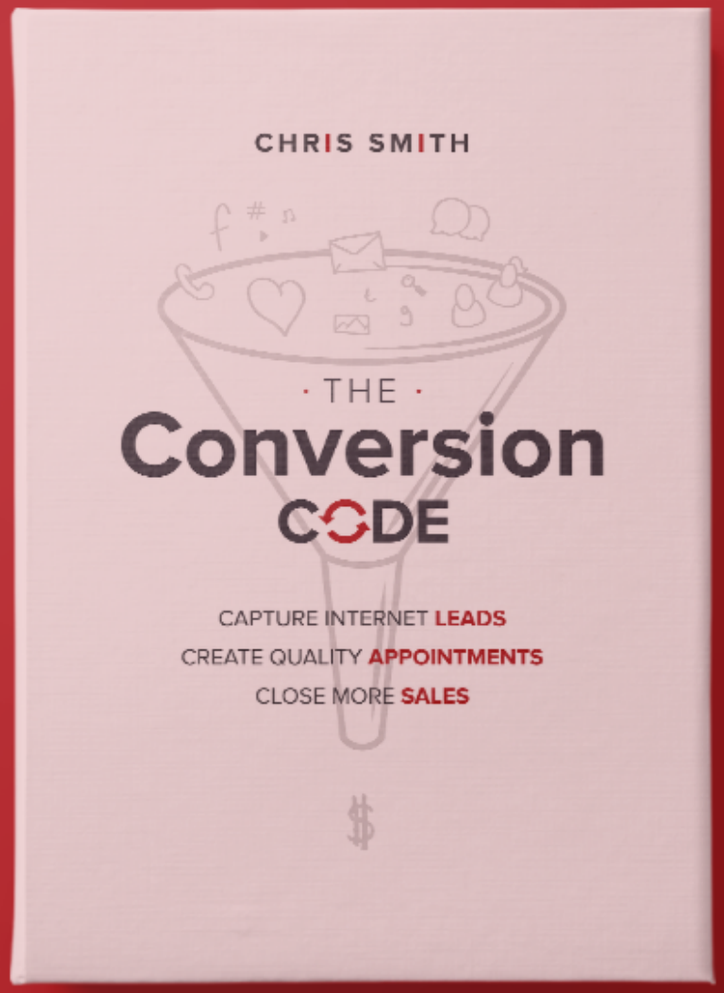


Chris Smith

Author of The Conversion Code
Co-founder of Curaytor

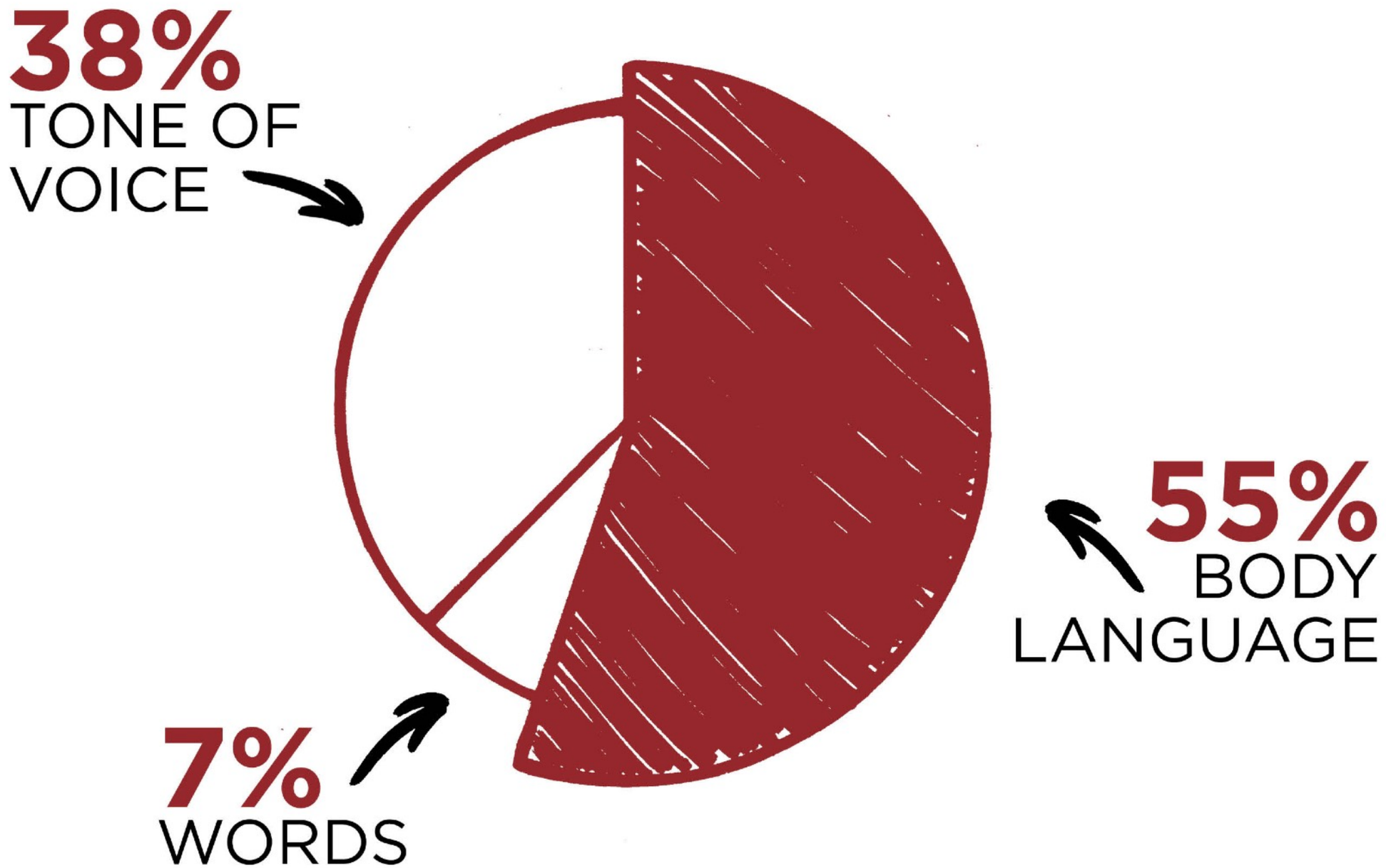
FB.com/CuraytorChris

*NSYNC
I Want You Back

ENTHUS[I AM IASM]

I SOLD MYSELF

HOW HUMANS COMMUNICATE



23
LEBRON JAMES
PTS
FG
REBS
12
4-7
3

CURAYTOR

“ ”

I grew my business 4X from 2015

I have my last closing of the year today and I've been doing some reviewing of 2016. This year I grew my business 4X from 2015. By far, the biggest game changer for my business has been my joining of Curaytor! More than the systems, the community has helped me in countless ways! I ❤️ you all and I wanted to say THANK YOU for your willingness to help and to share your kick ass ideas!! Super excited to share an awesome 2017 with all of you! A special thanks to the Curaytor support staff and to Jimmy & Chris for creating something special for all of us!

Jordan Rossman

ORILLIA, ON

“”

Thank you to Curaytor for being the catalyst for our teams success.

Our business will grow from 210 transactions and a $62.5 million sales volume in 2015 to over 300 transactions and over $100 million in volume this year.

