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North America's Leading Real Estate
Coaching and Training Company™

*Your competition is in shock –
They don't know what to do ...*

*The
“Do Not Call” Law
Report
Part II*

By Mike Ferry

THE “DO NOT CALL” REPORT PART II

I’m sure like many of you ... we are all amazed at the response of the “Do Not Call” law and its effects on what we are doing in real estate ...

The continuous question of the “Do Not Call” law and what we can and cannot do and the effects of that law on us are going to be lingering for quite awhile ... and based upon the actions that have taken place, at the time you are reading this report, it is going to be awhile before everybody “understands” the law itself. The industry panicked around September 15th about the law going into effect, then we breathed a collective sigh of relief because of an Oklahoma judge. And then just like that, the law was back on again ... then it was a great sigh of relief, as a Denver judge ruled in our favor ... then the President signed the bill ... period. Then ... blah, blah, blah!

I don’t think there is any question that there will be some type of restriction placed on everybody who is doing some type of selling on the phone ... the question of course will be “will calling a homeowner and asking if they want to sell be considered a sale on the phone or asking for an appointment?” Because of the continuous confusion and the hundreds of ways everyone is reading this law, I’m telling everybody effective today ... ***“keep prospecting.”*** Here’s what is great ... by the time this is mailed and you receive it, the whole law might have changed again, or it

might be set in stone, but it is really not going to effect you anyway. So read on with that thought in mind. What can we do to keep our business growing ... how about any of the following?

- 1) Call your past clients ... an area most agents do not do well.
- 2) Call your centers of influence ... they buy and sell real estate like the rest of the world (just a thought, call them and tell them to register their name on the list so the rest of the agents can't call them).
- 3) Call FSBO's ... the law says "it is permissible to call FSBO's if an agent is representing a buyer and is calling on behalf of that buyer for the purpose of inquiring about that property." And it says, "It is not permissible to call a FSBO that is on the list for the purpose of soliciting a For Sale By Owner listing." ***IF THE FOR SALE BY OWNER IS ON THE LIST, GO TO THEIR DOOR.***
- 4) Call Expireds ... if they are on the list ... just like the By Owners, go to the door.
- 5) Do Just Listed/Just Sold calls ... if they are on the list, go to their front door. (See my mapping advice later in this report.)
- 6) Knock on doors ... whether it be For Sale by Owners, Expireds, around sales, or in your farm territory.
- 7) Agent/public referrals ... you can still ask them and certainly work them all you want ... there are hundreds of ways to get these types of referrals with everything from

going to BNI group meetings, to working with other community groups, to working with the concierge at the hotel, to asking for referrals from your postman.

- 8) Sign calls/ad calls ... will still be coming in. Perfect your skills while they are still a low priority call, but a call that you can handle.
- 9) Old company files ... more on this later.
- 10) Client adoption procedures ... more on this later.
- 11) Call small to medium new home builders ... there are plenty of these in every community and their new homes have to be sold.
- 12) Call your local banks ... because there are going to be more repossessions in the future and the banks will want them sold.
- 13) Cold calls ... whether they be sequential dialing (could be trouble here because of the law, so be careful) or cold-calling from your Criss Cross Directory (they have the “Do Not Call” list available).
- 14) Open houses ... our Trigger Cards have scripts for open houses and have had them for 28+ years. Regarding open houses: if you are going to hold an open house, have every participant sign in and have the top of the sign-in sheet state that by signing in you have permission to call them in the future.

- 15) Mass mailings ... although not effective and a huge expense, are well within the law.
- 16) The world-wide web ... the world's largest free classified ad. Some agents rely on it; the majority say it is a waste of time.
- 17) Absentee owners ... a great source of listings, but it does require high numbers.
- 18) Small real estate investors ... prospect the people that own three to five houses or units because they are always looking for the next good deal to increase their portfolio.

WHEN YOU LOOK AT THIS LIST, HAS ANYTHING REALLY CHANGED WITH THIS LAW IN EFFECT ... NO!

