

MARKETING TO SELLERS
INSTRUCTOR GUIDE
YOUR COMPANY NAME

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**Training Content Written & Designed
for YOUR COMPANY NAME
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YOUR COMPANY NAME
MARKETING TO SELLERS – Instructor Guide
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PREPARE TO TEACH!

Course Box – Things to take to workshop

1. Pens
 2. Boom box with Calm Music (Ocean Waves and Nature Sounds)
 3. Instructor Guide
 4. Student Activity Handouts
 5. PowerPoint Presentation + Projector
 6. Whiteboard + Markers + Eraser
 7. Clock with Face -put in front facing you
 8. Your Business Card + Promo Info
 9. After Break Giveaways from \$1 Store: household & garden stuff
 10. Student Packets Put Together. Inside Bag Includes:
 - ✓ Pen, Pencil + Highlighter
 - ✓ Name Tag
 - ✓ Note Pad
 - ✓ Stick Notes/Post-Its
 - ✓ Candy, Granola Bars (no peanuts in case of allergies)
 - ✓ Bottle of Water
 - ✓ Fun Stuff: Puzzle, Color Crayons, Stress Ball,
- Get cellophane party bags at the dollar Store OR
Buy 1 gallon zip lock bag to put goodies inside

Instructions for Instructor!

BREAKS

Suggested 15-minute BREAKS are inserted. Move breaks around if necessary. Always end before a new thinking topic begins. Put in short stand up breaks. Watch for overload exhaustion!

GIVEAWAYS

Make this course playful and fun with Giveaways to get people back from breaks. Use Giveaways for wake up moments. Even use Giveaway, 'for a good try'.

Instructor Guide and Participant Guide are almost identical. The Instructor Guide has more info related to Activity Prompts, therefore this guide is a few pages longer. The Participant Guide is concise and has margin notes.

Prepare for class by thoroughly studying both guides and the associated slideshow. All three will be used simultaneously in the course.

ATTITUDE

Instructor should emulate the ATTITUDE of how a participant will GET SELLERS TO CALL.

During Class:

- Be personable yet professional – Be inclusive and use participant names
- Give compliments, kudos, and smile – Acknowledge everyone – look them in the eye
- Remember YOU set the tone for class participation, fun, and edutainment!

WORKSHOP TIMELINE

Compressing or expanding this workshop depends on YOU. Watch your time. Facilitate with correct intention and attention. The details in the guides do not have to be covered in depth if time is an issue. Remember that a student's personal course experience is what counts the most. They will have their Participant Guide to take home.

Introduction

(Intro Time: 20 minutes)

1) Introduction- Who I AM and what I DO

SLIDES #1-7 – Introduction and Housekeeping

2) Hand Out STUDENT PACKETS

3) Class Rules

COURSE CONSIDERATION FOR OTHERS ACTIVITY:

White Board – Have participants each come up with a rule for everyone.

Instructor write it on board in the corner. Do not erase. (10 min)

- Respect means
- Cell phones on airplane mode – check on breaks only
- Generally hold questions for Q&A times
- Take lots of notes – write it down to remember
- Contribution
- Have students add their ideas.

Instructor Note Section: (What went well-What needs improvement)

4) Goal Setting

- Write a goal down for having the end of the course. For the week and for the month.

POST IT ACTIVITY:

Students writes their own goal AND questions on Post It note (10 minutes,

1. Get out Post it note from packet
2. Write Name and Personal Goal or Burning Question
3. Stand UP and go post it on the wall off to the side, not where you are using front wall space.
4. Instructor will tell them "At break time I will look at goal (or questions) and pick a few to discuss and /or integrate into the class"
5. REMINDER: Use the WHIIFM in writing student Goals & Questions!

Instructor Note Section: What went well-What needs improvement)

Course Overview –

TRAINING TIME: 5-10 minutes

Present Slides and Talk Briefly:

SLIDE #8-13 – Overview Summary

- ◆ WHIIFM (What's In It For ME)
- ◆ Marketing & Lead Generation
- ◆ Presenting & Financing Offers
- ◆ Step Actions & How-To-Dos
- ◆ Attending Seller Happiness
- ◆ Networking Right Now

SLIDE #14 – Course Overview

> Industry Terms

> Get Sellers to Call You

1. First Steps
2. Marketing and Lead Generation
3. Sellers Start Calling
4. Are Sellers Ready to Sell
5. Sending offers
6. Financing Options

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Industry Terms Defined

TRAINING TIME 30 minutes

Defining Terms

SLIDE #15- Overview of Defining Wholesale, Rehab/Resell, Rehab/Rent

SLIDE #16: **ACTIVITY** slide shown below.