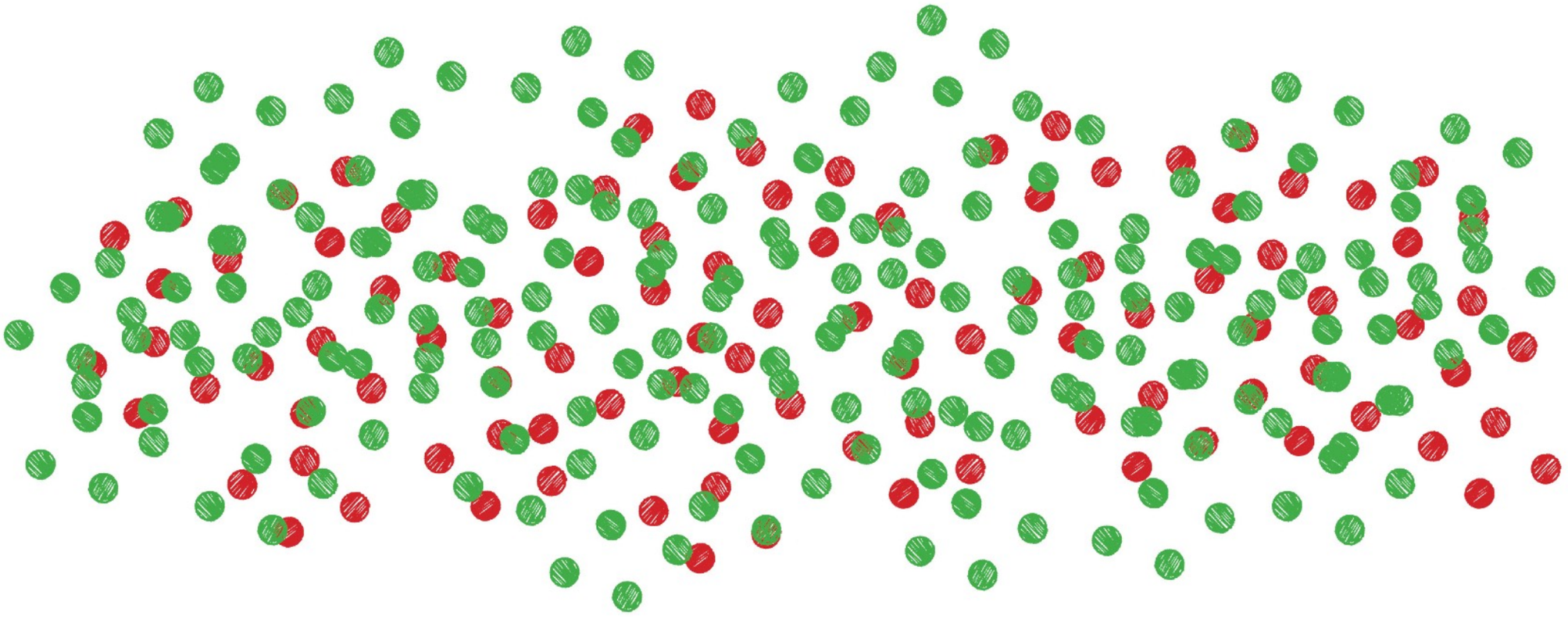
Dustin Oldfather

REHOBOTH BEACH, DE

S+T+S = HCRP

LEADS VS SALES - 2011

2.9M : 4.4M

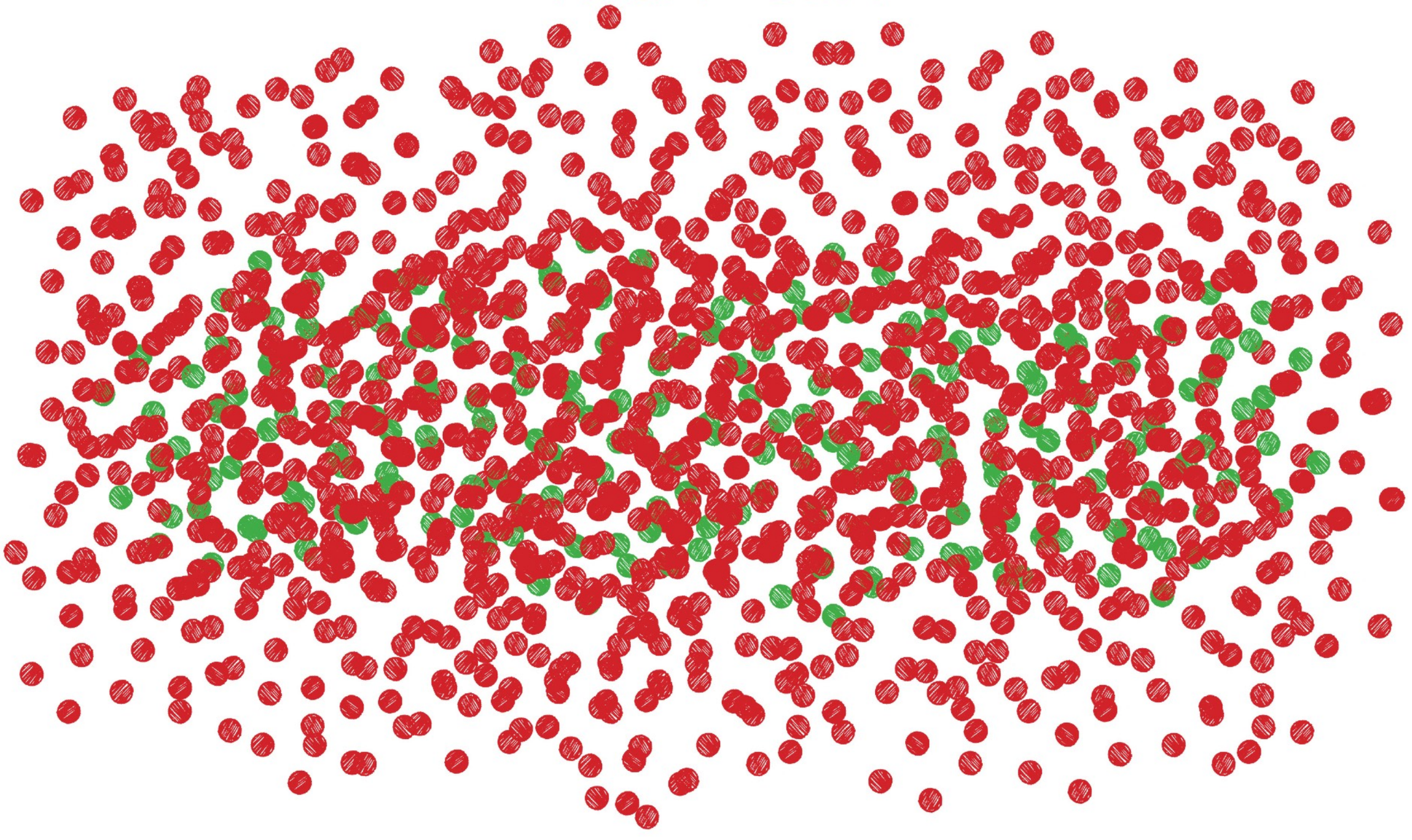


Real Estate Leads Generated

Annual Home Sales

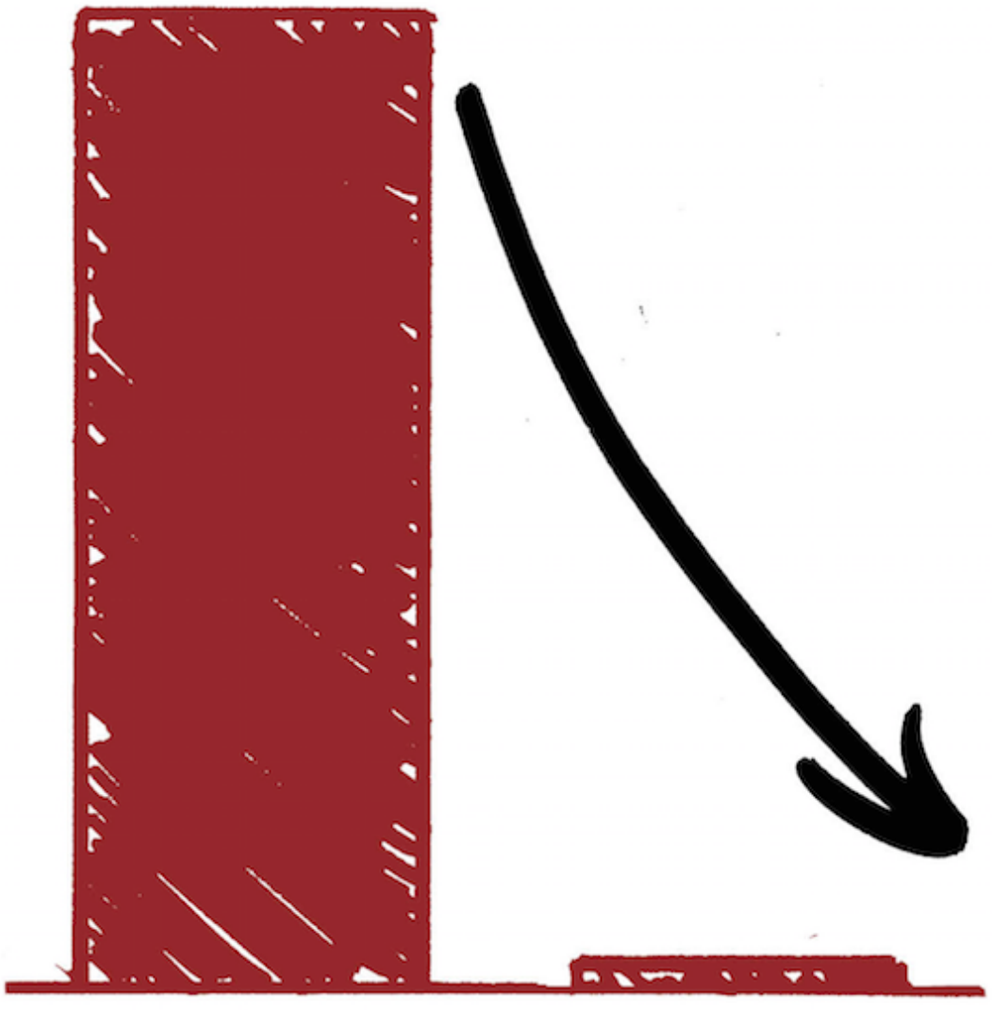
LEADS VS SALES - 2014

40.6M : 5.1M



Real Estate Leads Generated Annual Home Sales

IMPACT OF SPEED-TO-RESPONSE
ON LEAD CONVERSION



within **5** mins.

within **30** mins.

100x Rule

If a company attempts phone contact within 5 minutes after lead submission, t**he odds that the lead is contacted are 100 times greater** than if it is contacted 30 minutes after submission.