So here are a lot of methods of prospecting that you can still use today. Which ones are you going to use, why, and when are you going to start?

A lot of you are relying on my opinion in a lot of areas and, in many cases, you are paying good money for me to tell you what to do to build your business. As I just stated, it is only a matter of time before the original law will be put into effect or some modification of the law will be put into effect. So, like many of the other challenges we face as entrepreneurs building businesses, (this is an important thought because all of the Superstar real estate entrepreneurs face continuous challenges, whereas the masses' only challenge is what they are going to do once they leave real estate). We have to keep looking at some specific things we can do

to build our business in spite of the “Do Not Call” law. This report is about that topic ...

HOW TO CONTINUE BUILDING A PRODUCTIVE AND PROFITABLE REAL ESATE BUSINESS IN SPITE OF THE “DO NOT CALL” LAW

I’m not sure if all of you are aware that there are many states (between 20 and 25) in the United States today that have had “Do Not Call” laws in effect for a long period of time. For example, the state of Georgia has had this law in effect for at least seven years, the state of Texas for three to four years, as well as the states of Florida, Wisconsin and Pennsylvania for at least a couple of years. What is interesting to me is that these laws have been in effect for a long time and really have no effect on how professional real estate agents do business.

The sad part of this whole process is to watch the mental anguish that brokers and agents put themselves through thinking and believing that this law is going to have some kind of dramatic effect on their income, or how their business will be done in the future. Here’s an interesting thought for each of you to keep: For the past ten years in the United States, we’ve been selling anywhere from 4.8 to 5.3 million homes per year. ***This is in spite of continuous changes in interest rates that are both good and bad ... huge swings in the economic picture both good and bad ... housing starts being high and terribly low ... housing prices dropping and rising dramatically within short periods of time ... massive consolidation in the industry which creates unrest at best ... brokers who are fighting with agents over a commission, assistants, promotion and advertising, and what an agent can and cannot do to build their business ... as well as “Do Not Call”***

laws in a lot of states. What is most fascinating to me is that highly-skilled, well-trained, professional real estate people always sell homes in spite of all the circumstances that take place and, in some cases, many of the above circumstances take place at one time. If you look carefully at all of these different scenarios, a major portion of this whole sales game called real estate revolves around the word “**MINDSET**”.

“Mindset” is a funny word ... not only because most people don’t really understand the power of our own mind and what it can do for or against us, but it is a funny word because it drags so many people down so fast. If you could see the wide variety of interesting and unusual responses regarding the October 1st law, you’d either laugh or cry. I’ve had brokers write me letters where they have been incensed over the “Do Not Call” report I put out several months ago, saying I was breaking federal and state laws and that basically I was full of _ _ _ _! At the same time I’ve had brokers both call and write me letters stating emphatically how much help that report was for them in helping them understand what they and their agents had to do to keep their business moving forward. (I can’t imagine the responses I will get to this report.)

I’ve had people in our One-on-One coaching, as the October 1st date got closer, call and want to quit One-on-One coaching because with the “Do Not Call” law in effect, the Mike Ferry System does not work and what is the point of being involved in our coaching if you can no longer prospect ... where in the world does the law say you can’t prospect? We’ve had One on Ones and other clients call and send us letters stating everything from “our company has told us not to list any more property because of the “Do Not Call” law ... they only want us to work with buyers” (bizarre, isn’t it?) to agents telling us their broker is making them

sign an agreement that if they call a By Owner or Expired and get fined because of it, the agent is agreeing to pay the fine and the broker has no liability. (Just as bizarre, isn't it?) To agents and brokers who have sent me a variety and thick stack of letters saying you can't call For Sale by Owners and Expireds anymore, it is against the law, to "since the only thing Mike Ferry teaches is cold calling, I need to start an advertising campaign," to Hobbs and Herder mentioning my name saying how old-fashioned I am in my teaching because I'm not willing to break ... *the principles and values I believe in which will cause you to make enormous profit as a real estate agent ... which so many people have been doing for 28+ years.*