Have students mark it in their guidebook. Wait till everyone finishes.

Match Terms on the LEFT to their Descriptions on the Right

(Draw a Line to Connect)

Rehab to Resell

Rehab it, refinance it to hold as a rental property for income

Wholesaling

Rehab it and list it to sell for profit

Rehab to Rent

Sell Right to Purchase to another Investor for a few

SLIDE #17: Activity ANSWERS

SLIDE #18: Define Terms Further. Discuss ANSWERS & ASK if students have Questions.

A) Wholesaling

1. Find a property
2. Put property under contract
3. Sell Right to Purchase to another Investor for a fee

B) Rehab and Resell

1. Find a property
2. Put property under contract and purchase
3. Rehab it and list it to sell for profit

C) Rehab and Rent

1. Find a property
2. Put property under contract and purchase
3. Rehab it, refinance it to hold as rental property for income

SLIDE #19 – Property Types - Just Discuss only.

D) Property Types

1. Residential – Single Family
2. Residential – Duplex, Triplex, Four-Plex
3. Residential – 5+ Units
4. Residential/Commercial Lots
5. Residential/Commercial Development Lots
6. Commercial Property

NEXT SECTION: SLIDES #20-25 –

ACTIVITY: INDUSTRY TERMS – Class Activity –

1. Show Description for 3 terms.
2. Show one at a time.
3. Students hunt for term.
4. Instructor asks for ANSWER.
5. Instructor shows slide answer. Repeat 2 more times

Use giveaways for fastest person to find term. OR for best (failed) attempted try
OR for someone who got them all right. Or giveaway to the person with the oldest
living relative, or pet. Giveaway for something unrelated but fun.

Instructor Note Section: (What went well-What needs improvement)

Common Terms:

1. After Repair Value – The After Repair Value or 're-sale value' is the fair market value of the property that you believe you can resell the property for after renovations.
2. Fixed Costs – Fixed costs are costs, fees & expenses associated with buying, holding and selling real estate.
3. Buying Costs – Buying costs are costs associated with buying real estate, such as brokerage fees, title work, inspection costs & holding fee
4. Holding Costs – Holding costs are costs associated with holding real estate, such as loan payments, taxes, utilities and maintenance expenses. The monthly holding costs are pulled from the info sheet and multiplied by the total holding period (rehab period + listing period).
5. Selling Costs- Selling costs are costs associated with selling real estate, such as Realtor commissions, seller assisted closing costs & home warranties.
6. Repair Contingency – The repair contingency is used to cover any missed or unforeseen items within your repair cost estimate. Repair contingency is calculated by multiplying the contingency % by the total repair costs estimate. A good rule of thumb is to carry between 5 to 10% repair contingency.
7. Rehab Profit – Rehab profit is the amount of gross profit you want to make on the project. Rehab profit is calculated by multiplying the profit % by the After Repair Value.
8. 70% Rule – The 70% rule is a widely accepted rule among rehabbers and real estate investors as a barometer for purchasing a rehab property.
9. Total Investment – The total investment is the total investment needed to fund the project which includes the purchase costs, fixed costs, & repair costs.
10. Assignment Fee – An amount of money paid to assume a purchase contract on a particular property. Most commonly occurring in wholesaling transactions.

((BREAK TIME 15 minutes ~ Giveaway Promptly After Break))

2. Get Sellers to Call You

TRAINING TIME: 150 minutes

First Steps

SLIDE #26 – First Steps; Location

1. Location

- Where are you buying the property?
 1. In your local area vs out of state
- What city? What zip code(s)? What Neighborhood(s)?
 1. What is the median house price in the surrounding area
 2. How many average days on market are nearby properties
 3. Crime rates
 4. Schools (quantity and quality) - High value determining factor
 5. Future residential or commercial developments planned for the area

Activity Group Question:

Is there another location consideration that you value? Name them! (5 min)

Instructor Note Section:

SLIDE #27 – First Steps; Projected Profit

2. Projected Goals for Profit

- a) YOUR Time and Money Investment – What are you ready to devote to this?
- b) Wholesale? Rehab? Develop? Rent?
- c) Timeline and Reverse Engineer Planning – Start from your desired outcome and plan backwards
- d) Projected Profits – Are your numbers realistic?

