



Our 30-Day Marketing "SYSTEM"

How we will SELL your listing in LESS TIME for MORE MONEY in ANY MARKET

In today's real estate market it's not enough to just list a property on the MLS and sit back and wait for an offer. Our 30-day Marketing SYSTEM, is a 32 point selling system designed to harness multiple strategies and marketing techniques to work synergistically in order to sell your listing in 30-Days.

Before we get into the strategies of how we go about selling your home in 30-days, it is important to highlight that the success of our proven 30-Day Marketing SYSTEM is due as much to our mindset and approach as it is to our strategies and techniques.

Our Listing Mindset and Approach

First and most important our mindset is that we're going to sell all of our listings OURSELVES. We don't just put your home on the MLS and then sit back and wait for someone ELSE to show it and sell it. We think like an owner with a sell-by deadline!

Secondly we focus on taking the most effective actions possible to reach a specific goal. So, when we're talking about the goal of selling your new listing in less than 30-days, what we focus on are the actions necessary to make that happen.

What does it take to sell your listing in less than 30-days? The first step in achieving that goal (or any goal) is to actually believe that it's possible. And it is!

The most powerful approach I've found to decide what the most effective action is, is to ask myself a life or death question. Here's how it works. Ask yourself one simple question:

What would you do if you HAD to sell your home in less than 30-days or you'd be KILLED? When we ask a life-or-death question like that, we gain access to a different part of our brain - a part that cuts out all the BS and gets right to the heart of the matter.

If your life truly was on the line every time you made a decision, you'd think a little differently about things. Try it. Really, begin to think like that and you'll be amazed at the clarity you have. It's amazing what you're capable of when your life is on the line.

As a result of this approach we implement a quality control process that makes sure your home has the highest probability of being sold in less than 30-days.

Since the process of selling your home is a team effort, our first step is to make sure we have YOU, the seller, on board. It is imperative that we are all on the same page! After all, if my life were on the line, I'd want to make sure I wasn't risking it on a listing that the owner might not be committed to selling, how about you?

Five Qualities we Look for In a Seller

1. Are you COMMITED to Selling your House?

When your life is on the line, you have no room to just test the market and see what happens. If you're committed to selling, then you won't have any problem with the next requirement.

2. Are you Willing to Price your House AT Market Value?

If you're committed to selling, and you've established the "pain" of not selling your house quickly, you've set the stage for pricing it right. What would it take to make sure your house sells in less than 30-days? What would that price be?

We look to the reality of the market for our clues. For example, what are the houses that are selling in less than 30-days actually selling for? How much above market value are they listed? In most markets, the 30-day *listing* price is no more than 3% above the actual *selling* price – the price you would take for the house if it could be sold tonight.

This is where we have to be really aware of what the true market is doing. Since our "life is on the line," we spend the extra time it takes to make sure we know the real market value of your home. We prepare a competitive market analysis (CMA) based on recent sales and current market conditions to estimate the fair market value of your property

We understand that we're not doing anyone a favor by taking an overpriced listing and hoping we can get you to reduce the price later. We get the price right FIRST. It's no use doing any kind of marketing until we've set the right price.

No matter how hard you try, you can't sell a \$100 bill for \$110 in a knowledgeable crowd, and the homebuyers today are certainly a knowledgeable crowd. They know value when they see it.

If you, the seller, want a price higher than what we feel is the 30-day selling price, we recommend you have the house appraised before we start marketing it, that way we'll have a third-party objective opinion. Price is a BIG deal. Get it right! Next, let's make sure...

3. You have NO OBSTACLES or HANDICAPS to Selling!

No such reasons like: "We don't want the neighbors to know"; "We don't want a sign"; "We don't want a lockbox"; "We don't want you to show it without us here"; "We need 48 hours' notice to show the house"; "We don't want you to put our house on the MLS"; Etc.

Remember to sell a house in 30-days we need to have your full cooperation. We can't want it sold more than you do. Having said that, we understand that there are special circumstances and if so we have to design and establish an alternative strategy right up front.

