

10 LISTINGS IN 7 DAYS!

A step-by-step success formula to convert FSBO and Expired leads into listings

It's no secret that FSBO and Expired leads are a goldmine for Real Estate agents. However, as with any great opportunity, the competition is fierce. Most agents use FSBO and Expired leads to grow their business exponentially.

How do you separate yourself from other agents prospecting the same leads?



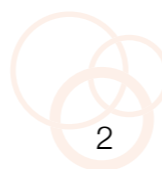
Landvoice has been the leader in FSBO and Expired leads for over 10 years. Landvoice is the most accurate lead provider and can deliver up to 95% of phone numbers, including cell phones.

In addition to accurate leads, Landvoice customers are now using a revolutionary system that no other agent can offer a potential client.

By using this technology, Steven Christie sold over 100 homes in 12 months.

Karen H. from Kansas City said that she had 10 listings in the first week of using the sytem and they were all under contract within 2 weeks.

Jim W. from Florida listed over \$2 million in less than 60 days using this technology.



Have you ever called a FSBO or Expired lead only to find them frustrated with the amount of calls they are getting from agents?

What if your approach was not to actually list their home? What if you could say something like . . .

Hello, my name is (Name) with (Company name). I'm not calling to list your home. Actually, **"I don't want to list your home."**

Those 7 words instantly change the attitude of homeowners.



You may be wondering, “If I don’t list their home, how do I make money?”

That is the beauty of Landvoice’s revolutionary **Call Capture** product.

Call Capture provides homeowners with a custom yard sign and flyers that contain an exclusive toll free phone number.

When any potential buyer calls that number, they will hear a beautifully recorded description of the home with all of the important information they need to know. Buyers will not have to worry about calling the homeowner or agents – they just get the information they want; when they want it. If they are interested, they can connect to the homeowner and request a tour or even put in an offer by pressing a button.

Here is the most important part to you . . .

After the potential buyer ends the call, you and the homeowner will get a text message with contact information of that interested buyer.

The Homeowner

Has a custom sign, flyer, and professional recording of their home (designed and recorded by Landvoice). They also have the contact information of potential buyers to follow up with. They received all of this for no cost from an agent “not trying to list their home.”

You

Receive all the interested buyers as new buyer leads. You are also the only agent nurturing the relationship with the homeowner, which is the best part of this process.

Fast Forward Two Weeks Later

You and the homeowner are both receiving interested buyer leads, but the homeowner has not yet sold their house.

Agents know that 84% of FSBO leads will eventually list their home with an agent. The objective is to become the agent the homeowner wants to list their home.

If the homeowner received a custom sign, exclusive toll free number, and professional voice recording of their home, which agent will they eventually sign with?

YOU – the only agent that can continue to provide them with the Call Capture technology.



Using Call Capture will grow your business exponentially with both FSBO and Expired listings. Here is the formula for success with FSBO leads using the Landvoice Call Capture system:

STEP 1: Be Prepared and Be Different

Be prepared by knowing every FSBO and Expired in your area. It is much faster and much easier to use a lead service, such as Landvoice, that will provide you with every FSBO and Expired listing and phone numbers each day so you can be the first agent on the scene!

STEP 2: Contact Every FSBO

Use the Call Capture technology, combined with our innovative approach to contact FSBO & Expired leads differently than EVERY other agent in your market!

Contact every FSBO and tell them, "I don't want to list your home." That's right. These 7 words instantly change the attitude of the FSBO and they want to speak with you. You sound completely different from every other agent that is begging for the listing. The homeowner will want to hear what you have to say next. Offer to give them a free tool to help them sell their home by themselves. Now the homeowner really wants to listen. You are now on their team trying to help them, not just to help yourself.



STEP 3: Use the Script

Scripts are proven and powerful. Here is the exact script that will open the door for every FSBO you speak with.

Hello. This is (name) from (company name). Is this the homeowner? Great. Don't worry; I don't want to list your home. I am not calling to solicit you for a listing. I completely understand you are selling your home on your own. I am sorry about all the other agents that have been or will be calling and begging you to list your house with them. I am not that kind of agent.

I am actually calling to give you a free multi-million dollar technology that will help YOU sell your home faster and for more money without having to list with me or anyone else!

Here is how this multi-million dollar technology works.

1. First, I give you a special toll-free number.
2. I will give you a professional "For Sale by Owner" yard sign.
3. I will also give you a recorded property commercial of your home.
4. I can give you professionally designed property flyers with this phone number on them.

Potential buyers can call your toll-free number 24 hours a day, 7 days a week. The moment a potential buyer calls that number, they will hear a beautiful property commercial and learn all about your home, whether you are available or not.