Activity Group Question:

What profit is acceptable 15%-20%. (5 minutes)

Instructor Note Section:

Don't Forget Giveaways & Surprise Moments!

Marketing and Lead Generation

1. What is your marketing budget?

SLIDE #28 Activity Group Question:

- ◆ What is your marketing budget? What is reasonable?
- ◆ How much time should you invest?
- ◆ Other considerations?
- ◆ List out on Whiteboard.

POST IT ACTIVITY:

1. Have students use one post it.
2. On the top of each Post it write down what they would want to budget or spend for lead generation. (A dollar amount.)
3. On the bottom half write down how much time (in hours) they are willing to invest in marketing for leads.
4. Have them post on the wall or board to share.

Have a Discussion!

Compare and Contrast what each person's limit is. Is each person's dollar amount consistent with their time allotted for lead generation? Have students explain why they chose the budgets and times. Use this as a learning about each others needs.

SLIDE #29: Marketing Leads Come from Where?

ACTIVITY QUESTION:

Class names ideas for where to get leads.

OPTIONS:

1. Instructor writes ideas on whiteboard (saves time, OP)
2. Participants write down one idea on a POST IT note and walk up and POST IT on the whiteboard. (Takes more time) This method can reveal if students have similar or different ideas.

Instructor Note Section:

Some of the answers from the activity above may already be listed in the next activity. If not, or if so, just acknowledge their ideas and answers before moving to the next activity which is related.

SLIDE #30: Marketing leads come from....discuss below....

- 1. Door Knocking/Driving For Dollars**
- 2. Mailers**
 - a) Handwritten Personalized greeting
 - b) Postcard
 - c) Generalized Letter
 - d) Data Sets For Mailing (30 minute subject,
 - e) Attachment #_____
- 3. Bird Dogs**
- 4. Pay Per Click / Online Advertising**
 - a) Google Ads
 - b) Social Media: Facebook, Instagram/Linked-In/Twitter, etc.
 - c) Lead funnels
- 5. TV and Radio Advertising**
- 6. Billboards, Buses and Bench Seats**
- 7. Listed Properties**
- 8. For closure Properties**
- 9. Lead Capture**
 - a) Phone #: Local vs 800 number
 - b) Cell phone vs answering services
 - c) Redirect and recording services
 - d) ALWAYS ANSWER THE PHONE PERSONALLY

SLIDE #31: Assess Personal Marketing Leads Comfort Level

ACTIVITY: Determine your personal comfort level for each of the marketing items.

Take into consideration your personality traits, work habits and behaviors. There is no right or wrong method. This is to help you assess what mode of marketing lead fits you!

Rank these market lead methods from 1-10. #1 agrees with you most; and #10 the least.

Rank 1-9	Generating Marketing Leads Personal Comfort Level Assessment
	Door Knocking/Driving For Dollars
	Mailers
	Bird Dogs
	Pay Per Click / Online Advertising
	TV and Radio Advertising
	Billboards, Buses and Bench Seats
	Listed Properties
	Foreclosure Properties
	Lead Capture
	Other? Specify!

((BREAK TIME 15 minutes ~ Giveaway Promptly After Break))

Sellers Start Calling

SLIDE #32: Sellers Start Calling!

QUALIFY – QUALIFY – QUALIFY > WHY QUALIFY SELLERS?

**QUALIFY SELLER'S PROPERTY > Find the GAPS and Discrepancies.
Is it congruent with what they claimed?**

SLIDE #33: Sellers Start Calling! REASONS to Qualify

SELLERS START CALLING! Why Qualify Sellers?

- Learn about their home's value
- Learn if they really want to sell
- This is YOUR opportunity to learn
- Does their home qualify for a match
- Qualify the Seller & their Property > So you DON'T WASTE YOUR TIME!

