



# My Buyer Listing

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Resources to help you create results faster with your MyBuyerListing.com membership

## Resource Manual

Congratulations on deciding to add MyBuyerListing.com as a powerful tool and resource in your business. Your success is of the utmost importance to us and has been the central focus point of everything we do. We created this tool to help simplify and expedite implementing an effective Buyer Marketing Campaign so you can enjoy the rewards that follow. We call it the MyBuyerListing.com Resource guide. It is a collection of the best scripts, templates and more that have empowered us to leverage Buyer Listings in our own businesses to reach greater production, profitability and efficiency. Our goal is to empower you with the same resources so you can reach the goals you have set out for your business and your life. You can find even more training videos/resources and helpful forms in the **“Agent Training & Resources”** page when logged in to your MyBuyerListing.com account.

I hope you enjoy the tools we have put together for you, put them to use and enjoy the rewards!

Sincerely,

*Brian Inskip*

Founder, MyBuyerListing.com

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## Getting Started Action Guide

### Administrative:

- Record your **User Name:**\_\_\_\_\_ **Password:**\_\_\_\_\_
- To access your agent dashboard/account go to [mybuyerlisting.com/user/login](http://mybuyerlisting.com/user/login)
- Print this action guide and packet and complete all steps to ensure maximum results with your MyBuyerListing.com membership.
- Open your emails and look for the link to **schedule your new member orientation session**

### Quick start Action Guide: (week 1)

*The following section should be completed prior to moving on to additional strategies/training etc.*

- Complete your MyBuyerListing.com Agent Profile:**
  1. Log into your agent dashboard.
  2. Click “Agent Profile” on the task bar.
  3. Click the “edit” button.
  4. Complete all the form fields with your information (be sure to include a bio)
  5. Click the save button. (then your done1)
  
- Create a Buyer Listing for active buyers:**
  - 1) Select the “Create New Listing” icon on your agent dashboard (after logging in)
  - 2) Complete the form fields with your buyers home search criteria
  - 3) Select “post buyer listing”
  
- Share your Buyer List:**
  1. Select the “View Your Listings Icon” from your dashboard
  2. Copy and paste the URL from that page and insert into an email or social media post etc. Your unique Buyer Listing Link\_\_\_\_\_
  3. **Share your list on social Media** – Use one of the post templates in this manual (P.9-15) to *copy and paste into the text body* of your post. Then *Copy and paste your buyer listing link* into the post. (It’s that quick and easy!)
  4. **Send Buyer list in email to your database** – *Copy and paste the database email template* in this manual into your email body (using any email service). Remove the “{insert your buyer listing link}” template text and *copy and paste your buyer link* in its place. Next add recipients and send it off!

*Note: Repeat steps 3 & 4 each month (share your buyer listing link on social media and through an email at least once a month). Watch : “Foundational Strategies” video in the Training and Resource Center to learn more about this strategy. Be sure to add these events to your calendar or automate them*

**-DO NOT MOVE ON UNTIL COMPLETING STEPS IN THE QUICK START GUIDE-**

**Level 2 Implementation – Maintain consistency of the Foundational Strategies: (3 month min.)**

- Monthly Social Media Post with your Buyer Listing Link.**
  - Automate or add to calendar as recurring event
- Monthly Email with your Buyer Listing Link:**
  - Automate or add to calendar as recurring event
- Create a Buyer Listing for new clients to keep your list up to date and growing**
  - Add a weekly reminder on your calendar

**Level 3 Implementation – Incorporate additional strategies *one at a time*:**

- Visit the “Training and Resource Center” from your dashboard to explore additional Buyer Listing strategies to implement
  - Select one that best fits your business & goals
  - Implement and repeat with any additional strategies
  - Invite your colleagues, accountability partners, script partners etc. to join and learn with you!

*Note: Keep it simple. The foundational strategies of Buyer Listings are incredibly powerful but it is also easy to get overwhelmed with everything you “could do”. Focus on one new strategy at a time.*

**Training**

- Watch Buyer Listing training/strategy videos-** Visit the “**Agent Training & Resource Center**” From your dashboard.
- Email [Brian@MyBuyerListing.com](mailto:Brian@MyBuyerListing.com)** to schedule your free 30 min, 1 on 1 strategic coaching session to get the most out of your membership based on your specific business model.
- Review Additional email templates & scripts** to incorporate into your prospecting & marketing strategy (included in this guide)
- Review & practice the scripts** included in this action guide and implement where appropriate.
- Watch your email** for the “Buyer Listing Brief” (monthly newsletter), emails and live training announcements.