It is interesting how so many people associate the name Mike Ferry with cold calling ... and therefore with this new law our Mike Ferry-trained agents are automatically out of business. It is also interesting how we've been competing with a variety of companies like Hobbs and Herder who have a very specific plan for agents, just as we have a very specific plan for agents that happens to be almost 100% the opposite of theirs. In the seventies and eighties there were virtually 75 to 100 real estate training companies to pick from. The major portion have gone out of business ... there is a reason for this ... the ideas they were teaching didn't work. Today there are maybe 10 to 15 companies who are still teaching you how to sell real estate. The Mike Ferry Organization is still the leader in this industry. Even NAR recognizes that.

As I am sure you have heard me say in the past, we can either wait for business to find us (open houses, floor time, etc.) or we can buy business by doing continuous advertising and marketing campaigns ... which are very expensive and reduce agents' profits

very quickly. Just a thought: Have you ever really thoroughly worked through the process of becoming a household name in a community and what that cost is to become the “brand” that these different companies tell you you can become through their various marketing campaigns? Or third, you can go out and earn business by finding it, which revolves around “the P word”.

Unfortunately if your goal is to create long-term income and long-term profitability, you’ve got to go with the third option because options one and two just don’t make any financial sense. Remember of course that most people are always trying to find the easiest way to make money without having to do any serious work. So all of these ridiculous marketing campaigns do make sense to certain people. Also when you add the word “ego” to this scenario ... since so many people are more concerned about their ego being stroked than profitability, it is easy to see why people say “don’t do Mike Ferry, since he’s going to make you cold call all the time ... when you can do our system and never have to call anybody again.” ***THAT IS AN INTERESTING THEME AND PROMISE THEY MAKE RELIGIOUSLY TO AGENTS, YET ONE WE RARELY SEE WORK.*** It is interesting that we’ve lasted 31+ years in this business and have been successful in assisting some of the greatest agents in the history of our industry build these productive and profitable businesses, and yet people keep saying the same thing about these successful agents and myself. I guess it is time for each of you to make a decision: do you want ego recognition or profitability ... either one is OK. Just be clear as to what the consequences are to your decision. ***The “Do Not Call” law has nothing to do with this decision and don’t think for a minute that it does.***

I know that brokers are very frustrated with what they should be saying to their agents regarding this law. The fears that they are experiencing are real because they believe that if you as an agent does something wrong, they are going to get fined \$11,000. What you as an agent has to understand is that in most cases the money in real estate (or should I say “profitability”) is not in being a broker, there are exceptions just not too many, but is in being an agent. For most companies the margins are very thin and it would only take one or two \$11,000 fines to cause the average broker’s head to spin (assuming of course they may actually get fined).

At the same time, agents are terrified that they might get fined. So how are people responding? Brokers are creating new rules in their companies and agents are panicking. When you think about it, it is almost kind of stupid, isn’t it?

Here’s a thought that will get a few people’s heads spinning: If it is true that you are, in essence, an Independent Contractor and can do within the state laws and the ethical laws of your Board anything that you want, how then can so many real estate companies be telling you that you can’t prospect For Sale by Owners and Expireds, or in some cases that you can’t prospect at all? Either you are an Independent Contractor or you’re not. At the same time, the broker has a right to make rules inside of their company; but, do the rules fall within the boundaries of the Independent Contractor laws that they operate under? As you can see, there are a lot of different sides to this crazy story. So, let’s continue.

We coach some of the most successful sales people in states like Georgia, Florida, Texas, Wisconsin and Pennsylvania. These states have a “Do Not Call” law in effect and our clients have been

calling For Sale by Owners and Expireds for years *and have helped thousands of these people achieve the goals they have set which is to sell their homes and move on with their lives.* None of the clients we have coached for all of these years where these laws are in effect have been fined by their governmental agencies over breaking any laws. It is interesting how the industry and so many agents and brokers are reacting to this law ... and quite honestly, no matter who you talk to they have a different version of what the law means. *Talk about people's mindset being all screwed up ... and fear running people's life. When fear runs your life, you never get the results you want or deserve and most importantly, the public ... the people who want to list their homes ... don't get the service they deserve.*

Now let's look at the reality of what you and I have to do to keep our business growing "whatever" the circumstances are of this law that we're facing.