ALL COMPANIES SURVEYED

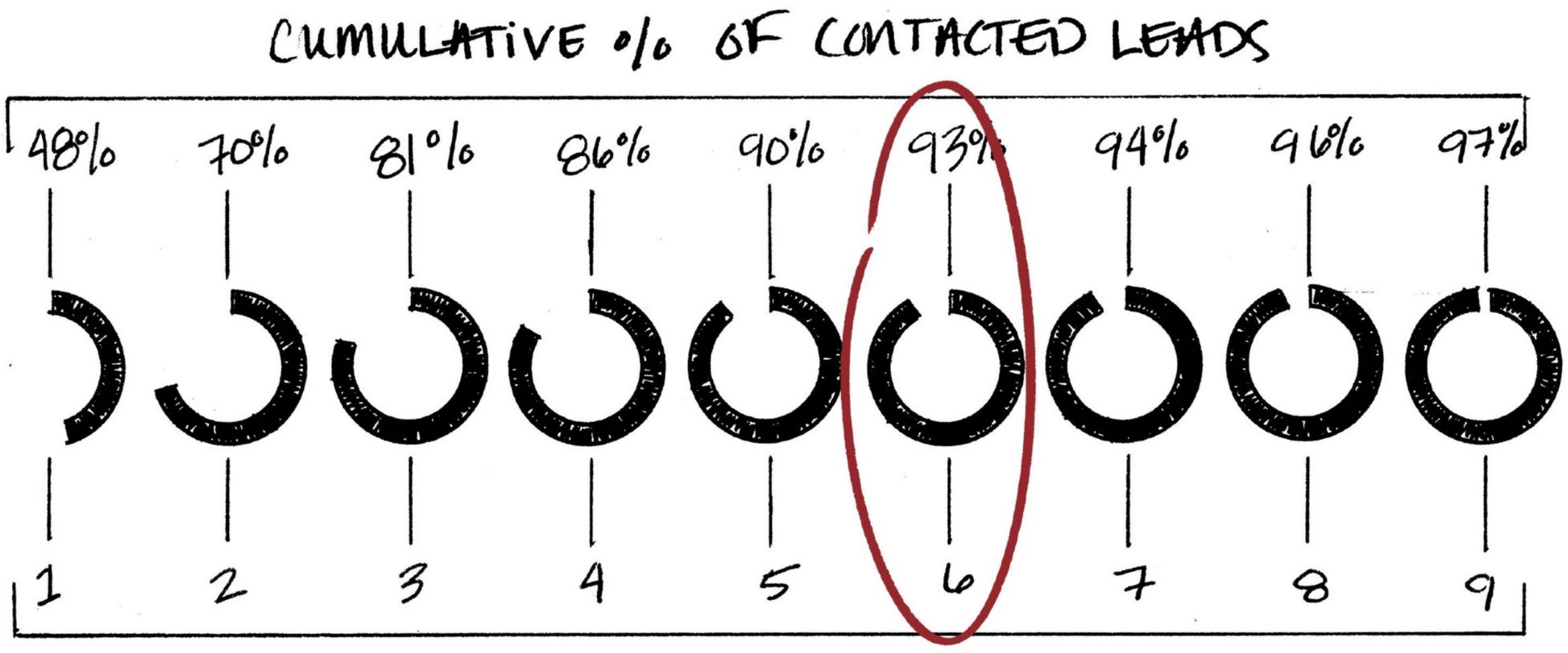
MEDIAN RESPONSE TIME

3 HRS. 8 MINS.

47%

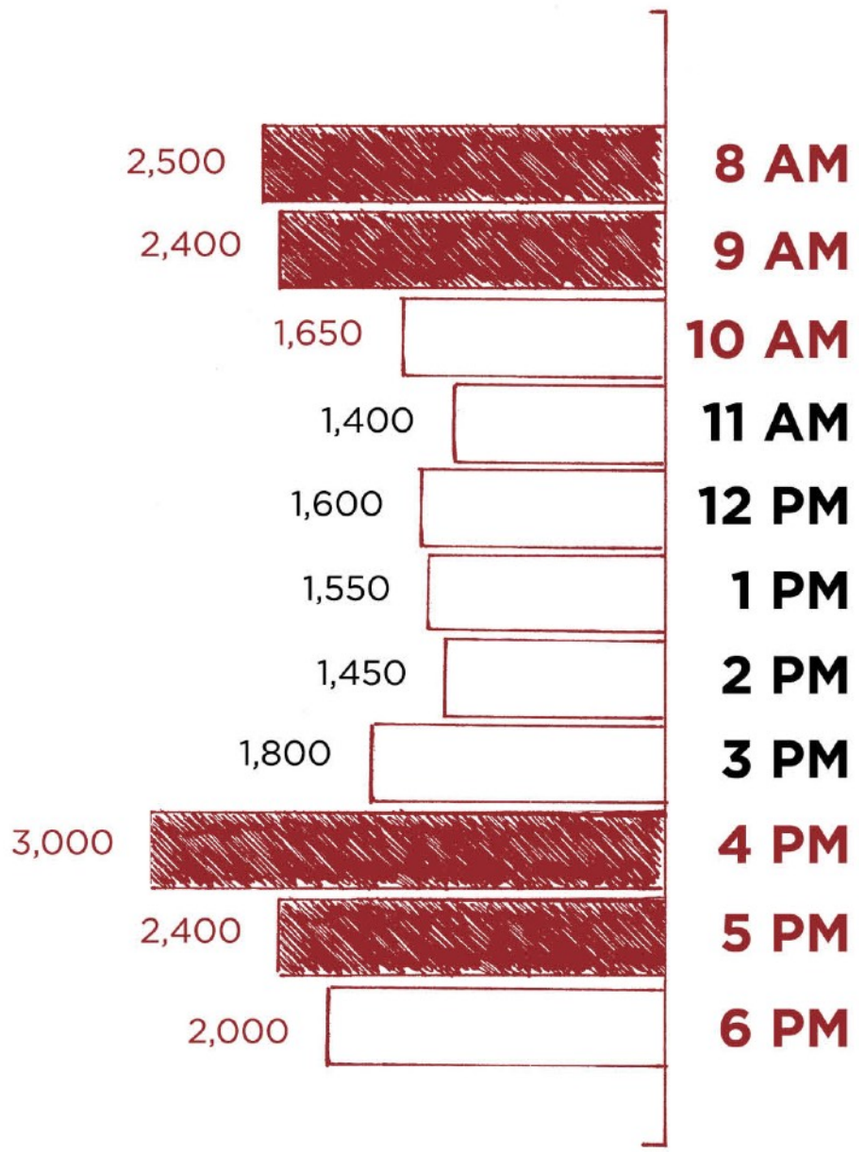
NEVER RESPOND AT ALL

THE OPTIMAL # OF CALLS

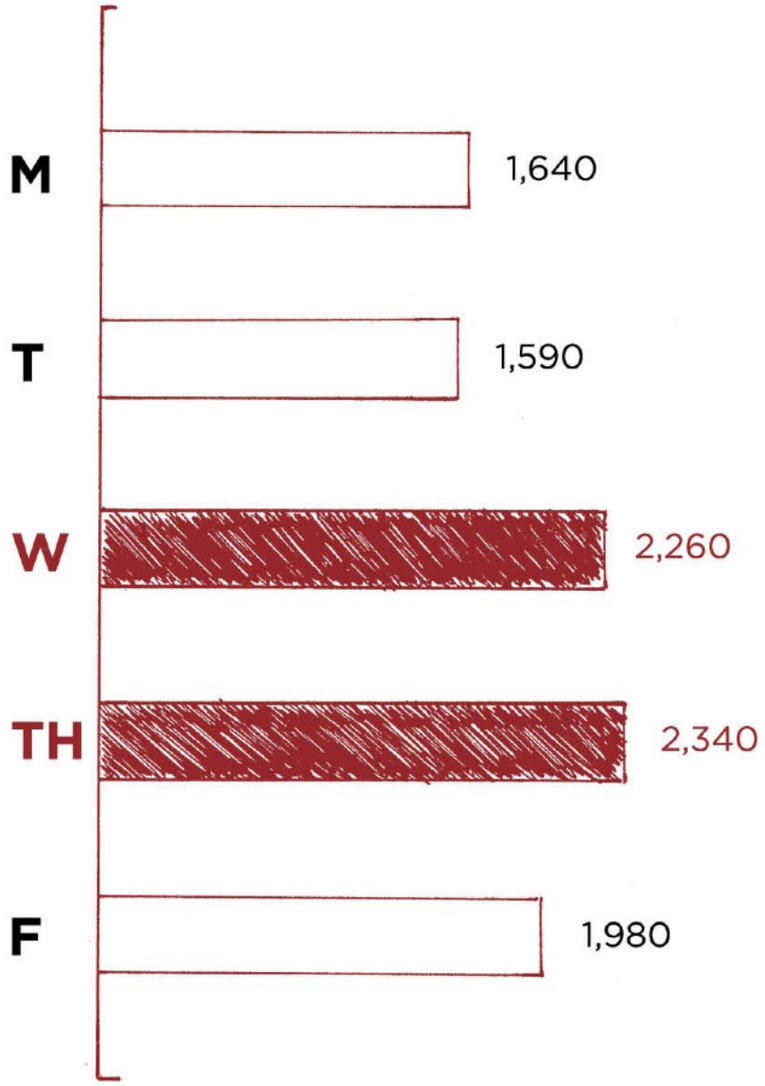


BEST DAYS + TIMES TO CONTACT LEADS

BEST **TIMES** TO QUALIFY* LEADS



BEST **DAYS** TO QUALIFY* LEADS



***Qualification** is the stage in the lead nurturing process where the lead is willing to enter the sales process.

Conversations = Closings

Step 1. P:60 The Perfect First Minute (Gain Control + ARP brick wall statements)

"Hi _____ (YOUR FIRST NAME) calling from _____ (COMPANY NAME) how are you?"
I got your information from _____ (LEAD SOURCE NAME) and I see that you are interested in knowing how much your home is worth.
I have some additional information for you that you will want to write down about your home's current value. Can you please grab a pen and paper and let me know when you are ready?
Great! As I said my name is _____ (YOUR FULL NAME) and I am with _____ (COMPANY NAME) my cell phone # is _____ and my email address is _____. If you ever have any questions feel free to reach out to me directly.
So _____ (LEAD FIRST NAME), did you want to know how much your home is worth because you are thinking about selling it soon or just refinancing your mortgage?"

How to ARP around any Initial brick wall statement: *"I just want to know what it is worth. I thought this would be an automated report."*

Example Seller Brick Wall Statement:

Acknowledge - "Oh, you just want to know what your home is worth in an automated report? No problem!"
Respond - "I can tell you that your home is most likely worth more than it was just a few years ago! But unfortunately those automated reports like Zillow provides are highly inaccurate."
Pivot - "How long have you owned your home?"