### **Get Connected:**

- Request access** on the MyBuyerListing.com Member Only Facebook Group to collaborate, network and mastermind with other members

<https://www.facebook.com/groups/1605965239689359/> (My Buyer Listing Member Forum)

- Subscribe to My Buyer Listing YouTube Channel** for access to training videos, marketing pieces, interviews and more!!

<https://www.youtube.com/channel/UCM-cJVU60dIFcudvjZE79WQ>

- Follow Brian Inskip on Facebook:**

<https://www.facebook.com/BrianInskipJourney>

- MyBuyerListing Facebook Page:**

<https://www.facebook.com/MyBuyerListing/>

- Innovate, get creative and use this system to grow your business! We look forward to hearing your story.
- Email any Questions, comments or feedback to [support@mybuyerlisting.com](mailto:support@mybuyerlisting.com)

### **Systematize for success:**

- Add a recurring weekly event to your calendar to remind you to load your buyers onto the site**
- Add a monthly reminder to your calendar to post your buyer list onto social media (see social media 101 training video)**
- Send a monthly email to your database with your updated buyer listing link**
- Add “load buyer listing” to your new client checklist or Operations manual**
- Add to your list of services in your buyer/seller consultation packets**

## **The Foundation – The Process**

*Before implementing specific Buyer Marketing strategies, it is important to understand the general process that makes this type of campaign so effective. Following this process, along with specific strategies will allow you to efficiently generate leads from your Buyer Listings.*

### **The Simple 3 Step Process for generating leads with Buyer Listings:**

**1. Create a Buyer Listing:**

Until you have captured your Buyer Listings in a marketable format you can't expect to generate any leads from it. This step is simply about capturing the home search criteria your buyers are looking (See the buyer profile form found in the training and resource center) for and entering the data on your buyer entry form when logged into your MyBuyerListing.com account.

**2. Share your Buyer Listings:**

Once you have buyer listings in the system you can easily share the link or printed list through a variety of strategies covered in this manual and the Training & Resource Center. The more people you share your buyer listings with, the more leads you will be able to generate.

**3. Follow up with a visual Buyer Listing:**

Anytime you have a conversation or inquiry around your buyer listings, we recommend sending the link as a visual representation. This gives your message a longer shelf life, makes it real to your prospects and gives them something they can share and refer back to.

## **The Foundation – Strategies**

*The strategies outlined on this page require very little time and will allow you to consistently deliver your Buyer Listing link to a large audience, generating leads and new business opportunities. We believe every agent should have these two foundational strategies working for them.*

### **Foundational Strategy 1 - Monthly Social Media Post of your Buyer Listing Link:**

This strategy can be done in just a couple of minutes each month and will get your buyer listings in front of a large audience with the ability to easily share it with others, extending the reach even further!

You will simply write a short post mentioning that you have active buyers looking for homes and are looking for additional properties to show.

Then just copy and paste your Buyer Listing Link into the post and your audience will be able to view, share and interact with your buyer listings.

Sample posts can be found in this Resource guide. You can also check out the “Social Media 101” video, found in the Training and Resource Center to learn best practices.

*Note: It is helpful to make a recurring calendar event to make sure you do this post at least once a month.*

### **Foundational Strategy 2 – Monthly Email to your database with your Buyer Listing Link:**

This strategy can also be done in just a few minutes each month.

In this strategy you will send a monthly email to your database and list of subscribers that contains your Buyer Listing Link. You can set up an automatic campaign in your email marketing system (preferred) or send a mass email to your list.

This is a great way to build your database by offering to send homeowners a monthly update of active buyers. This opens up the opportunity for people to refer you to potential sellers and make sure that when they have a need to sell they will call you first.