NUMBER ONE: Since it appears there is going to be a variety of versions on how people read this law, do what your broker says when they create policy for their company that you work for. If the policy they create is not in agreement with your version of how this law is to be enforced, and you can't come to an agreement because of either the broker's attitude or the fear the broker is experiencing over being fined, then you have to decide what you are going to do with your business and your career. I know in saying this I am going to infuriate a lot of brokers (but I'm told I have been doing that for the last 30 years). So, do what your broker says as long as it makes good business sense, knowing that every broker (attorney, Board of Realtors, Association and real estate agent) seems to be interpreting this law differently.

NUMBER TWO: The Mike Ferry Sales System is all about teaching an agent how to build a real estate business of which prospecting is a small portion of that entire system.

As I stated above, I have been doing this work for 31+ years and I don't know of anybody who has lasted as long doing what we do (with the success we've had with agents) and who has a complete system in effect that can take you from starting your career to ending it with enormous production and profits. There have been hundreds of people who have tried to do what we teach, but by leaving out part of the system, the system breaks down. As you can see as you read forward, the system – as simple as it sounds – is very involved and every step is critical to long-term success.

The Mike Ferry Sales System revolves around teaching you how to manage your time by creating a schedule, setting realistic production goals and a business plan, finding and developing people who want to buy and sell, creating efficient lead follow-up systems for the prospects you find, pre-qualifying prospects and developing strong presentation skills for buyers and sellers, handling objections effectively, closing the sale effectively, negotiating the best for both parties in the transaction, and handling the administrative work once this whole process is completed. You might want to re-read this paragraph, because there is a lot here for each of us to learn.

Get off the thinking that the Mike Ferry Sales System is about “cold calling”. The problem most agents have – you as our client obviously are excluded – is they don't know how to do any of the above and because unfortunately most brokers can't teach them this system we just described ... agents will try on their own

some form of prospecting with unprofessional scripts which then brings a bad response from the public, which leads to complaints to a broker, who then tells an agent to quit prospecting. Because this agent has gone to a Mike Ferry seminar, the broker then tells the agent they are not allowed to do anything within the Mike Ferry Sales System ... pretty crazy, isn't it? The "Do Not Call" law has no effect if you become a professional sales person and learn the process we described above because professional sales people always find qualified prospects to list and sell. *We're teaching the most successful sales people in North America this system and the results they are getting are undeniable.*

NUMBER THREE: Since the law is in effect and there are 50 million people on the list, that means there are 150 million homes that aren't on the list. Just as for years a good portion of the public has had unlisted phone numbers, or in recent years caller ID, people today put their name on a list. This is certainly nothing new ... meaning people that don't want to buy or sell real estate don't want to be bothered ... but the ones that want to buy and sell real estate are looking for professional sales people to handle that transaction. Our goal is to help you be one of the sales people they choose to handle that transaction. It is not going to happen only because you are good at prospecting, it is going to happen because you are good at the entire sales process.

NUMBER FOUR: You've got to know where your business is coming from before you understand the effects of this law on your business. During the past couple of weeks I have asked several of the individuals that I personally coach to again break down in detail where their business comes from. These agents are all doing anywhere from 150 to 200 transactions per year. In each of these cases, they have clearly reported that less than 2% to 3%

