

MARCH ACTION LETTER – WORKING WITH BUILDERS
LISTING LANGUAGE



Teaming up with a local builder can positively change your world.

SPRING IS HERE

Groundbreaking is Happening! Builders are Building!

Builder Facts:

You don't need to know a lot about new home construction to start working with a builder.

Many agents tend to be intimidated when it comes to approaching a builder.

Most builders have 3 or 4 agents on their roster.

Many local builders are also rehabbing resale properties on top of new construction.

**There are so many opportunities when it comes to your local builder and this month, we will explore a few of these options.
Let's start with revisiting the Builder Facts**

You don't need to know a lot about new home construction: Stay in your lane! You just need to know how to get feet through the door, how to create a buzz, the bigger the idea, the better!

Many agents tend to be intimidated when it comes to approaching a builder: Very understandable, but guess what? Builders are self-employed just like you and me and they are open to pretty much any idea on how to get their properties sold.

Most builders have 3 or 4 agents on their roster: These agents have their ear to the ground searching for new deals, more land, etc. This doesn't mean that the builder wants any of these agents representing their sites and on top of that, these agents may not even be Listing Agents, like you.

Many local builders are also rehabbing resale properties on top of new construction: There is a sweet spot where the builder wants to and tries to sell the property on their own, before enlisting the help of a Realtor. This is where you will come in.

So, what are these ideas? How can I get started?

Let me be clear, for this Action Letter, we are talking about the **Local** builders not the National builders.

Approaching a builder is in fact easier than approaching a FSBO or an Expired listing, because deep down, builders are really searching for the perfect agent that will prove themselves to be a real go-getter and builders **NEED TO SELL!**

A builder's main goal is to get people through the property and to create a buzz which will ultimately turn into a supply and demand situation.

Let's get started!

For builders that have staff in place already: These builders are also approachable. Usually, the staff they have in place are there to sell **ONLY** the properties in that development. This is a great opportunity for an outside agent! One that I **DEFINITELY** took advantage of. Most people that come through a new development and want to buy, have a home to sell in order to purchase from the builder. This is where **YOU** come in. Offer to work alongside their staff on the weekends, which are usually the busiest time. Since most people need to sell their house and probably haven't done a ton of research on this, you will be there to be the Market Expert. As the Market Expert you will be speaking to the clients about their home (that they need to sell) what the market is like and schedule an appointment to come and take a tour, do a CMA and let them know what they need to do to get ready to put their property on the market.

How is this going to benefit the builder? Because if purchasing the Builder's property is contingent upon selling their existing home, you are all working together, as a Team, to make this happen. The builder feels they have more control over the situation which keeps everything moving forward smoothly. He/she will look at you as an asset.

How does this benefit you? In a few ways. One: you will get a new listing. Two: not everyone that you set the appointment with will end up purchasing in that development so you may end up with this client as a buyer too. Three: you will walk away with a list and the contact info on the people that came through that day. Great for follow up.

Offer to have a press release done featuring the builder and the community: In the press release, feature a scheduled "Meet and Greet the builder" during an Open House. Invite EVERYONE you know to attend. Serve light snacks and beverages.

Offer to do an Open House for the builder: The builder will be treated as a FSBO, in this case. So, he/she only pays a set commission rate should you procure the buyer. This is a PERFECT activity with builders that are working a **Flip Property**, because the properties usually are priced lower than new home construction and everyone wants an affordable “new” home. This is the “sweet spot” I was talking about earlier where the builder is trying to sell on their own, prior to getting into a contract with a Listing Agent. Trust me, if you have a good turn out the builder will definitely put you on the roster!

If the property/development is geared towards family: select an upcoming Holiday and have a theme around it. Since it’s March, Easter is approaching, suggest a community Easter Egg Hunt feature a mascot Easter Bunny, prizes for the kids, face painting, etc. Closer to Thanksgiving or Christmas? Many agents have a pie pick-up for their clients. Instead of hosting it at your office ask to host it at the Builder’s Spec Home.

Find out the Builder’s favorite charity: host a charity event with a meet and greet the builder. Send invitations to EVERYONE you know!

Reach out to your database, community: you and your Lender can host a Buyers seminar, geared around a new home construction loan, etc.

The builder is trying to find BUYER’S for his properties, have your conversations geared around “activities to attract buyers”

When approaching a builder for the first time, suggest that you would like to meet, discuss his/her project and talk about getting more people through the homes.

Most builders think that being a Real Estate agent only requires filling out approximately 3 pieces of paper. Show them what you’ve got!

Having worked in new home construction for 20 years...which led me to Real estate, I know builders and the process very well. They have a ton of money on the street for each home and they ***need an aggressive approach*** to getting their homes sold!

Are you interested in more detail on this subject of Builder’s and Working with Builder’s? Become a **PREMIUM MEMBER** and in our new **LIBRARY SECTION** we will have more content on this subject, plus access to all the 2020 Monthly Action Letters. It’s a great value.

And as always, we are here to help you get systems and ongoing activities in place to grow your Listing Business.

Cheers,
Your Support Team at Listing Language