**Templates for results with [MyBuyerListing.com](https://mybuyerlisting.com)**

# Social Media Post – Templates

## Instructions for Sharing your buyer listing link on social media:

1. From your agent dashboard select the “View Your Listings Icon”
2. Enter post body by copy/paste one of the templates below
3. Copy/paste the URL from your “View Your Listings” page into the post body

## Sample Agent Post



The image shows a screenshot of a Facebook post creation interface. At the top, there are three options: "Update Status", "Add Photos/Video", and "Create Photo Album". Below these options is a text area containing the following text:

Hey friends, I am currently actively looking for homes for these buyers! Would you do me a favor and take a moment to look at their descriptions and let me know if you know of anyone that may be thinking about selling. This is a new proactive service I am offering to help buyers discover all the available options and I'm happily accepting new clients to offer this same service to. Thanks for the help & let me know how I can help you!  
[http://mybuyerlisting.com/buyer-listings?field\\_listing\\_location\\_value=&field\\_associated\\_agent\\_value=Natalie+Gross&field\\_features\\_tid=All&field\\_baths\\_tid=All](http://mybuyerlisting.com/buyer-listings?field_listing_location_value=&field_associated_agent_value=Natalie+Gross&field_features_tid=All&field_baths_tid=All)

Below the text area is a preview of the post. The preview shows a large, semi-transparent "My Buyer Listing" logo on the left and the following text on the right:




Do you know of a home for these ACTIVE HOMEBUYERS in Champaign, IL???

MYBUYERLISTING.COM

At the bottom of the post creation interface, there are icons for adding people, emojis, and a location pin. To the right of these icons is a "Public" dropdown menu and a "Post" button.

## SAMPLE CLIENT POST ON FACEBOOK

Get your clients involved in sharing your buyer list for you! Ask them to share your buyer listing link on their social media platforms.

 Update Status |  Add Photos/Video |  Create Photo Album

Hey friends, we just started looking for our new home. Would you do us a favor and take a look at this ad our agent, [Brian Inskip](#), created to help us find the right home. Please contact our agent if you know of any possible matches for us and for the record we highly [reccomend](#) using Brian for all your Real Estate needs!



Help us find our Dream Home...

MYBUYERLISTING.COM

   Public Post

This strategy helps you extend your online exposure when it comes to buyer listings beyond your own network and *into your clients networks*. Because your branding is on each listing their friends, family and co-workers will get exposed to the high level of service you provide from a trusted resource!

Status | Photo / Video | Life Event

Hey Friends,  
 We are looking for additional properties to show to some of our awesome buyer clients. Our goal is always to make sure they have all the options open. Can you please take a quick look at the list with the link below and let me know if you know of anyone that may have a home they would consider selling.  
[https://mybuyerlisting.com/buyer-listings?field\\_features\\_tid=All](https://mybuyerlisting.com/buyer-listings?field_features_tid=All)

MyBuyerListing.com - Where Buyers Post and Sellers Search  
 MYBUYERLISTING.COM

Champaign x Public Post

**Copy and Paste into Post:**

Hey Friends,

We are looking for additional properties to show to some of our buyer clients. Our goal is always to make sure they have all the options open. Can you please take a quick look at the list with the link below and let me know if you know of anyone that may have a home they would consider selling?

*{Copy and paste your Buyer Listing link}*

Status | Photo / Video | Life Event

SEE WHAT HOME BUYERS ARE SEARCHING FOR IN YOUR AREA!! Use the link to see a list of active home buyers we are currently showing properties to and ready to make an offer!

MyBuyerListing.com - Where Buyers Post and Sellers Search  
 MYBUYERLISTING.COM

Champaign x Public Post

**Copy and Paste into Post:**

SEE WHAT HOME BUYERS ARE SEARCHING FOR IN YOUR AREA!! Use the link to see a list of active home buyers we are currently showing properties to and are ready to make an offer!

*{Copy and paste your Buyer Listing link}*

Status | Photo / Video | Life Event



**HOME BUYER ALERT:**

We are currently showing properties to the following clients and looking for more properties to show... If you have ever considered selling these buyers are ready to go and there is a good chance we have one looking for a home like yours! Check out our home buyer needs with the link below  
[https://mybuyerlisting.com/buyer-listings?field\\_features\\_tid=All](https://mybuyerlisting.com/buyer-listings?field_features_tid=All)

**My Buyer Listing** Where Buyers Post & Sellers Search

Your dream home may not have a sign in the yard yet. Wish your home could find you?

LIST YOUR WANT AD NOW >>

MyBuyerListing.com - Where Buyers Post and Sellers Search

MYBUYERLISTING.COM

Champaign x Public Post

Status | Photo / Video | Life Event



**SELLERS WANTED:**

Check out our list of active home buyers that we are currently showing properties to.... perhaps one is looking for a home like yours....  
[https://mybuyerlisting.com/buyer-listings?field\\_features\\_tid=All](https://mybuyerlisting.com/buyer-listings?field_features_tid=All)

**My Buyer Listing** Where Buyers Post & Sellers Search

Your dream home may not have a sign in the yard yet. Wish your home could find you?