of their business comes from any kind of cold calling ... ***Why is so little coming from cold calling?*** Because we don't ask people to do that. For 28+ years I've been telling agents to effectively and efficiently work their past clients, centers of influence, For Sale by Owners and Expireds, and then to either call or knock on doors around their listings and sales before they do anything else. With this law going into effect, you can continue that exact process exactly as it is stated and it will continue to work as it always has. Remember, if a For Sale by Owner puts their name on the "Do Not Call" list doesn't that mean, in essence, that nobody ... whether it be you or another agent ... cannot call them? When the By Owner puts their name on the list, it does also eliminate the public calling them doesn't it? I'm curious here, because if a For Sale by Owner is on the list and you call them representing a buyer and they report you, but a potential buyer calls them and they don't report them, wouldn't that be discrimination ... just curious. Isn't that just about the dumbest thing you've ever heard for a For Sale by Owner to do? But, what the heck, they are a For Sale by Owner. There are numerous companies creating software for you as you read this that will allow you to delete the people on the "Do Not Call" list from the calls you are going to make. At the same time, at this moment your broker can go on-line and the government will furnish them for free up to five area codes with all the names you cannot call. If you make the decision to call For Sale by Owners and Expireds and make cold calls around your listings and sales to promote what you have accomplished, "check the list first." If you are using our recommended For Sale by Owner service ... Warnock's by Owner ... they are now tabbing the owners you can't call that are on the list, which means you can't call so you go to the door.

NUMBER FIVE: If you think you had competition in the past, believe me when I tell you, this “Do Not Call” law will create less competition for you at least for a given period of time. Why? Because of the word “mindset” again. This law is simply terrifying brokers and agents all over North America to the point they have become paralyzed and actually believe they can’t work any longer. The big winners when agents become paralyzed are the newspapers because agents start advertising more and will continue to get the same poor response they’ve always received (remember there is no lower qualified prospect that you can ever receive than one that comes off a classified ad) and the other winner, of course, will be the Post Office.

Because when agents panic, boy will there ever be a lot more mailings being done ... junk mail at best. Oh, I guess the photographers will also win ... because we will be taking more glamour shots of everyone to post on billboards, bus benches, personal brochures, letterheads and business cards than ever before. Then that whole group of agents will fail like the tens of thousands that have failed before them year in and year out for the past 40 years and then the next group will come in and a handful of them will learn how to sell using the “Mike Ferry Sales System” and they will do what thousands of others have done working with us, and that is build a large, productive, profitable real estate business. If you are professionally trained real estate agent, you should be thrilled with this law because all it does is reduce competition. Remember what I have said time and time again: ***The people in real estate who are never going to prospect now only not have a valid reason why they shouldn’t do what they’ve never done, but they also have the law on their side.***

NUMBER SIX: I've been trying for a long time to get each of you to understand the importance of building your center of influence to at least 1,000 names. Because we teach the 10% rule ... ten percent of your center of influence list will either give you a highly qualified lead or do a deal with you annually if you call them and work with them the way we teach ... the question then becomes when are you going to do this the way you should? If you have twenty names on this list, it is good for two deals a year. And, obviously, if you have two hundred, it is good for twenty. Every day you need to be searching to build your center of influence list as a long-term means of building a more successful business. Get over the ridiculous notion that it is embarrassing to ask people you know for business. Today professional business people call this "networking" and it is done by every business in North America except of course by the average real estate agent. You need to be sending these people some kind of a card or letter four times a year and calling them four times a year to generate the business that is available to you. Take your present Center of Influence list and divide the names by "A", "B" and "C". The "A's" are the ones who either give you referrals or could give you referrals. The "B's" are lukewarm and have to be worked and developed. The "C's" are people you don't like or who don't like you ... eliminate them and work the "A's" and "B's".

NUMBER SEVEN: We have to be more efficient and effective in working our past clients, just as we stated in working our centers of influence. "But Mike ..." when the transaction closed, the client was mad because something went wrong, so I don't want to call them back because they were upset. GOI ... Every transaction today has something go wrong and, in most cases, a multitude of times. Are you going to let the fact that in most cases something that was totally beyond your control created

an interruption to the sales process and that interruption is the reason you can't call a past client back? ... Shame on you! Have you ever thought about calling back and saying, "I apologize for what happened, are you enjoying your new house?" Ninety-nine percent of them are going to say, "Yes we are. I'm glad you called."