Step 2. Dig Deep and Qualifying Questions

1. On a scale of 1-10 how would you rate your home's current condition? 9
2. Done anything extra while you've owned it that would have increased the value? Screened Porch on Back, new windows, granite BR, WP on BR
3. Are you looking to buy another home when you sell this one or just rent? Asst Living
4. What is the date you want to be 100% out by? Sept 2016
5. Have you ever worked with a Realtor before? Yes - Buying
6. What would be one thing they could have done Better? Not sure
7. What is your favorite website to use when you look at homes? 29 years in

Anytime they answer one of these initial questions try to ask a follow up based on their response. Make sure you write down all of their responses as you will be using these again soon when you pitch.

Example of Digging Deep: Initial scripted question "What is the date you want to be 100% out by?" Additional digging deep question "Why and how did you choose that specific date?"

Step 3. Build Trust (co-branding + stat)

"Now that I have a good idea for what you are looking for I wanted to quickly tell you about our company. We were recently recognized by _____ (recent accolade like # of 5-star reviews) (use a well known company like Zillow) for helped _____ (total # of homes sold) people buy or sell a home in the last _____ years."

Step 4. Proactively Uncovering Objections

"Before I put together what we in the business call a CMA and email it over, if you agree that the price I recommend works for you, is there any reason why we couldn't meet later this week so I can see your home for myself and confirm everything you told me?"

PRE-LISTING LEAD SHEET

Address:
(y): ☐Owner-Occupied ☐Tenant ☐Vacant
Why are you selling?
Moving to
Buyers Agent: ( )
Level of motiva
oms:

1. So earlier I asked you on a scale of 1-10 what the condition of your home is and you said you
2. You also told me that you have lived where you are now for 22 years, correct?
3. And after you sell you will be Living (renting or buying again), yes?
4. And your favorite website to search for homes was Realtor.com correct?
5. And lastly you need to be 100% out by Sept/Dec/ASAP yes? Exactly

Or write out your own custom 5 YES questions and answers below:

1. _____ 2. _____ 3. _____
4. _____ 5. _____

5 Yes = Reiterate their earlier answers and get them to confirm after each one.

Step 6. Pitch Using Feature, Benefit, Tie-down (FBTs)

List out 4-5 Features, Benefits and Tie-downs of working with you:

FEATURE: Search on Facebook
BENEFIT: Find Sellers
TIE-DOWN: Like Minded Buyers
FEATURE: Facebook Friends
BENEFIT: Work with the best
TIE-DOWN: Work with Friends
FEATURE:
BENEFIT:
TIE-DOWN:

Here is an example of FBT:

"We've sold a lot of homes. Right now, multiple offers and low days on market are pretty common. We've come up with a proven way to take offers quickly for you while still allowing you to conduct all the due diligence needed to determine that you have a good buyer at a good price." **(Feature)**

"The benefit of us doing this is that you are better equipped to sell your home for as much as possible, as quickly as possible." **(Benefit)**

"Is it important to you that your real estate agent is a STRONG negotiator?" **(Tie-down)**

Step 7 Exactly What to Say When You Close (HWHN)

As you are doing the tie downs listen to their TONE as they answer each question. If you say "Is this what you're looking for in an agent?" and they say "hell yee" then it is time to close them. Here is exactly what to say when you close:

Then foreshadow a few of the things that will happen next like:

"Great! So here is what happens next…"
"I am going to start compiling a list of homes that sold recently and are similar to yours that we can go over when we meet. I'll be searching the MLS for candidates for us to go over. I'll also send you an introductory email confirming our appointment and some information you can review before we meet."

to Close (Trial Close + Slot Close)

sh foreshadowing the next steps say:

ck out the home can you meet during the workday or is after 5pm better for you?"
ch one is better for you? 3 (one time slot like 1pm) or 4 (a different time slot like

PRE-LISTING LEAD SHEET

Name: Frederick Vermillion
Email: Fredy79@gmail.com
Street Address: 2849 Ranchwood Terr NE
Property: ☐Owner-Occupied ☐Tenant ☐Vacant
Phone:

Sell 1yr

Ask for Appt?	Appt?	Ask f Refer
yes	no	
yes	yes	
yes	no	
yes	no	

The Perfect Sales Call

1. PCS
2. P:60 = GC + ARP
3. DDT
4. 1 + 1 = Trust
5. PUO
6. 20/20/20
7. 5 x Y
8. F + B + T = C
9. TCS = HWHN
10. TC
11. SC
12. Oo = ARC
13. FNS = SR+