LIST YOUR WANT AD NOW >>

MyBuyerListing.com - Where Buyers Post and Sellers Search

MYBUYERLISTING.COM

Champaign x Public Post

**Copy and Paste into Post:**

**HOME BUYER ALERT:**

We are currently showing properties to the following clients and looking for more properties to show... If you have ever considered selling these buyers are ready to go and there is a good chance we have one looking for a home like yours! Check out our home buyer needs with the link below:

*{Copy and paste your Buyer Listing link}*

**Copy and Paste into Post:**

**SELLERS WANTED:**

Check out our list of active home buyers that we are currently showing properties to... perhaps one is looking for a home like yours....

*{Copy and paste your Buyer Listing link}*



Status Photo / Video Life Event

Do you know of any homes that fit these home buyers needs??? We maximize opportunities for our clients and love making it easy for sellers... Can you think of any homes that fit our buyers needs?? (check out the link for full buyer details)  
[https://mybuyerlisting.com/buyer-listings?field\\_features\\_tid=All](https://mybuyerlisting.com/buyer-listings?field_features_tid=All)

MyBuyerListing.com - Where Buyers Post and Sellers Search  
 MYBUYERLISTING.COM

**Copy and Paste into Post:**

Do you know of any homes that fit these home buyers needs??? We maximize opportunities for our clients and love making it easy for sellers... Can you think of any homes that fit our buyers needs?? (check out the link for full buyer details)

*{Copy and paste your Buyer Listing link}*

+ Person Smiley Location Champaign x Calendar Public Post

Status Photo / Video Life Event

WHY WAIT??? Were you thinking of selling soon? We have buyers ready to go and may just have one for you!!! Check out the list of clients we are currently showing properties to and what they are searching for!!

MyBuyerListing.com - Where Buyers Post and Sellers Search  
 MYBUYERLISTING.COM


**Copy and Paste into Post:**


Why WAIT??? Were you thinking of selling soon? We have buyers ready to go and may just have one for you!!! Check out the list of clients we are currently showing properties to and what they are searching for!!

*{Copy and paste your Buyer Listing link}*

+ Person Smiley Location Champaign x Calendar Public Post

Status | Photo / Video | Life Event

 BUYERS, BUYERS, BUYERS!!! Yes, we have lots of home buyers we are currently showing properties to and are prepared to make offers... Check them out with the link below!!



MyBuyerListing.com - Where Buyers Post and Sellers Search  
MYBUYERLISTING.COM

Champaign x


Public Post


**Copy and Paste into Post:**

BUYERS, BUYERS, BUYERS!!! Yes, we have lots of buyers we are currently showing properties to and are prepared to make offers... Check them out with the link below!!

*{Copy and paste your Buyer Listing link}*

Status | Photo / Video | Life Event

 GETTING READY TO SELL THIS YEAR??? See if we already have a buyer looking for a home like yours with our active buyer list (use the link below).



MyBuyerListing.com - Where Buyers Post and Sellers Search  
MYBUYERLISTING.COM

Champaign x


Public Post


**Copy and Paste into Post:**

GETTING READY TO SELL THIS YEAR???  
See if we already have a buyer looking for a home like yours with our active buyer list (use the link below to view)

*{Copy and paste your Buyer Listing link}*

Status Photo / Video Life Event

 We are looking for the perfect home for several of our buyer clients. Can you help us uncover some additional options by reviewing our active buyer list and letting us know if you know of anyone that may consider selling. Thank you for your help! Can we be looking for something for you too?



MyBuyerListing.com - Where Buyers Post and Sellers Search  
MYBUYERLISTING.COM


**Copy and Paste into Post:**


We are looking for the perfect home for several of our buyer clients. Can you help us uncover some additional options by reviewing our active buyer list and letting us know of anyone that may consider selling. Thank you for your help! Can we be looking for something for you too?

*{Copy and paste your Buyer Listing link}*

+ Person Smiley Location Champaign x Calendar Public Post

Create a Post Photo/Video Album

 Thinking of buying a home? See how we are creating more opportunities for our buyer clients and let us know if there is a specific type of property we can proactively work to find for you!