4. Are you Willing to STAGE your Home to Sell?

Model homes are what sell NEW homes. People love model homes, because they present an idealized vision of what it would be like to live in that house.

Clutter, obvious minor repairs and things that need some cosmetic attention can distract buyers, and they will always overestimate the cost of repairing even simple things. Things like removing clutter can make a house seem bigger and let buyers see what it would be like for them to live there.

Making minor cosmetic improvements can make a house show in its best light. As a committed seller you should want that and we will help you with everything needed to prepare the house for sale. Also, check with us about our FREE staging program, your home might qualify.

5) Are you Willing to HELP find a Buyer?

As I mentioned before selling your listing is a team effort, and though we could handle it by ourselves if needed, we request your energy. As a truly committed seller you'll want to do everything you can to help get the house sold.

There are plenty of ways for a seller to get involved in selling their house. We'll talk about some of them a little later, but for now it's important to get you on board and involved in finding a buyer for the house. In our experience, having sellers involved creates a HUGE advantage, and we will give you the tools you need to help.

If you are committed to all five requests nothing can stop us from selling your home in less than 30 days. We haven't even started marketing the house yet, but we're more than halfway to a successful sale already. Now we can turn on the marketing. Here's how we get started.

Our 30-Day Marketing "SYSTEM"

I have learned from Michael E. Gerber, author of The E-Myth about systems. Our 30-Day Marketing SYSTEM is exactly that, a documented system for selling houses in less than 30-days.

When you've got a documented system, you can start to see how predictable and consistent it is. We've developed procedures and processes to create consistent, predictable results.

Franchise prototype thinking is a life-changing mindset, and you can read all about it in Michael Gerber's book, if you have not read it, I highly recommend it - it will change the way you think.

Preparation

6. We Start by Identifying The Most Attractive FINANCING Possible

This is where our affiliate partnership with Jim Passamonte with Shea Mortgage is fundamental to our process. No matter what price range people are looking in, it will always come down to, "How much is this going to cost us each month?"

Luxury car dealers have figured this out. You never see an ad for a Mercedes or BMW that says: "New BMW X5 only \$53,795." It's always, "Lease a new BMW X5 for only \$499 a month!" A price that seems so ridiculous - yet affordable - that suddenly a luxury car seems to be a possibility. Even though the \$499 lease requires \$4,999 down and is a 60-month lease with 10,000 miles a year - it was the \$499 price that attracted the initial interest.

The same thing applies to houses. Most buyers don't have any idea about what it costs to buy a house. Or what the payments on a \$300,000 house might be. If you were to ask them, they'd probably say you need at least \$30,000 down and the payments would be somewhere around \$3,000 a month.

If that's what they're thinking, and they're looking at \$200,000 houses because they think they can only afford \$2,000 a month, what would they think if they saw that they could buy YOUR \$300,000 listing with zero to ten percent down and have monthly payments of \$1,500 a month?

They would pass it right by if it was advertised at only \$309,900, but when you put it in terms of a monthly payment they can manage, it suddenly becomes an affordable possibility. There are so many great mortgage programs available now - some are zero down, most are 3.5% to 10% down. Jim is the finance wizard, he'll know what the most attractive way to finance your listing will be and will produce some top notch marketing materials to help sell your house.

He will also prepare a good-faith estimate of what it would look like for a person with average-to-good credit to buy your home and how much it would cost them. He also understands that a low monthly payment will attract more interest than a selling price will. We always look for the most attractive ways to package our listings.

7. We Overcome Possible Buyer Objections up Front

If the house needs to have anything of a serious nature done to it, we will investigate it up front. We'll find out how much it would cost to get new carpet, a new roof, new windows, a new furnace or air conditioning. Whatever it is, if it's obvious – don't hide it. Overcome it.

If you leave it up to the buyers, they'll way overestimate what it costs to make even the smallest change. If applicable we will get estimates from local contracting companies who do all kinds of repairs and improvements. You can choose to make the repairs and if not you will have the estimate ready to show the potential buyer what it would take to fix or replace that particular item.

8. STAGE the house BEFORE we start marketing

There is no disputing the value of staging a house to sell. Clean, uncluttered, well lit, good smelling homes sell for more money quicker than messy, cluttered, dark, stinky homes.