NUMBER EIGHT: Let's make sure we are adopting the client on the other side of the transaction to build future business. Once your listing has sold and a buyer has moved in, wait a day or so and go back and reintroduce yourself and re-establish a relationship because we both know the other agent is almost never going to follow up on that client. Along this same line, start a door-knocking campaign of 12 to 15 doors around every listing you take and every sale you make to either promote that listing for a prospective buyer or to promote that sale so a person who is thinking about listing chooses you versus another real estate agent.

NUMBER NINE: Since the "Do Not Call" law revolves around phones, for the people you can't call let's try what I call the "mapping system". By the mapping system I mean every morning put down the address of any By Owner or Expired who has appeared on the "Do Not Call" list and then go to their doors with our scripts and then knock on 12 to 15 doors around each of those By Owners and Expireds. For the major portion of you, the response you will get at the door is going to be much higher than the response you will get on the phone.

NUMBER TEN: Since the law has gone into effect, you can download at least five area codes of the people on the "Do Not Call" list from the government at no charge. If you still want to contact these people, the law does not say do not knock on their

door. Go to the door and talk to them. I built my real estate business knocking on doors and a major portion of the most successful agents in North America built their businesses the same way. Yes, calling people is faster, but speaking to them in person is always better.

NUMBER ELEVEN: If you look at all the methods of prospecting that are available ... from the above list ... including calling past clients for referrals, networking other agents for referrals, calling centers of influence who either do business with you or for referrals. Contacting For Sale by Owners with the thought of getting a listing presentation or contacting Expireds for the same reason. Calling to advertise and market the success you had with Just Listed/Just Sold or knocking on those same doors. Simply knocking on cold doors in a neighborhood or making cold calls out of a Criss Cross directory. Handling sign calls that come in off your signs and ad calls from ads you are running because of those listings. Holding open houses, or as we stated above, adopting the client on the other side of the transaction or mass mailings that agents think are the answer to all their problems ... there is plenty to do.

NUMBER TWELVE: Sitting down with your manager and creating an agreement to call all the files where the agents who did the transaction ... either left the company or left the business (believe me these are very rarely ever followed up on). Or starting a massive marketing campaign of newsletters, postcards, advertising, billboards, bus benches, and magnetized business cards ... everything in these two paragraphs are methods of prospecting. The question is very simple: which are you going to do?

Remember, as the competition I have reads this report, they are still going to say, “See, Mike Ferry just wants you to prospect all the time whereas we can get you 100% repeat and referral business through our system or through our marketing programs we can have people calling you all day long wanting to list and sell.” Listen to me carefully: People have been saying that for the entire 40 years I have been in the real estate business and it is nearly impossible for a person that has been in real estate for less than four or five years to build any type of substantial volume based on the repeat and referral business concept. Why ... because in a couple of years you don’t have that many clients to get that much business from. The people that are asking you to put together all these incredible marketing programs simply don’t want to address the issue of cost. It costs a tremendous amount of money to “build a brand in the marketplace” or to make your name so well-known in your community that people are calling you, or to advertise and mail to the degree that you are getting a steady flow of business back to you. Yes ... you can get business doing all of the above, but it is going to be limited and very expensive for a very long period of time. *Smart agents* are more concerned about learning how to sell and developing skills so they can give high quality service to their clients which means they can’t be concerned about who has the biggest ad or who can get the most recognition which is ego-based marketing. One of the leaders of this type of marketing today is someone I’ve known a long time from Toronto. He was on a Toronto TV show recently and was quoted as earning \$2 million in commissions as an agent based on his marketing programs, and then admitted he was netting \$200,000 to him on the \$2 million. I don’t know about you, but that doesn’t sound that good to me. We have a tremendous number of agents who are making millions of dollars a year as real

estate sales people who are netting at least 50% for themselves ... that makes more sense.

