



TOM FERRY COACHING MEMBER CASE STUDY

FSBO's

FEATURING COACHING MEMBER: GIA & JAMES SILVA

FOR SALE BY OWNER

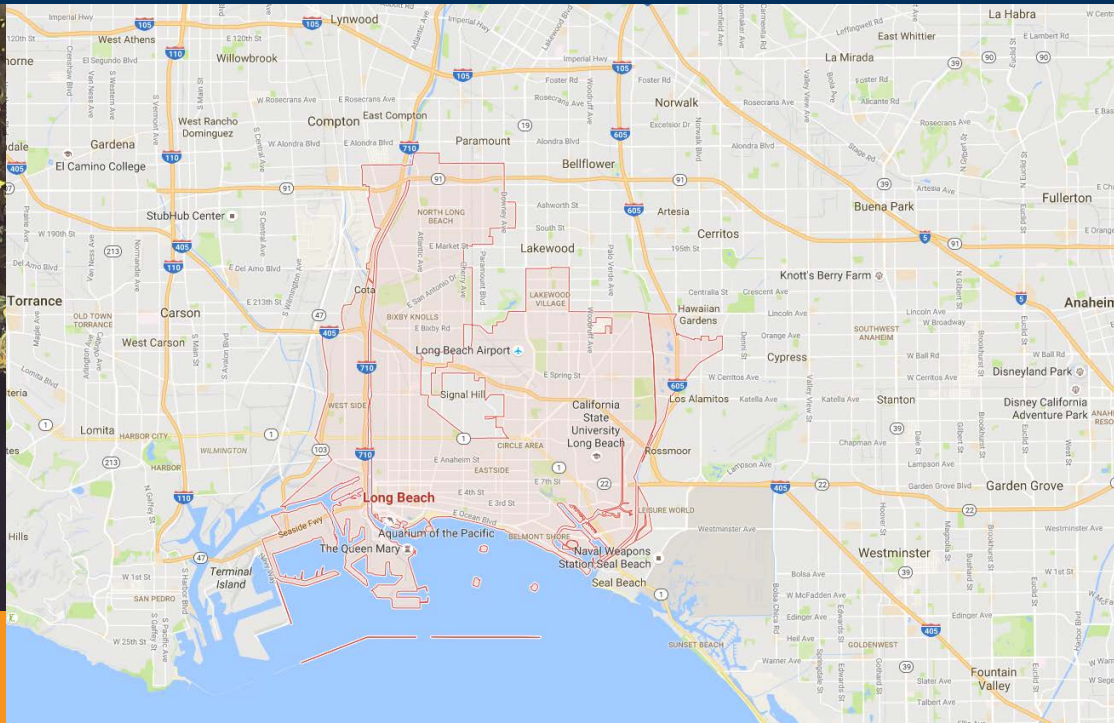


FSBO's At a Glance

Market: Long Beach, CA
Average sales price: \$400,000



Gia & James Silva
Coaching Members



Annual GCI from FSBO's
\$200,000

Leads
per Month
20-30

Appointments
per Month
5-7

Monthly Investment
\$60

Closings
per Year
12-16

Years in
Coaching
1

FSBO's

The Lessons Learned

What were the 3 biggest stumbling blocks/mistakes you made along the way?

1. Not properly qualifying the lead wastes a lot of time!
2. Spending too much time with a potential client with low motivation lowers your profitability.
3. Failing to follow up consistently and seeing them list with another agent hurts every time.

What are the 3 tips you'd give to someone starting out on this lead source?

1. Many FSBO's are actually interviewing, trying to find a great agent. Ask for the business!
2. Be genuine and show them that you care about bringing value to the relationship.
3. Be bold. Be different. Have a great listing presentation.

FSBO's

The Backstory

Why did you decide to add this lead source?

Anecdotal inspiration from our colleagues in Tom Ferry Coaching. We saw many had a good ROI on the lead source so we knew we could too.