We do a "room-by-room review" of every house we list to make sure it shows at it's very best. Our clients love it. We are not afraid to tell you what you need to hear.

Sabrina, our interior designer, has her own system for staging a house. She has a simple checklist to go through with sellers so she can build a plan to get the staging done quickly.

Remember, the goal is to get the house SOLD in less than 30-days, so every advantage we can get will help. We will arrange a free consultation with Sabrina in order to help you make your home as presentable as possible for agents and potential buyers.

We could even have our handyman come over workup a free estimate, and help with the staging process. Making your home look it's best is a very important step, and every ounce of effort here will pay off in the end.

Also, if desired, we will provide contact information for a professional photographer and/or videographer. Alternatively, we'll take about twenty-five high quality digital shots to use for our promotion materials.

Ok...to recap. So far we've committed to selling this house in less than 30-days, we've arranged low down payment financing with low monthly payments and we've staged the house to show at its absolute best. Now it's time to start thinking about the marketing.

Marketing

9. Tell the Truth - Crafting your Unique Sales Letter

The most important lesson I've learned about marketing any product or service is to simply tell it as it is. The concept is simple, it's about how to "structure" the truth in an interesting way and use it to your advantage. We will help you craft your unique sales letter.

Sounds simple doesn't it? The truth is the most important detail you can reveal in any situation - no matter what it is. This concept has changed the way I think about marketing and has been responsible for a huge improvement in marketing results.

I first learned about the power of telling the truth through a book that was recommended to me called "How to Argue and Win Every Time," by Gerry Spence. He's a famous defense attorney who defended Imelda Marcos, Randy Weaver, and other high profile cases. I consider this to be one of the most important books I've ever read.

10. We Use 24-Hour Recorded Messages

Ok, now that we're getting down to the actual marketing of your house, our marketing toolkit includes a voicemail hotline service. It's a service that allows us to have a toll-free number with multiple mailboxes where we can leave detailed recorded messages that people can listen to 24-hours a day.

Multiple people can call at the same time and never hear a busy signal. All they have to do is call our toll-free number and enter in a 3-digit extension number.

We set up a recorded message to tell buyers about this specific property any time of day or night. We get 3 - 5 times more calls on our ads, and more importantly, it works to filter out the buyers who are NOT serious and help us identify the five star prospects.

Now the goal becomes to drive as many callers as we can to the recorded message where we can deliver a carefully crafted 3 - 4 minute message. So let's look at some of the things we can do to drive callers to our hotline...

11. Signs...Signs...Signs

Now that we've got most of the elements in place to launch a powerful marketing campaign, it's time to start getting our message out to the market. Let's start from the house itself and go from there. The first indication that a house is for sale is when the sign goes up. It's the first thing that people in the neighborhood see, and it often comes as a surprise. A new for sale sign sets off a chain of events that could find a buyer for a house right away.

Right now, in your neighborhood when we just list your house, there may be a neighbor who has been put on notice by a friend to "let me know if anything ever comes up for sale in your neighborhood." Now, if you just put up a sign in front of the house, that's going to notify the neighbors that the house is indeed for sale - and they may even call their friend. But what are they going to say?

“Hi...it’s me...you know the hacienda across the street from us? It’s for sale!” “You’re kidding! How much?”
“I don’t know...” “Why are they selling?” “I don’t know...”

I know we can do better than that. A sign alone is not going to get the job done. We need to really equip those neighbors to help us sell the house. So let’s add some...

12. Info-Box Fliers

I think these are a fantastic idea. You’ve got to imagine the scene in front of a newly listed house as a neighbor or potential buyer drives by.

In scenario #1, they drive by and notice a real estate company for sale sign and nothing else. They’re interested but they don’t know how much the house is, or anything about it except that it’s for sale. As an example, I’m looking out my window right now, and one of my neighbors is selling their house. I see the sign. I’m curious about how much it is, but I don’t know how much it is because there is no info-box flyer.