MyBuyerListing.com - Where Buyers Post and Sellers Search  
The worlds leading solution for real estate agents to create and market buyer listings to generate leads.  
MYBUYERLISTING.COM

**Copy and Paste into Post:**

Thinking of buying a home? See how we are creating more opportunities for our buyer clients and let us know if there is a specific type of property we can proactively work to find for you!

*{Copy and paste your Buyer Listing link}*



## MBL Email 1A: Email Blast to current active buyers – Agents creates Profile

Subject: IMPORTANT: New tool to help us find you the right home!!

Dear {Insert Client Name},

As you know I am committed to helping you find the right home and providing you with the very best service, tools and resources the industry has to offer. I recently added a new service to help us do just that. Our **Buyer Marketing program** allows us to be proactive in finding you the right home vs. hoping that it shows up. By advertising your needs and wants for your new home to potential sellers we are able to discover additional properties that are available for sale but for one reason or another are not on the market at this time. The ad will be totally confidential & I will handle all the correspondence. To complete the ad I just need you to answer the following questions:

- 1) Describe your ideal home in approx. 10 words or less
- 2) How many Bedrooms?
- 3) How Many Bathrooms?
- 4) What is your ideal price range?
- 5) Describe your ideal home in 3-4 sentences.

Please be sure to do this as soon as possible so we don't miss out on anything. I'm excited to offer this service to you and keep you on the cutting edge of innovation to find the right home. Please let me know if you have any questions.

Talk to you soon,

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A few notes on getting your current buyers into the system:

Entering your current clients into the system can be the toughest part yet it offers the chance to immediately populate your Buyer Listings and begin to brand yourself with this new service. Think about it... If you had seller listings ready to go on the market would you wait to enter them into the MLS?

We recommend blocking out a time to check in with your current buyers, let them know about this additional service you will be providing them and asking for referrals while you're at it!

You worked hard for those buyers and you now know the value in marketing them so we encourage you to go for it!

***MBL Email 2: Email blast to database to introduce your buyer listings & market yourself as expert***

Subject: Have you seen a home for these buyers??

Dear {insert name},

I promise all my clients that I will be proactive in finding them the home that fits their needs. I recently added our **Buyer Advertising Service** to help us raise the bar in these efforts. The link below is a list of the buyers I am currently working with and what they are looking for in their new home. Could you do us a huge favor and take a look?

**If you know of anyone that may have a home for any of these buyers please let me know:**

**{insert link to your My Buyer Listing agent search}**

Thank you for your assistance and please let me know if I may be of service to you or anyone you know thinking of buying, selling or investing in Real Estate. Most agents only advertise to get their seller listings sold... This program helps us better serve both buyers and sellers & I am happy to offer it to any referrals you may send my way.

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***\*\*MBL EMAIL 2A: Monthly Buyer Listing update to your email list (foundation)***

Hello {Contact first name},

Here is your monthly update of homebuyers we are currently showing properties to in your area!

CLICK HERE TO SEE OUR LIST OF ACTIVE HOMEBUYERS {Insert Buyer Listing Link}

If you or anyone you know would consider selling please let us know ASAP as these buyers are ready to go!

You can also let us know if you would like us to notify you of a buyer for a property like yours or if we can be searching for your next dream home!

Have a Great Day,

{signature}

### ***MBL Email 3: Email Blast to Buyer Leads***

Subject: Are you familiar with a Real Estate Buyer Listing??

Hello {insert name},

Most people have heard of seller listings but have you ever heard of a “buyer Listing”?

I would like to offer you my **free buyer marketing service** so you can know about all the homes that may be available even if it is not actively on the market.... I call these “secret sellers” where they would sell their home today but for one reason or another have not listed it on the open market.

Would you like to learn more about this service & how it works to? It’s totally free and just takes a few minutes to get you set up.

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### ***MBL Email 4: Email Blast to Sellers***

Subject: Have You seen a Home for These Buyers??

Hello {insert name},

I am currently looking for a home for the buyers listed in the link below. My goal is to help them find their dream home & in doing so I didn’t want to limit them to just the homes actively “for sale”.

Could you do me a huge favor and take a look at the descriptions and let me know if you or anyone you know may have the right home available?

**Please Click the link below for a list of the buyers I am currently working with and their needs in a home:**

**{insert your My Buyer Listing Agent Link}**

Our buyer list is always growing and changing so if you or anyone you know is thinking of selling please let me know and I’m happy to share our most updated list and see if we may already have a buyer for them!