How long have you been working FSBO's?

9 months.

How long did you think it would take to get positive ROI?

3 months.

Do you run this campaign by yourself?

Yes.

FSBO's

The Process

What's the addressable market monthly?

10 to 15 new FSBO's per month.

How do you source your FSBO's?

We visit Zillow for Make Me Moves and Vulcan 7 for FSBO's.

Once the lead is generated - what is your process for initial contact?

We identify the FSBO, call the lead and follow the FSBO script we learned at the [Sales Edge](#) training event. We send a personalized video introducing ourselves and offer our garage sale signs, Open House signs and everything they can use to have a successful open house. We deliver a basket of citrus picked from our trees to include a personal touch.

What is your process for pre-qualifying your leads?

We simply follow the pre-qualifying questions in our [scripts](#).

What's your daily process for contacting FSBO's?

We call them first thing in the morning and go through our script to set the appointment. We build rapport and ask the right questions. We just focus on getting in the door ... "I'd like to come by and see your home ..."

FSBO's

The Process

What's your weekly process for contacting FSBO's?

We call them weekly, offer to hold their open houses and offer them garage sale signs. Basically, items that are easy value adds that cost \$0, and allow us time to connect and win the listing.

What do you do with leads you don't convert?

We follow up and we become their friends. We follow up more ... we listen. We follow up with market conditions showing them what's sold, active listings around their property, etc. We get the appointment and ask for their business. We get the contract signed!

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REDEFINING SERVICE IN REAL ESTATE



In Our Clients' Best Interest

Everyday, INTI Realty helps people like you with all of their real estate needs. We ask the right questions, design personally tailored smart solutions, and act in our *clients' best interests* to achieve their goals.

We are not just Realtors – We are *innovators*, *planners* and *skilled negotiators* in our local real estate market. We have a proven, proprietary marketing strategy and exclusive access to a high quality professional network that delivers results.

Our commitment to our *clients' best interests* constantly drives us to seek relevant market knowledge, learn new skills and the latest technologies in this fast paced ever evolving real estate market.



WHAT OUR CLIENTS ARE SAYING ABOUT US



"Selling two houses within a few weeks from each other could have been extremely stressful, yet James & Gia and their team made the process nearly seamless. They worked tirelessly with potential buyers and negotiated the highest prices for both of my properties, selling both houses within weeks. They are highly professional, yet caring and personable. Not only do I plan on calling on James and Gia to act as my Realtor when I purchase my next home, but I highly recommend this team to anyone who is buying or selling property and looking for an exceptional Realtor".

~ Deborah R.



WHAT OUR CLIENTS ARE SAYING ABOUT US



"This team gets the job done. Every question is answered and from day 1 you know you are in great hands. They are professional, forward thinking and strategic. Working with this team has exceeded my standards when searching for any professional. James, Gia and their team perform at the highest level".

~ Alex M.





WHAT OUR CLIENTS ARE SAYING ABOUT US



"In regards to our experience with Gia & James Silva as our Realtor, we could not have made a better choice or been happier with the outcome! We appreciate all of their hard work and dedication in selling our home at the highest price possible, making sure that we walked away with the profit necessary for the down payment for our new dream home. It was evident that their priority at all times was our best interest and happiness. Their professionalism, efficiency, diligence, punctuality, ability to listen to our concerns and expectations and answer all our questions are the reasons why we will highly recommend The IN-Team to everyone we know."

~ Joshua and Sandra H.