Now let's go a step further ... the agents who succeed in real estate do succeed because they are better at what they do than the balance of the agents who have not enjoyed success in this business. What separates these two groups? Probably dozens of things, but the one that stands out the most is the word "***EFFICIENCY***" or becoming better at a specific act, technique or skill than somebody else. There are a number of valid reasons why each of us must become more efficient ... one of those being the DNC law.

We've experienced a very unusual market for the past two or three years, which has been highlighted by the very "low interest rates." Because the rates were low beyond most people's wildest expectations, the number of refinances have entered an all-time high. At the same time, there has been an enormous number of sales because buyers were taking advantage of "a once in a lifetime" interest rate. My belief is that over the next two or three years, sales will slow down because buyers can't match "the payment" they have. This will result in fewer listings coming on the market, which means fewer sales. The result ... we need to become more efficient.

Over the past 18 to 24 months we've experienced a record number of agents coming into the real estate business. The agent population has at least doubled and this, of course, dilutes the business for all of you. Because of this extra one million agents, who will all do one to two deals in a year ... which is business many of you would have done ... this big group of agents dilutes your business and makes your prospecting even less effective

because of the high number of people who are doing it. The result is we need to become more efficient.

As a result of the lower interest rates we've been experiencing every time a buyer buys, they are probably going to be out of the market for the next six to eight years versus the past when they are out of the market for three to five years. People will simply stay in their homes longer now than in the past. The result is we need to become better at what we do ... more efficient.

OK ... as we become more efficient, the DNC law and almost every other problem that exists are overcome. To great agents, these problems are non-factors. The truth is in 2005 and 2006 if you do the same amount of business you've done in the past, you are actually ahead of the game because the market is definitely tougher because of the interest rates, the influx of agents and less listings coming on line.

We have to become more efficient at building our businesses ... the "p" word. As we become a master of scripts and dialogues, as we become better listeners, as we become more conversational with the questions we ask, as we become more intense in our work habits, our efficiency rises. As we become more efficient at prospecting, we can actually do less of it and get better results.

We have to become more efficient at our lead follow-up. Each of you has leads ... people that want to do something, and in some cases they want to do something now. With inefficient lead follow-up systems we miss and lose deals we should have had, which means we have to prospect more rather than less. Becoming better at lead follow-up is critical, and we have to learn to convert a higher percentage of the leads we have to appointments.

Remember, as you become more efficient at lead follow-up ... less prospects will be needed.

We have to become more efficient at converting listing presentations and showing presentations to contracts. The target for all of our clients should be a 75% conversion rate of listing appointments to contracts signed. Where are you today and what steps do you have to take to improve? You will probably have to work on your pre-qualifying scripts, become better at your presentation scripts, improve at handling objections, and asking for the order. As you become better at these, your ratios will improve, which means less time prospecting.

We have to become more efficient at getting our listings sold and improve our listings taken/listings sold ratio to a minimum of 80%. We can do this by pricing our listings better which leads to faster sales. As we refine our sales skills, use the MFO pre-listing package, become stronger at handling objections ... you'll end up with more control of the listing process ... and happier sellers. This also means less prospecting for you.

OK ... the public is obviously mad and the politicians don't want to anger them by revisiting this crazy law that is in effect, so we obviously and willingly have to follow it. I honestly don't believe that the public is angry at the real estate industry because we have never, as an industry, been accused of too much cold-calling ... but we have to deal with this law just the same. It appears there are around 50 million phone numbers on this list ... which means there are still somewhere around 150 million homes not on the list. Let's say you are doing 40 deals a year and 100% of your business comes from cold-call prospecting by phone ... and now there are 25% less calls you can make. At the same time,

you can become 25% more efficient at your skills ... does your business get better or worse? The answer is “better.” Remember, this scenario was based upon an agent doing 100% of their prospecting through cold-calling ... which great MFO agents rarely do a lot of.

So ... let's quit reading this report and get back to work ... work on improving the quality of what you do. Remember, we individually are the only ones who can control our mindset and are the only ones in charge of our future. So keep up the good work and I'll talk to you soon.

Mike

P.S. – To find out how coaching increases your efficiency, call (800) 448-8423.