

June Action Letter

Buyers' That Cannot Find a House



Even a Listing Agent ends up with some Buyers they are working with. Since you ARE a Listing Agent, you know that most Buyers Agents will sit with their Buyer and WAIT until a property comes onto the market. We all know how passive this is and that this is *NOT* in your buyers' best interest.

Now that you are a strong Listing Agent you know that this scenario has Listing opportunity written all over it! This is an opportunity, not only for your buyer but also for future listings for you. You are planting seeds for future listings.

Identify the area(s) where your buyer is looking. This will only work, once you have really narrowed down their search to one or two specific neighborhoods.

From here, you have quite a few possibilities:

Circle prospecting: Reach out to homeowners in this area, mention that you have qualified buyers looking to move into this neighborhood, community, school district, etc. Be sure to say that they are flexible with the settlement date (since you are reaching out to people that are not on the market). Ask them to reach out to you for a private consultation to discuss the current market or to preview of their home if they are interested in possibly selling. There is NO NEED to send them a ton of information about you or about your company at this point. You are just trying to spark their interest and to get them to reach out to you. No sense giving away materials that you need.

NEVER EVER MENTION that INVENTORY IS LOW! Why? Because, should they call you, should they be interested...you have no idea where they are thinking of moving. Wherever they are thinking of relocating, inventory may NOT be low in that location. Saying the Inventory is low... is sending a negative message. Stay positive!

Expireds/Withdrawn Listings: For properties that are recently expired/withdrawn, reach out to the Listing Agent and ask them about the Listing. Ask them if they think the seller would be interested in selling if you had a qualified buyer. Many times, the Listing agent did not do a decent job and does not want to reach back out to the seller. That's okay, because now you are armed with inside information about the property and their motivation around moving. Often, the agent would give me their blessing to reach out to them.

I always reached out to the agents on the recently expired/withdrawn because I believe it is important to maintain integrity and be respectable because you never know when that agent will be a co-operating agent on one of your Listings!

Open Houses: Work an Open House in the neighborhood or area that your buyer is interested, now is the time you WANT the nosey neighbors, tire kickers to come through. Because you just may have the PERFECT buyer for *their* home. Make sure you are hosting the 1st or 2nd Open House, because historically, that is when you will get the most traffic. Refer to the Open House dialog in the [Listing Language Open House video](#) to find out the guests' motivation and to set up these pre listing appointments.

Tell the neighbor that you have a qualified buyer that is not a match for this home, ask them if they would be interested in you previewing their home. They may NOT say yes immediately but give them your info so they can easily get back in touch with you over the next couple of weeks, to say YES, come over!

Community Social Media Pages: Do not hesitate to state that you have qualified buyers and for people to PM you for a private conversation to discuss the details. Don't be too detailed in your post because you may deter future listing opportunities if someone's house is not a fit for your buyer.

Friends, Family other Groups: Spread the word, leverage your search. Send emails, mention it at gatherings. Not only does everyone know someone who is thinking of moving, you want all of your friends, family and other groups to know that you are busy, know that you work hard for your clients!

For specific Neighborhoods: Reach out in the way that works best for you. What do you have the most success with? Is it handwritten notes, flyers, cold-calling, door knocking? You decide, let it speak to you. But know whatever you do start with, there must ALWAYS be a follow-up method. EX: If door knocking, always send a follow up letter or a phone call. If writing a note first, stop by if they are outside working on the yard, make conversation.

Remember too, you are planting seeds for future business. Where I live there is only one townhouse development. Many 1st time home buyers wanted to move into that community, it was a small enough community that I could walk it over a weekend. I knocked on these doors so often that 1) I made a friend along the way 2) people would be happy to see me and say they were wondering when I would be back 3) a few people called and said "hey, you knocked on my door about 6 months ago...a year ago, etc. I'm ready to move now." I ended up working as a Listing Agent in that community for years!

Stay Strong. Think Bigger!

Fondly,
Your Team at Listing Language