In scenario #2, they drive by and notice a real estate company for sale sign with another sign pointing out the free information about this house and an info-box with fliers about the property. Now they can get all the information we want them to have and tell them everything we want them to know.

Just imagine for a minute if you could sit on the lawn of your new listing 24 hours a day so that as people drove by, they could stop and you could tell them all about the house. You could tell them about the great financing, the open house this weekend, and all about the amenities and why the owners are selling. Wouldn’t that be great?

Well, an info-box flier is the next best thing. The sign should compel the buyer to pick up one of our fliers, and the flyer should lead them to the free recorded message where we promote either calling us direct, or stopping by the next open house showing. Info-boxes are smart. We use them on all our listings.

Info-boxes are so rarely used it’s almost funny. And the ones that are used are seldom used effectively.

13. Postcards to Neighborhood

The neighbors can be one of our greatest assets for two reasons. They may just know somebody who wants to buy your home. “Just Listed” cards are a good idea, but not the way most people use them.

It’s no good to just send out a postcard with a picture, the address and price, and the words “Just Listed.” What we figure is, would we hire somebody to go up to 100 doors around our listing, knock on the door, and when they answered say “Just Listed! Good night!” and go on to the next door?

If we’re sending a postcard to somebody, we treat that postcard as a personal message we’re having delivered right to their door by a uniformed government agent! Postcards are a great way to communicate a complete message, so we never send anything on a postcard we wouldn’t hire somebody to go and say directly to the recipients. Ok, let’s move on...

14. Our Enhanced Listing Service

As a matter of standard practice, we list your home on the local Multiple Listing Service (MLS). But in addition we will also place your listing on the Internet via our enhanced listing service with sites such as realtor.com, azcentral.com, craigslist.com (more on craigslist later), postlets.com, zillow.com, oodle.com, hotpads.com, city-

data.com, trulia.com, movoto.com, tedfin.com and overstock.com. Plus we'll submit your listing to all the major search engines (Google, Yahoo, Bing/MSN, AOL, etc).

15. We Use a Preferred REALTOR® Update List

We have an email list of fellow real estate agents we email every time we get a new listing to give them a head start. I'm not talking about spamming every agent on your MLS. I'm talking about the real estate agents we have a closer relationship with. The ones we have worked with in the past. And we also...

16. Piggy-Back on Homes For Sale Right Now

There are probably at least six comparable properties in your neighborhood that may be on the market right now, or that have sold in the last 30 to 60 days. The agents for those properties may already have a buyer for your house if they have buyers who are looking for something a little different from their own listing but in the same neighborhood. We take advantage of that momentum and let those agents know.

17. We Build You a Single Property Website

One of the most valuable things we can do online is to create a single website specifically for your new listing. It can appear on every piece of marketing we use in our marketing system – every postcard, info-box flyer, listing business cards, voicemail etc. - every piece pointing to a single website where all the information is available.

18. Virtual Tours

Virtual tours are still a pretty cool thing. It helps most buyers get a better feel for your house. It's also perfect to link those buddy list messages to (more on that later). It's a pretty easy way for people to see your new listing and spread the word.

19. Craigslist Ads

Craigslist has become a hotbed for buyers. Buyers love it because they feel like it's really a "consumer friendly" site and that they're getting the "inside skinny" on all the "great deals" in the market. There seems to be a bit of an "immediacy feel" on Craigslist!

Because the brand new listings are all at the top and they fall below the radar relatively quickly so we post there often and make sure our ads have the ability to capture people's attention.

20. Postcards to a Geographically Complementary Area

For every house for sale, there's a target population that could provide a larger number of potential buyers than average. For instance, if we've listed a townhouse or condo, a logical place for a buyer to come from would be an apartment complex - tenants could buy the townhouse for the same as they're paying in rent.

If it's a 4 bedroom detached house in a mid-range area, the buyer may be living in a townhouse or a 2 bedroom home. We think of where the natural movement in the community is and, if it's appropriate, we send a postcard to those homes.

21. 30-Minute Open Houses

Open houses still make sense, but not the way most agents hold them - you know, the 4-hour marathons from 1 to 5 where agents sit silently alone hoping a couple of people will pop in. That whole routine is counterproductive. If we're going to have an open house, we might as well harness some of the most powerful forces of influence to work for us.