After listening, the potential buyer can press a button and directly connect to you to arrange a tour of your home OR even submit an offer. Here is the really amazing part, when the buyer hangs up, the technology captures the buyer's information and instantly texts a message to you with their phone number.

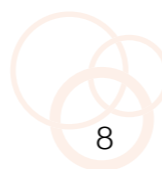
Can you see how that would save you a lot of time and hassle? You can use this technology totally free. Yep, for FREE. Now, here is what is in it for me. Only one of the potential buyers can buy your home. The rest of the buyers who are not interested in your home are the ones I want the opportunity to contact. There are absolutely no obligations for using this program. It's a WIN WIN for both of us!

I'd LOVE to email you a property commercial of YOUR home and show you exactly what every buyer will hear when they call into your 24-Hour For Sale By Owner Sign that I will provide you!



STEP 4: Demonstrate the Power of Your Free Service

The goal of your conversation is to obtain an email address of the FSBO you are calling. It's that simple! Once they provide you the email address, Landvoice will record the property commercial for the listing. Email the homeowner the recorded commercial. Once they hear the beautiful commercial of their home and approve it, all that's left for you to do is take their new Yard Sign over and start generating new buyer leads.



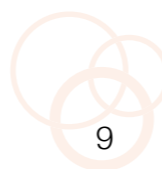
Step 5: Go a Step Further and WOW the FSBO

Some agents take it one step further. Instead of just asking for an email, they schedule an appointment to visit the homeowner to show them the service. The visit takes only a few minutes and can be done on the porch!

By preparing the professionally designed flyer and commercial of the home before your appointment (which Landvoice will design for you at no extra charge so you look like a hero), the homeowner can call the toll-free number listed on the flyer and listen to the recording at the listing appointment. When they hang up, the homeowner can see the instant text message with all their own information.

Doing this presentation in front of the homeowner will seal the deal almost everytime. The homeowner will see the power of the Call Capture system. Selling their home just became easier without costing anything.

This is a ridiculously easy way to get your foot in the door with EVERY FSBO and Expired lead you have a conversation with.



Step 6: Follow Up

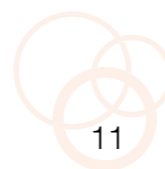
Follow up is crucial. Stay in contact with the homeowner and build a great relationship. Talk with them about specific conversations with potential buyers that called and listened to their recording. Offer the homeowner valuable suggestions on how to sell their home by themselves. Doing these things will solidify you as the agent they trust.

Guess what happens when the FSBO gets tired of selling their home on their own? The FSBO wants to work with YOU, the only agent that helped them for free and can continue to offer Call Capture. Most FSBO leads list with the agent within 3 weeks.

“I SIGNED
10 LISTINGS
IN THE FIRST WEEK
and all under contract within 2 weeks.
I’VE HAD MY **BEST MONTH!**”
— Karen H, Kansas City, Missouri

Agents that are using Call Capture and the formula outlined in this e-book are listing 10, 20, or even 100 properties by following these easy steps. We’ve just unlocked the door to working with every FSBO or Expired lead in your market area.

Start Today!



BONUS: Script for Approaching Expired Listings Using Call Capture

Expired listings are another great source of leads to grow your business. As with FSBOs, you need to set yourself apart from other agents. Using Call Capture will provide value that other agents can't.

Here is the exact script that agents are using to successfully schedule listings appointments using the Call Capture system:

Please pardon the interruption of your day. I know you have been receiving lots of calls from other real estate agents because your home expired ____days ago.

I only need 2 minutes of your time.

My Name is (name) from (company name). I use a 24-hour recorded property commercial on my listings. This lets potential buyers learn about your property any time, day or night, without having to speak with me directly. I put a toll-free number on my yard sign, property flyers, social media, etc. This toll-free number gives the buyers a no-pressure shopping experience and it allows me to generate 200% to 300% more buyers on all my listings. My secret simply is, it's NON-CONFRONTATIONAL, buyers don't have to talk to me! It removes all the pressure and puts them in control. And as soon as they hang up, I know who called and can follow up immediately.

Like I was saying... I don't want to take too much of your time... What I'd like to do is send you a professionally recorded property commercial of your home. At no charge to you. I want you to see what I can provide to you. This recording is the secret weapon that allows me to NEVER let a listing expire! Please provide me with your email address, that's ALL that is needed so I can send you your custom property commercial. This is the system that I use that differentiates me from ALL the Realtors who are going to call you regarding your Expired listing.

Once the seller provides you with their email address, Landvoice records the property commercial and you are on your way to another listing.

Now is the time to apply this formula for success in your business. Landvoice combines the Call Capture technology with the most accurate FSBO and Expired leads to make you unstoppable.

Call 888.678.0905 for your special pricing so you can start listing more properties today.