The Top 5 Most Frequently Asked Questions



1. How will you sell my home for top dollar?



2. How long is it going to take?



3. What is your personal track record?



4. What is your marketing plan?

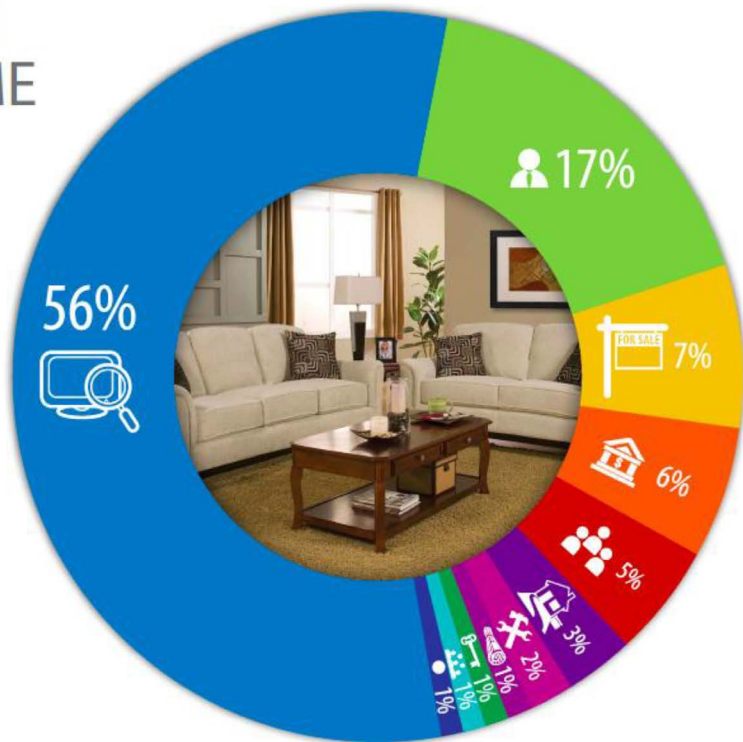


5. Who is involved?



FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56% internet (home searches & research)
- 17% realtor
- 7% call on yard sign
- 6% contacted a lender
- 5% friend | relative | neighbor
- 3% open house
- 2% new builder
- 1% local newspapers & magazines
- 1% knew the seller
- 1% home buying seminar
- 1% other



Source: National Association of REALTORS® | PROFILE OF HOME BUYERS 2013

OUR TEAM OF MARKETING PROFESSIONALS MAKE YOUR HOME *STAND OUT!*



See for yourself...

- 01/ TEAM APPROACH
- 02/ PROFESSIONAL PHOTOGRAPHY & VIDEO
- 03/ LUXURY YARD SIGN AND POST
- 04/ BROCHURES
- 05/ PAY-PER-CLICK SOCIAL MEDIA CAMPAIGN
- 06/ BROAD EXPOSURE ON:
>> zillow.com >> realtor.com >> trulia.com >>
homes.com>>redfin.com>>nextdoor.com
- 07/ VIDEO TOUR MARKETING
- 08/ JUST LISTED MAILING
- 09/ EXQUISITE OPEN HOUSES
- 10/ TOP REALTOR ADVANCED BLAST
- 11/ CALIFORNIA BROKERAGES (CRMLS)
- 12/ NATIONAL AND INTERNATIONAL BROKERAGES
- 13/ EMAIL BLAST
- 14/ HIGH QUALITY DATABASE
- 15/ * BROKER TOURS (OPTIONAL)
- 16/ ACCURATE FEEDBACK



TEAM APPROACH / 01
A team outperforms an individual! The IN Team is well trained in customer service, sales and high level negotiations!



PHOTOGRAPHY / 02
We professionally photograph your house to capture the senses and emotions of the potential buyers we attract. Your home deserves to be showcased through the lens of our pros.



SIGN AND POST / 03
Our luxury sign and post will announce that your home is professionally represented. Our welcoming branding will contribute to your home's curb appeal.



BROCHURES / 04
Professionally designed and commercially printed brochure will showcase your home in the best possible way.



PAY-PER-CLICK / 05
We make a substantial investment in pay-per-click advertising on a spectrum of social media platforms, magnifying the exposure of your home to the hyper-local market.



REDFIN



BROAD EXPOSURE / 06
Your home will appear on popular real estate websites, such as:
* Zillow.com
* Realtor.com
* Trulia.com
* Redfin.com
* Homes.com



VIDEO / 07

Our video tour of your property transports the buyer directly inside your home for an unparalleled buying experience.