Give a Scenario Example:

1. Potential Seller calls.
2. You question them about the condition of the house. (You are unfamiliar with the area.) They describe the perfect house for the perfect price point. You talk details because this person needs to sell. You agree on terms and price. And agree to present it to a person when you come see the house.

You arrive at the house to find it is in horrible condition. Unworthy of 70% of the agreed on price. It's also located in a drug infested neighborhood.

- What did you just do? WASTED YOUR TIME
- What did you not do? Properly Qualify

SLIDES #34-35: USE A QUALIFYING QUESTIONNAIRE!

MOTIVATED SELLER QUESTIONNAIRE

Property Address: _____ City _____ Zip _____
Seller's Name: _____
Name's On Title: _____ 1st _____
Seller's Mailing Address: _____
Seller's Phone: _____ Cell _____ Home _____ Work _____
Seller's Email _____

Establish A Conversational Rapport With Seller!

- Tell me about the house? ___ Bed ___ Ba ___ Sq/ft ___ Car ___ Lot Size _____
- What do you like most about the house? (least) _____
- Why are you wanting to sell such a nice house? _____
- Have you had any offers to buy the house recently? _____
- Are there any repairs needed that you know about or if so what do you think it may cost to get the house in A-1 shape? _____
- Why haven't you considered listing the house with a Realtor? _____
- What would you think the house would appraise for if it were in perfect shape? What do you base that from? _____
- Would you have an idea of what the house would rent for in that area? _____

Now, Let's Get Down To Business

- Do you own the house free and clear? ___ 1st Morg ___ 2nd Morg ___ Pay/mo ___ Pay Current _____
- Are you flexible on the price? And open to offers? _____
- If somebody were to buy your house, what time frame would you want to close? _____
- Do you have a ball-park range of what you're looking for on the property? _____

Notes: _____

Sellers Start Calling

VETTING SELLERS More Tips....

1. Triage the client: Are they ready to sell NOW vs. 1 to 6 months
 - Hot Leads = Offer ASAP
 - Warm Leads = Create listing appointment or sell to Realtor
2. Setting up a drip campaign
 - Everyone you talk to WILL sell their house at some point – determine their timeline and FOLLOW UP
 - Use of reminder system/CRM/calendar

SLIDE #36: Important Tips

Important!

- YOU are to solve problems – First, last -and always
- YOU add value by solving problems for sellers
- YOU make it simple for the Seller
- YOU are to be the single point of contact for ALL the information on this transaction

SLIDE #37: 10 Reasons Sellers want to work with you. Get them to hook!

ACTIVITY: Rank your order from 1-10. (#1 is the highest.) Put a star on your top 3.

Rank 1-10	10 Values YOU Bring to Sellers. And Why Sellers will Trust YOU.
	Truly LISTEN to what your Sellers say. Find their needs
	Be a PROBLEM SOLVER . Sellers need you to solve their issues
	Be AGREEABLE . Listen to the Sellers point of view. Do not argue. Do not create objections.
	Be your Seller's sole POINT OF CONTACT .
	Be GENUINE in your desire to help your Seller.
	Have INTEGRITY and RESPECT for your Sellers. They will TRUST YOU.
	Have a 'Can Do' POSITIVE ATTITUDE at all times.
	Get to know your Sellers on a PERSONAL level.
	Use EMPATHY to understand your Sellers motivations and needs.
	Help EDUCATE your Seller so they understand and feel confident.
	Keep it SIMPLE for Sellers

Keep in mind the VALUE YOU bring to your Seller!

Is Your Seller Ready to Sell? If NOT Now-When?

SLIDE #38: Is Your Seller Ready to Sign?

IF YES > Get them an offer AS FAST AS POSSIBLE

IF NOT > Groom them for a down the road sale.

Words to use regarding paperwork:

- “Paperwork for your approval...”
- “Agreement...”
- “Cash offer....”

Words to AVOID when talking to a seller

- “Contract...”
- “Signature...”
- “Binding...”
- Words that infer a commitment

ACTIVITY POST IT or Discussion Whiteboard Q&A –

What words turn you off?

As a Seller name words that would scare you off from selling.

What sales lingo is irritating- a cliché that is old and not to be trusted.

Name words that evoke ugly reactions, feelings or emotions.

Name warm fuzzy words that bring positive reactions, feelings or emotions.