## MBL Email 5: Email Blast to Database for New Year

Subject:

Hello {insert name},

With the New Year fast approaching many people are putting together plans to make a move in the coming year.

In fact, there are probably people you know putting their plans together right now. Could you do me a huge favor and look over my list of active buyers and let me know of anyone that comes to mind that may be thinking of moving?

**{Insert your MBL Agent Search URL}**

This process offers the ability for us to match up home buyers and sellers before a home would even hit the market. It's a real win-win for both buyers and sellers. **Are you thinking of moving next year or know anyone that is that could benefit from a proactive service like this?**

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## MBL Email 6: Email to Internet Buyer Leads

Subject: FREE TOOL to help you in your home search

Hello {insert name},

Most people have heard of seller listings & I noticed you have been browsing through some on my website. But have you ever heard of a "buyer Listing"?

I would like to offer you my **free buyer marketing service** so you can know about all the homes that may be available even if it is not actively on the market.... I call these "secret sellers" where they would sell their home today but for one reason or another have not listed it on the open market.

Would you like to learn more about this service & how it works to? It's totally free and just takes a few minutes to get you set up.



## **MyBuyerListing.com Scripts Guide for Agents**

*The following scripts can be used just as they are written or as guidelines that you can modify to fit with existing scripts you use. Our goal is to give you some ideas and strategies on how to leverage your membership with MyBuyerListing.com and the tools it provides to produce more leads, increase conversion rates and close for appointments. We look forward to hearing how you are using it to build your business and provide additional value to your clients.*

## **DOOR OPENER SCRIPT**

*Use this script when talking with homeowners, circle prospecting, door knocking or any other time you find yourself in conversation. It's great to open the door and start a conversation about their future real estate plans.*

*My name is \_\_\_\_\_ with \_\_\_\_\_. The reason for my call today is I have several buyer clients that I am actively showing properties to to find the right home and I promised them I would dig deep to find all the options for them, beyond what actively for sale.*

*So, I am just checking in with a few homeowners in the area to see if there is anyone else that may be thinking of selling or may consider selling. Is that anything that has popped up on your radar in the next few years?*

*I have a list of our current buyer needs that I would like to send to you so you can keep an eye on demand in your area and who knows, you may be able to help out a neighbor or friend or family member by letting them know about one of our buyers.*

*Would you do me a huge favor and take a look when I send it, people love looking these over?*

*Great,*

*What's the best email address to send the list to?*

*Thanks again for taking a moment to think about this, I really appreciate it and I know our buyers do to.*

### **FOLLOW UP:**

Add them to a monthly email campaign with your updated list of buyers & send a handwritten thank you card.

After you send the list schedule a follow up call 2-3 days later to see if they thought of anybody interested in selling.

\*with this script you just added a homeowner to your database to get an updated list of your active buyers each month... who do you think they will be calling when it's time to sell???

## Database Prospecting for Leads Script:

Hello {name},

(check in with how they are doing and any appropriate “small talk”)

Well, if you have just a couple more minutes I would love to fill you in on an exciting new service I am offering. Would you be open to hearing about it?

As you know I am always working hard to provide my clients with every advantage to help them in the home buying and selling process. In order to do this I recently partnered with a service that allows me to advertise what our buyer clients are looking for in their new home. This helps us find homes that otherwise wouldn't be available... or at least we wouldn't know about them because they are not yet on the market.... I call them “secret sellers”. Its just one more thing we do to be proactive in finding the absolute best home for our clients. Do you know of anyone that may be thinking of buying in the next year that would appreciate their agent being proactive to find the best home for them?

Great... This is also a great opportunity for sellers to get a glimpse of buyer demand and see if we may already have a buyer looking for a home like theirs even if they are just thinking about selling. This system allows me to easily share our list of buyers with them. Can you think of anyone that may be thinking of selling that may be interested in seeing our list as well as other active buyers in our area?

I really appreciate you taking the time to get up to speed on this. Will you promise me that if you think of anyone else that may be thinking of buying, selling or investing in Real Estate that you will give me a call so I can get them complimentary access to this system as not all agents have it available.

Before I go, you know I love helping buyers and sellers... Is there anything I can do for you?

## DOOR KNOCKING WITH BUYER LISTINGS

*Print off your team buyer listings or bring up on your tablet and target the neighborhood you would like more business in. If you have an individual buyer listing with a very specific location you can also take that individual listing:*

Hello, My name is \_\_\_\_\_ with \_\_\_\_\_.

