• BUYER LISTING A REVOLUTIONARY APPROACH TO REAL ESTATE MARKETING AND LEAD GENERATION • STUDY GUIDE -

# **By Brian Inskip**

### **Buyer Listing - BOOK STUDY GUIDE**

#### How to use this Guide:

This guide is designed to help you get the most out of "Buyer Listing". Review and answer the questions for each chapter to gain a deeper understanding of the book material and master Buyer Listings!

This guide is also a great tool for a book club to guide conversations and encourage collaboration.

Introduction:

1) Why are seller listings so important and sought after in a Real Estate Business?

2) What does the term "Buyer Listing" mean to you right now? What do they represent in your business?

3) If you do not currently market your buyer listings and regularly generate leads from them what do you think has kept you from doing so?

# Chapter 1 – Why?

1) Why did you get into the Real Estate Business?

2) Why are you reading this book (what do you hope to gain from it)?

3) What is one aspect of your life/business that you are "ok with" but would like to see some improvement?

4) What is one aspect of your business/life that you are extremely dissatisfied and must see improvement?

5) How might your thinking need to change to see an improvement in those areas?

6) How might your actions need to change to see improvement in those areas?

7) What is one aspect of your life that you have successfully made a shift that made things better for you? What allowed that shift to happen?

8) What is one goal/objective/cause that you would do anything for?

9) How would you want others to describe your life? How would you like to describe your life when you reflect back years from now?

10) What is your biggest dream in life/business (whether you think it is realistic or not)?

# Chapter 2: Why Buyer Listings

1) How does the definition for "Buyer Listings" given in the book differ from your past definition?

2) Do your buyer listings currently fit that definition?

3) If not, why not (what's missing)?

4) Identify one area of your business that fits each of the categories in the illustration on p. 33.

No Action:

Massive action - Ineffective:

Massive Action – Inefficient:

Optimal Action – Effective & Efficient:

5) How is thinking of Buyer Listings as an asset different than how you have thought about them before?

7) How are buyer listings like throwing a curveball in baseball?

### Chapter 3 – The Physics of Buyer Listings

1) What would happen in your business if your buyer listings produced the same kinds of benefits your seller listings do (at least one new piece of business for every buyer listing)?

2) Does your business currently operate on a full cycle (see p. 44)? If not, what is missing?

3) How would a full cycle Real Estate business improve your life? Your business?

4) Had you ever heard or thought of Buyer Listings this way before? Why? (hammer & the nail)

### Buyer Listing A revolutionary approach to Real Estate Marketing and Lead Generation Chapter 4 – Short Fuse vs. Eternal Flame

1) What is one thing you have done in your business that worked well?

2) What is one thing you have done that didn't work?

3) What was the difference in the two?

4) What defined a "winner" for you when it comes to things you do in your business?

5) How has the "could do", "should do", "will do" example shown up in your life/business?

6) What is the best supplemental content you share with people to stay connected & engaged?

7) How would buyer listings compare to that content if you were a homeowner?

### Buyer Listing A revolutionary approach to Real Estate Marketing and Lead Generation Chapter 5 – The 3 – Step Formula for Turning Buyers into Listings

1) Why do you think sharing buyer listings was so effective in the example given?

2) What are the 3 steps in turning buyers into listings?

3) How is that different from your current process with buyers?

4) What benefits would following those 3 steps bring to your business that you aren't getting now?

5) Why do you think it is so important for buyer listings to be professional, visual and interactive?

6) How much business are you missing out on (at least one piece for every buyer) by not having an effective Buyer Marketing Strategy & System?

### Chapter 6 – The Strategies

1) What is the problem with the "do more of the same" approach?

2) What are the two components of the MyBuyerLIsting.com Foundational Strategies?

3) How could implementing these strategies produce a positive impact on your business?

4) How much time would it take to do these two strategies each month? How much would it cost?

5) How does the time/cost required compare to other strategies/methods?

6) Why is being able to show people something vs. just telling them more effective?

7) Why is consistency so important vs. just doing something once?

### Chapter 7 – Strategy – Door Opener Offer

1) What makes an effective offer?

2) What is the goal(s) in making offers to people as a real estate agent?

3) How can Buyer Listings help you "open the door" with homeowners, buyers and prospects?

4) What are your best offers that you make now (buyers, sellers, database)?

5) How are your offers unique from other agents? How do they create value?

6) How do the offers you make now compare to the Buyer Listing Offer?

7) What benefit would having better offers create in your business?

8) What benefit would having a database of people that receive updates on your buyer listings create in your business? How would that impact your personal life as well?

9) What needs to be in place to be able to make the buyer listing offer?

## Chapter 8 – Strategy – Open Houses

1) What is one instance where you have experienced making a "small tweak" and got a dramatically different outcome? Why do you think it worked?

2) What are the 3 basic things you want to accomplish at the Open House? How are you doing these now?

- 1)
- 2)
- 3)

3) Why is it important to lead with value vs. forcing registration?

4) What is the biggest challenge in turning your Open House guests into clients for you?

5) If you did the "After Open House" activities described in this chapter what do you think would happen in your business?

6) What do you do at your Open Houses now that makes sure you stand out if your guests went to 5 others?

7) How can the strategies discussed in this chapter help you accomplish standing out?

### Chapter 9 – Strategy - FSBO

1) If a FSBO talks to 50 agents how do you currently differentiate yourself to them?

2) What would make a FSBO skeptical or resistant to meeting with and agent?

3) Why is it so important to build a relationship and trust with FSBO's?

4) How many agents in your marketplace do you think are sending FSBO's their list of buyers?

5) How simple would it be to add this strategy into your current FSBO approach?

6) Even if a FSBO ends up being successful in selling their home on their own, how could the buyer listing approach still benefit your business?

### Buyer Listing A revolutionary approach to Real Estate Marketing and Lead Generation Chapter 10 – How Buyer Listings Benefit Buyers

1) What are most homebuyers, most concerned with?

2) How would buyer listings excite your homebuyer clients and prospects?

3) How would buyer listings help you show buyers how you are proactive? Why is that better than just telling them?

4) Why would your buyer clients be more likely to refer you more business when you provide a buyer listing service to them?

5) How do buyer listings provide a better & unique service to your buyers?

6) If you were a buyer, would you want a buyer listing service? Would you appreciate it?

7) why should you be sure to inform (and show) your clients about the buyer listing service you provide?

### Buyer Listing A revolutionary approach to Real Estate Marketing and Lead Generation Chapter 11 – Pulling the Lever

1) What is the only reason that seller listings are able to generate leads?

2) What is the only thing keeping agents from generating leads from buyer listings?

3) How would you and your business benefit from including buyer listings in your marketing?

4) What is the first thing that would have to happen to get started marketing your buyer listings?

5) What would keep you from taking action on buyer listings?

6) Are the barriers or the benefits greater to reach your goals?

7) Will you take action? When will you do it?

#### For more resources and to check out solutions for your Buyer Listing marketing visit

MyBuyerLIsting.com/agent-info