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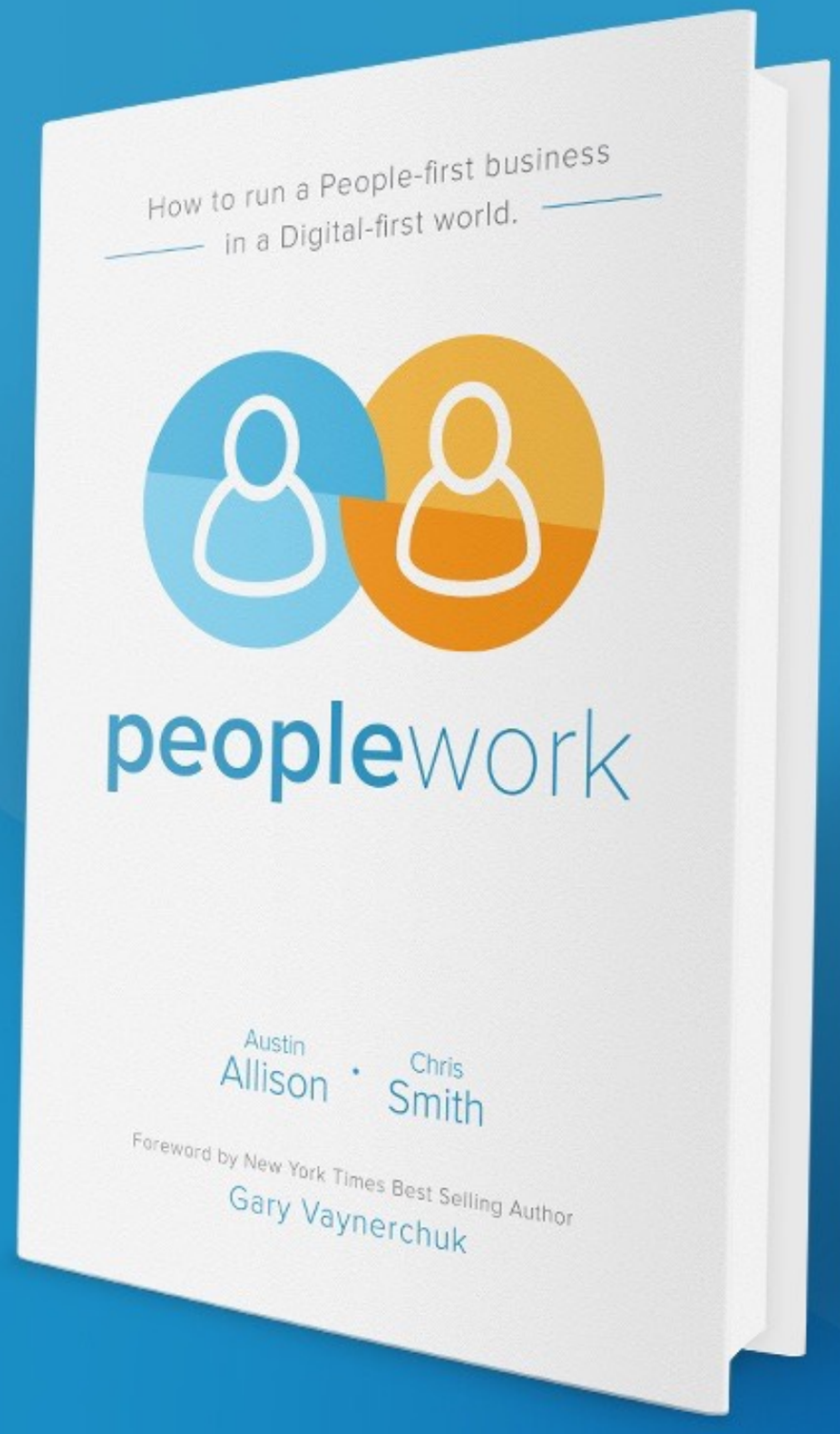

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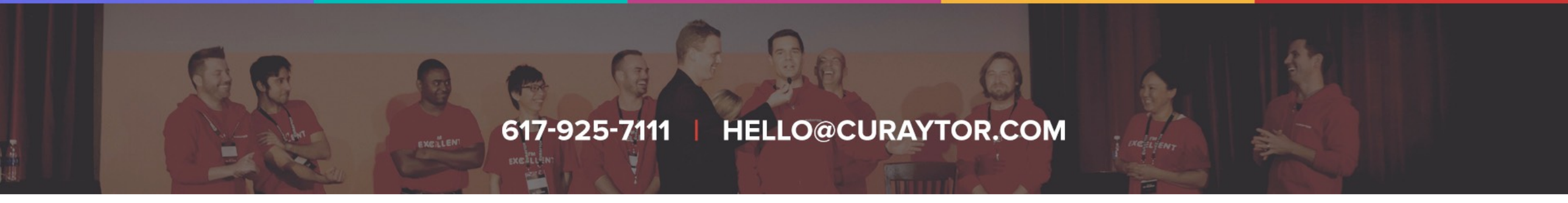
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