I have several buyers that are currently looking for homes in the area and I promised them I would make sure they knew about all the options and find the very best home to fit their needs.

Is there anyone that you know of that may even just be thinking about selling that might like to see our active buyer list and see if there is a buyer already looking for a home like theirs? If so, we might be able to work out a pretty convenient sale for them!!

(allow them to think)

Great well our list is always changing as we help a lot of buyers and sellers reach their goals... Would you like for me to keep you posted on buyer demand in the area so you can keep an eye on things and maybe help some friends out?

Excellent, I appreciate your time... before I go I was wondering if you may know of anyone thinking of buying a home that would appreciate their agent being proactive to find them the right house.



## General Buyer Lead Script

Hi {name},

This is {your name} with {your company/team} and I'm calling today to make sure you have all the latest tools available to help you in your home search (*reference the source of how you know they are looking for a home*). There is one in particular that I think you would really benefit from. You do want to know about all the homes available that fit your criteria don't you?

Great, well it will just take a couple minutes to fill you in... Are you open to hearing about it real quick?

Before I get into it I just have a couple questions about where your at in the process so I can make sure I get you the resources that will serve you best for where you're at today. Sound good?

Excellent, so tell me {prospect name} when are you planning on moving?

Is there a particular area of town you would like to move to?

How many bedrooms and bathrooms would you like for your new home to have?

Are there any other features that are important to you for your new home?

Do you have a specific price range in mind?

Have you had the chance to meet with a lender & get pre-approved at this point?

Are you currently working under a buyer agency agreement with any Realtors?

Great, well did you know that there are homeowners out there right now that are contemplating selling and could have the perfect match of a home for you but we would never know it because the home is not on the market... I call them secret sellers!

That's exactly why I offer a buyer Listing service to our clients that allows us to advertise the criteria you just shared with me to both active and potential sellers. It's just one of the ways I work proactively to make sure you get all the opportunities you deserve! Pretty neat huh?

Would you like to have something like that working in your favor? Great, I'm happy to help you with it. Lets get together this week and I can get you set up and make sure you have everything you need to have a smooth and successful buying experience. Would {insert appointment date & time} or {insert alternate appointment date/time} work better for you? (get contact info)

### **Seller Lead Script:**

Hello {name},

This is {your name} with {team or Brokerage} and the reason I'm calling today is I noticed you may be thinking of selling your home. (site the source of how you came to this conclusion)

Well, because I work hard to make sure my clients have every advantage working for them I partner with a company that allows me to identify active buyers in our area that may be looking for a home just like yours! That would be pretty useful information when selling a home wouldn't it. Would you be interested in knowing what the buyer demand is for a home like yours and if there may be a specific buyer out there looking for it right now?

#### **To schedule preview use this:**

Excellent, well, to make sure I do an accurate search I would need to come by and preview your home. I am a professional so this doesn't take long. I have a slot open at {insert initial appointment date time} or {insert alternative date/time} which would you prefer?

Great and while I'm there I can go over some additional resources and information that will help guide you through this process to ensure a smooth and successful sale. How does that sound?

#### **To schedule office appointments use this:**

Excellent, well to make sure I do an accurate search I just have a few questions about your home?

How many bedrooms and baths?

Approximately how many square feet?

What is your address?

*Ask any additional questions you like to know for CMA's purposes*

Great, well I will review the buyers in the area and while I'm at it would you like to have an idea of what your home is worth in today's market?

I'm happy to do that for you, then let's get together at my office so I can review everything with you. Would {insert initial appointment date/time} or {insert alternate date/time} work better for you?

*Ask any additional prequalification questions you customarily use and get contact information.*

## Open House Script:

*Use this script as a tool to engage visitors at Open Houses and capture contact information and set appointments*

So how did you hear about our Open House Today?

Excellent... Well just like you wouldn't have known about the Open House without our advertising, there are sellers out there that would sell their home today if they had the right buyer but for one reason or another aren't actively on the market... I call them secret sellers.

Would you want to know about properties like that?

I have a free service available where I create a custom ad based on your needs as a buyer and market it to discover those secret sellers that may in fact have your dream home. It is totally confidential and just takes a few minutes to set up. It is just one of the ways I work proactively to make sure you get the very best fit with your new home. Would you like some more information on how it works?