((BREAK TIME 15 minutes ~ Giveaway Promptly After Break))

Sending Offers

SLIDE #39: Sending Offers

1. Understanding the PSA is the most important.
2. Earnest Monies (Promissory Note vs Certified Funds)
3. Legal Description
4. Offer Price
5. Cash Out or Owner Carry Terms
6. Inspection Period
7. Closing Dates

GROUP Q&A ACTIVITY: (Participant Guide does NOT have Answers.)

Q: What if you are confused writing the offer?

A: There should be NO confusion. This means you did not qualify your seller.

Q: What if they get the offer and can't respond?

A: Light touches. A call next day, call-email. Thank you.

Q: What does it mean when a Seller freely shares their home info- particularly their financial info about their ownership in their home?

A: Seller trusts you. Seller is interested in knowing more and/or proceeding.

What to do next > Write the Offer. Get it in their hands. Follow up thereafter!

Purchase & Sale Agreement Example

SLIDE #40: Example of a PSA

ACTIVITY: Hand out a PSA so class can review, highlight and write on it

- Review components of the PSA
- Understand PSA sections a Seller may object to when signing a PSA
- Signing PSA and handling thereafter

How to Sign the PSA

- Docusign
- Hand deliver
- Use a courier

Approve Paperwork

Give Seller a copy

Open Escrow

Seller Signs PSA!

SLIDE #41: Woo-Hoo! Seller Signs! Acknowledgments

ADD YOUR PERSONAL TOUCH

- A personal Thanks with assurance for a smooth closing – continue to be the problem solver and advocate through and to closing
- A hand written card
- A gift certificate after closing settles

ACKNOWLEDGMENT TIPS

Always say PLEASE & THANK YOU where appropriate

Use and address Seller by their name – (Not sir or mam)

PERSONALIZE THEIR EXPERIENCE

It's ALWAYS about HOW YOU MAKE a PERSON FEEL—
and How THEY FEEL ABOUT YOU!

HONESTY REALLY IS THE BEST POLICY

BE AUTHENTIC ALWAYS

CARE ABOUT THE SELLER- SHOW IT SO THEY KNOW IT!

((BREAK TIME 15 minutes ~ Giveaway Promptly After Break))

Financing

SLIDE #42: Types of Financing

(Info to be expanded on from this guide)

1. Self-Fund – From Savings/401K/HELOC on primary residence
 - Most simple form of funding
 - No dealing with lenders or requirements
 - Pay little to no Interest

2. Private Lenders/Investor
 - Variable terms (IE. Simple interest to partnerships)
 - 6-18% rate with 6/12/18/or longer month note
 - 50/50 profits splits
 - Or a mix of both
 - Typically, No Personal guarantee
 - Loan up to 100% of purchase price and up to 100% of rehab cost
 - *This is dependent on your experience, what investor lender requires*

3. 'Hard Money'
 - Short Term loan from Private and Institutional Lenders
 - Almost always personal guarantee
 - Certain criteria to qualify (credit score and experience)
 - Construction Funds can be delayed holding up project
 - Most expensive option and includes multiple fees

4. Long Term Bank Financing
 - Cheapest Cost of Money
 - Long Closing (Typically 45 days or longer)
 - House needs to be livable and loan-able
 - Very few properties that are purchased at a discount qualify

Financing: Where to Find Investors

SLIDE #43: Financing: Where Do I Find Investors?

ACTIVITY: Q&A on whiteboard

How do I find investors:

- Mortgage broker and bank lenders
- Title companies
- Investing Groups
- Advertise on CL other media
-

Equal Exchange + 3 Way Benefit!

Someone with money + Someone needing a loan =
Opportunity for YOU to Earn a Referral Fee

What is 1 Important value to this Workshop?

Together, you are networking with other people in this class
and starting to build a community to collaborate with.
Share business needs with each other now!

SLIDE #44-45: CLOSING

THANK YOU!

PLEASE KEEP IN TOUCH ~

FOR ONGOING SUPPORT CONTACT US!

THE END!

ONGOING SUPPORT FOR THOSE INTERESTED

(10 minutes-?)

Who is ready to invest now?

Who wants to start this process?

Who feels overwhelmed and needs ongoing support?

Want to HEAR about what continuing support entails?

I will stay and discuss continuing support for 10 minutes.