The most effective way to hold an open house is to get everyone who is interested in the house to come to the house at the same time, like 2pm sharp. If you've never experienced this, you'll be amazed at what happens.

Already we've got the buyers attention because it's not like other open houses where they could maybe pop by anytime on Sunday afternoon if they get around to it. We're on their calendar now with a definite time "Come on honey, get a move on, we've got to be at that open house at 2pm!"

And even more important than that, they know this is different because they've listened to our recorded message, they know there is special financing, they know it's going to be sold quickly, and when they see all those other people there, they instantly want the house even more.

The principles of "Scarcity" and "Social Proof" take over and they absolutely HAVE to have this house - and quick. Read Robert Cialdini's book *Influence: The Psychology of Modern Persuasion*, it will blow your mind. I'm still amazed by what people do when they are under the influence of these hidden motivators. Once I understood what they are, and how to enhance them, my abilities as a marketer dramatically improved.

Okay, remember I asked if you were willing to help out, now it's time to talk about getting you involved and help find a buyer. We know you are excited, and can't wait so...

First, you have to know that a good percentage of the time properties are sold by somebody who knows somebody and we need your help to tap into that. Because now that your house is up for sale, you're going to notice that everyone in the world seems to be selling their house too, and everyone seems to be talking about real estate.

We just want to bring this to your attention and equip you with the tools you need to harness that energy that you're going to be tapping into. The first thing we will help you do is to think of the people you know who would love to help you and choose...

22. Your 12 Disciples

In everyone's life there are probably about 10-12 people who make up the core nucleus of our relationships. The people who would be willing to help us any way they could. Our local family members, our best friends, our golfing buddies, church friends, etc. These people are another great way to get the word out about your listing, and they would be more than happy to help if you only ask them. All of the things we ask you to do, you can also ask your 12 disciples to do. Things like...

23. Carry Business Cards With Your House Info on it

Remember how I said you're going to start noticing all the conversations going on around you that have to do with real estate? This is the perfect opportunity to hand someone a business card with all the listing information right on the front including a house tour link where they can see EVERYTHING they ever wanted to know about your house

PLUS - the flip side has our contact information on it making it super easy for anyone to call us up and request a showing! Everything we do has the single purpose of getting interested buyers to call. Another thing you can do is to...

24. Take a Flier to Work for the Lunchroom Bulletin Board

This is a very powerful strategy for you and your 12 disciples. With this little trick we can get access to an otherwise unreachable audience. Don't underestimate this, everyone who sees this flier has a job, and you never know who may know someone who knows someone. It's all about the cumulative effect of all these things working together that will have lots of prospects calling our voicemail hotline every day. Next...

25. Buddy Lists

You and your disciples have an instant way to get the word out about your house, and it won't cost anything to do it. What if you sent out a brief message to your buddy list that said something like this... (let's send it to Tom and Jane) Hi Tom/Jane, Mark and I need your help. We need to sell our house this month and we're willing to sell it for \$10,000 below market value (remember your unique sales letter, here it comes).

We have always wanted a house in the country and we found one that we fell in love with, (then go on to paraphrase your story and ask them to pass this message on to their buddy list). Are you starting to see the power of leverage. That's what we're looking for! You'll be surprised at how the word can spread like this, especially when friends of friends start helping out.

26. Neighbor Letters

One more way we can tap into your neighborhood, in addition to the post cards, is to send a letter and a "care package" to the neighbors you have a special relationship with.

Everyone has particular neighbors who they have a closer relationship with than others, and if you were to send or drop off a letter explaining your situation and some tools like business cards and flyers to help out, they'll be more than happy to do it. Finally, since we are thinking like a FSBO let's look at some of the....

27. FSBO (For Sale by Owner) Sites

There are different FSBO sites available for sellers to list their homes free of charge. We will help you choose and help you post your house.