JUST LISTED MAIL / 8

Our hyper-local mailing campaign showcases your home to neighbors who may be buyers and who may know friends or family interested in buying in your desirable neighborhood.



EXQUISITE OPEN HOUSES / 9

Experience our Mega Open House, complete with ambient streaming music, finger appetizers and seasonal beverage of your choice. We invite Top Realtor Colleagues and your immediate neighbors for an exclusive pre-launch open house before holding your house open after listing.



**TOP REALTOR
ADVANCED BLAST / 10**

We leverage our exclusive memberships in a variety of professional organizations to market directly to top real estate colleagues locally, nationally world-wide.



CALIFORNIA BROKERAGES / 11

INTI Realty is a proud member of the California Regional Multiple Listing Service and the Pacific West Association of Realtors, ensuring marketing exposure of your home to real estate professionals throughout the State of California.



**NATIONAL AND INTERNATIONAL
BROKERAGES / 12**

INTI Realty is a proud member of the National Association of Realtors and holds exclusive memberships in a variety of national and international top real estate networks and organizations. Our exclusive memberships give your property maximum exposure with top real estate professionals worldwide.



E-MAIL BLASTS / 13

Clean, simple and direct e-mails. They feature your home in the best light to agents, buyers and anyone interested in your home.



HIGH QUALITY DATABASE / 14

With more than 14 years, The IN-Team has built a unique proprietary database of qualified buyers, investors and top real estate professionals who will immediately know when we launch your home for sale. More than that, our database will know that you are represented by INTI Realty; a team with over 14 years of experience in real estate and over 20 years in law.





WHO YOU WORK WITH MATTERS

#1 COACH

FOR THREE CONSECUTIVE YEARS



The New York Times

BESTSELLER

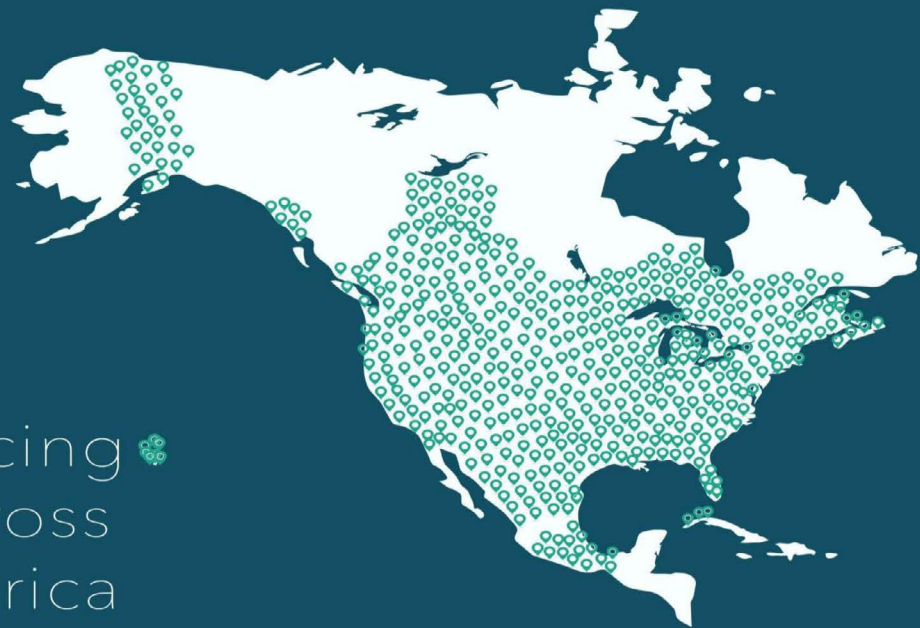


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Real Estate Coaches
IN THE BUSINESS

Access To Private Listing Network

4,000+

Top Producing
Agents Across
North America



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