Great, I have some availability right after the Open House (*or give two available appointment slots*) where we can get together and go over it. I can also answer any other questions you have at that time about the process and make sure you have everything you need to have a smooth and successful buying experience.

## **FSBO Script – Not ready to Meet with Agent yet:**

Mr/Mrs Seller,

I can totally respect and understand your desire to sell your home on your own. My passion is to help people achieve their Real Estate goals so I would be happy to be your trusted resource as you work on getting your home sold. Have you decided where you will be moving to if your home sells?

Great well, I actually offer a free service for homebuyers to make sure you know about the best homes available and not just the ones on the market. You see I market just as hard to find my buyers the best home as I do to get my sellers property sold. Most agents only market to get their seller listings sold... I can actually work on finding you some additional properties while you are working on selling your house. Its totally free and just takes a few minutes to set up. Would you like for me to do that for you?

Great, lets get together so I can hear about everything you want in your next home, I can show you everything we do for our buyers and answer any questions you may have.

## Script for Contacting Seller Leads from MyBuyerListing.com

Hello {prospect name},

This is {your name} with {team name or brokerage}. I am calling today because you recently identified one of my clients on MyBuyerListing.com as someone that may be interested in purchasing a home you have available. Are you still thinking of selling? Great, Do you have a couple minutes so we can see if we might have a match here?

Great, well as a Real Estate Professional a big part of my job is to help my buyers find the home that will best fit their needs. I screen properties for them based on those needs and wants and then we go look at the ones that are the best fit together. So, I would like to come preview your home for my buyers to see if indeed it would be a good fit. I'm a professional so it won't take long, I could come by {give two available appointment slots} which would be better for you?

Excellent, and before I come I would just like to verify that I have the right information about your home:

*(Ask the questions you would ask about a home to prepare a CMA)*

I appreciate you working with us. To show that appreciation I would be happy to bring a free market analysis with me so you can have an idea of what homes like yours are selling for now, how long it usually takes and some other really interesting facts about our market. Would you like me to go ahead and do that for you, it would be my pleasure?

Fantastic, now I don't know if your home will be the right fit for my clients or not. Are you planning on listing your home regardless?

Ok, to save you some time while I'm there I can go over the home selling process and show you some of the unique things I do to find the buyer willing to give the best price in the shortest period of time and helping you avoid hassles in case this one isn't the right fit. As you have seen we are very proactive and effective at marketing our clients.

Great, I will come fully prepared to make sure you have all the tools and resources you need.

*(get their contact information and confirm the appointment time)*

Use this form to capture your buyer listings then enter into your MyBuyerListing.com account

## Buyer Listing Profile:

Buyer Name: \_\_\_\_\_ Agent: \_\_\_\_\_

Buyer Email: \_\_\_\_\_ Buyer Phone: \_\_\_\_\_

Price Range: \_\_\_\_\_ City/Cities: \_\_\_\_\_

Bedrooms: \_\_\_\_\_ Bathrooms: \_\_\_\_\_ Move by Date: \_\_\_\_\_

**\*\*All the following descriptions should be written from the homebuyer perspective:**

**Oneliner Description Of the Desired Home (5-10 words):**

**Full Descripction** 3-5 sentences of buyer describing the home they are looking for:

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# Top 10 Ways to Implement MyBuyerListing.com

1. **Make regular Social Media Posts of your Buyer Listings**
2. **Include in all of your email marketing campaigns as both a unique call to action and unique value proposition**
3. **Include a Buyer Listing Call to action on your website. Let the public know you offer this service. You can also include a link to your buyer profiles page however we don't necessarily recommend directing any traffic to leave your site. Try adding a "Learn about our FREE Buyer Marketing Program to find you the right home"**
4. **Include your buyer profile URL on print advertising and call to action to view a current list of active buyers**
5. **Door knock and ask if they know of anyone in the neighborhood would be interested in knowing about buyers currently looking for homes with a list of actual buyers to show them**
6. **Use at Open Houses to create a unique offer to guests that encourage them to meet with you.**
7. **Incorporate your buyer advertising service in all your other marketing media & service lists.**
8. **Print a list of your buyers to take on listing appointments to show you have active buyers (if you don't have many print them from your whole office)**
9. **Offer your buyer listing service in Buyer consultations to encourage clients to hire you and sign a buyer agency agreement**
10. **USE THE BUYER LISTING SCRIPTS to generate more referrals, convert more leads and differentiate yourself in your market place.**