28. Quality Communication

Everyone likes to know where things are at and we have a strong commitment to communicate with you as often as necessary to keep you advised of showings and feedback that we might receive from agents representing prospective buyers. We'll also keep you abreast of factors that affect the real estate market - such as mortgage rates, new listings and selling prices

29. The Offer Contract

We act as your representative to other agents who have prospective purchasers. When an offer to purchase is presented, we assist you in negotiating the terms of that contract as well as ensuring that all pertinent information is obtained regarding the prospective buyer's financial ability to perform.

30. Escrow Period - a Contract has been Accepted

During this period YOU can relax a bit because you no longer have people visiting your home. However, our responsibilities continue in order to ensure that all parties uphold their commitments. During this time we will:

- Help you select a title company should you not already have one
- Ensure that earnest money is received and deposited in the escrow account
- Deliver a copy of the contract to your escrow officer
- Schedule all necessary inspections, and order a CLUE report
- Work with the mortgage broker, the appraiser, the inspector and any contractor in case the buyer requests work to be done on the property
- Ensure that all contract contingencies are met within specified contract dates

31. After Close

At this time it is just a matter of wrapping up and making sure there are no loose ends left untied. During this time we will:

- Review the final closing statement to ensure accuracy
- Arrange with title company to wire your net proceeds into your bank account
- Send you an email containing all your real estate transaction documents. This is a valuable reference for the future

Whew!!! That was a big one! Beyond the commitments outlined above, we are here to assist you in any way we can to make sure that the sale of your property is as pleasant and as profitable as it can be.

Thank you for considering us as your agent for your real estate needs. I know the experience we have in real estate sales and internet marketing will be of great value should you choose to secure our services. As professional Realtors®, we take great pride in successfully delivering high quality services and get your property sold. I am confident that we can be successful this is why we offer...

32. Our No Nonsense Guarantee

If at any time, for any reason, you are not satisfied with our services, you may cancel the listing agreement - no questions asked!

Please let us know if you have any questions that I have not addressed and please feel free to contact us for a list of past and current clients to speak with about the quality of our services. We are committed to make selling your property a successful experience. The basis for our success and continued career in real estate is referrals and repeat business from happy and satisfied clients.

Please Note: The sale of your home is very important to you. Select your consultant on their integrity, skill, marketing plan and knowledge - NOT because he or she told you a price you wanted to hear. Unfortunately many people think that their decision should be based only on which agent recommends the highest listing price and the lowest commission.

If those are the only criteria, the least competent agent will usually get the job and the sellers will lose money somewhere else in the transaction. To gain a half percent in commission cost and lose three percent due to poor marketing, negotiation and transaction management doesn't make sense.

Oh, before I let you go take a quick look at our...

Back-up/Alternative Plan

Unconventional way's of Selling your Property

It is always good business practice to have a back-up plan. In some cases sellers prefer to forego the conventional ways and get to the back-up or unconventional plan right away.

Here are some of the reasons to consider unconventional ways to sell your property

- You are relocating and have no time for a conventional sale
- You want a CASH sale and to have your property sold in 15 days or less
- You don't have enough equity to pay for commissions
- You owe more than the house is worth at this time
- You are in foreclosure and want it stopped

Unconventional ways we can help you sell your property

- Sell by way of a Lease Option or a Rent to Own program
- Sell with an "Agreement for Sale" contract
- Sell "Subject To" the existing financing
- Sell your house by way of a Short Sale
- Properly structure and sell with owner financing

We have extensive contacts with the investor community; many of our clients are investors as well. In a market where options are a must, we can help you complete a successful sale in many different ways. Contact me at any time for a FREE consultation to explore the DIFFERENT POSSIBILITIES that are available to you!

Sincerely,

Dimitri Larno
Designated Broker - Realtor®
c. 602-524-1487 e. Dimitri@DiLarno.com
To learn more visit <http://dilarno.com>

As a real estate professional, licensed Realtor®, and investor, Dimitri has over a decade of real estate experience. Dimitri's experience covers primary residences, second homes, investment properties, commercial properties and land. He has been recognized for being a Multi-million Dollar Producer, and is an accomplished Realtor® committed to superior results for his clients.

"Strive not to be a success but rather to be of value" Albert Einstein