated postings or content postings that leverage the amazing daily and weekly content from RISMedia's Real Estate magazine.

### **15. Oh yeah... CALL**

Just call your prospects and start the conversation by discussing their Mini Neighborhood Report, and then ask for a face-to-face meeting. You should be able to create some amazing conversations by talking through their mini-neighborhood report, while cultivating a personal connection with the customer.

**Try implementing these tactics 10 times a day, for 90 days. -  
We hope this gives you a new Roadmap to Success!**