



PRC Marketing Module

Using PRC to Win FSBO's

Session Description:

Most of our sessions revolve around the art of marketing, but what about developing "now" business? Today you will learn how to leverage the PRC message in a FSBO campaign that will leverage you as THE expert to sell the prospect's home.

This program is designed to be effective, systematic and comfortable for even those who cringe at the mere mention of the word "prospecting."

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www.prcmpg.com

MARKET POSITIONING GROUP - COACHING PROGRAM

Weekly Webinar Marketing Module



Using PRC to win with FSBO's

8-Week Mailing Campaign

- Week 1 Introduction Letter Special Report Offers
- Week 2 Follow-up Letter How Are You Doing?
- Week 3 Just Sold Card List of Homes Selling in Area
- Week 4 Private Client Offer
- Week 5 Follow-up Letter Offer Special Report and Easy Exit
- Week 6 Testimonials Card Quotes from Your Happy Clients
- Week 7 Time and Money Card Life's Too Short to be Selling on Your Own
- Week 8 Closing Letter It Would be a Privilege to Help You



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Week 1 -

John and Mary Customer
12345 Main Street
Anytown, USA 01234

Dear John and Mary,

As the local real estate specialists in your neighborhood, we noticed that you have chosen to list your home for sale on your own. We feel it is our duty as Realtors® and fellow residents to help you in any way we can to successfully sell your home. We have been selling real estate in your neighborhood for many years and have experienced the good and not-so-good times in real estate. We want you to succeed and would like to offer you the following services FREE OF CHARGE:

1. All the legal forms necessary to complete the sale of your home.
2. Referral to some of the area's top service providers who will be vital to you in selling your home. During the course of everyday business, we work with the finest in escrow, title insurance, home warranty and termite extermination.
3. We have included with this letter our special report, "29 Essential Tips That Get Homes Sold Fast (And For Top Dollar)," to help you get the most out of your investment. Our research and experience helped us compile this report to serve you.

Selling homes is our full-time job. We have professional connections and expertise that have taken years to build. We can give your home listing an edge that you wouldn't have on your own. Our marketing campaign targets thousands of households and the Multiple Listing Service reaches the 100+ Realtors® in the area.

Our role in your listing can make a big difference, and you want results as soon as possible. Let us help you achieve your goal. To give you a little insight on us as people and our philosophy on selling real estate, we have enclosed a copy of our PRC Brochure. We hope you will take some time to read through it. Please give us a call if you desire any of the materials or services mentioned or simply have some questions.

Sincerely yours,

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Week 2 -

John and Mary Customer
12345 Main Street
Anytown, USA 01234

Dear John and Mary,

We wanted to inquire and see how things are going for you with selling your home. We hope you enjoyed our special report, "29 Essential Tips That Get Homes Sold Fast (And For Top Dollar)." It gives sellers some insight and methods to help get the most out of their investment. As residents of this area, we want you, too, to enjoy a successful sale because every property sold here affects this market. Your home is your largest investment, and we take its importance to you very seriously.

You may be getting some response from the public with your home. We hope that you've had many showings and some offers. However, we know it is still early and you probably are still waiting to see if you can sell on your own. We understand.

Consider us your local real estate resource. We view ourselves as service people, so if you have questions, we can find you answers with no pressure on our part. We would like at this time to offer you our special report, "Squeezing Every Last Dollar From Your Home Sale," for free. It contains lots of inexpensive things you can do to maximize the value—and the selling price—of your home. Please feel free to call our 24-hour, toll-free hotline at 1-800-555-1212 to order and we would be happy to send it to you. There is no obligation. This report shows you how the techniques of our trade can get your home sold. Best of luck to you.

Sincerely yours,



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Week 3 -

Market Update!

Here is a report of homes that recently sold in your neighborhood.

Homes Listed	Time on Market	Selling Price
234 Spruce Way	64 days	\$132,999
49231 Apple Court	26 days	\$125,000
3945 Cozy Court	74 days	\$131,000
58534 Plum Lane	50 days	\$119,500
6786 Juniper Drive	87 days	\$262,500
9987 Hallmark Drive	54 days	\$151,250
5672 Moon Crest	11 days	\$122,000
11422 Gradwell Street	32 days	\$143,500
19133 Benfield Street	51 days	\$138,999

If you'd like a comprehensive real estate market report for your home, give us a call today. There is no obligation.

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Week 4 -

John and Mary Customer
12345 Main Street
Anytown, USA 01234



Dear John and Mary,

We hope you have been finding the materials we have sent interesting and helpful. We can understand at this time if you are still not sure about listing with agent yet. Did you know that through our Private Client Program we can offer you the same benefits package available to senior executives that are relocating? The benefits alone could save you up to \$10,000.

Call us today to find out how this could benefit you now and in the future.

Sincerely yours,

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Week 5 -

John and Mary Customer
12345 Main Street
Anytown, USA 01234



Dear John and Mary,

You have probably been receiving some of our marketing information in the past couple of weeks. We feel it is essential to keep our neighborhoods up-do-date on what is going on with real estate in their area. Your home is your largest investment, and we take its importance to you very seriously.

That's why we understand if you want to continue selling your home on your own. You're afraid that a real estate agent might not look out for your best interests or that you may not get the value you want out of your home sale.

But that's not necessarily the case. Those of us who are dedicated to the craft of real estate take our clients' best interests to heart. We are in real estate for the years to come. We've tried to offer as much help as possible from the outside and don't know how your home sale is going, but if by chance you are considering listing with a Realtor,[®] we'd like to be at the top of your list for consideration. For that reason, we enclosed a copy of our Easy Exit Listing Agreement that explains, before we even get our foot in the door, what you can expect with us. And we are offering another special report "Squeezing Every Last Dollar From Your Home Sale." Feel free to call us if you haven't already ordered it and are interested in it.

We'd like to help you gain a marketing advantage. It has been a month, and if you haven't experienced the attention you wanted, we can help. Feel free to give us a call anytime at 1-800-555-1212 for any questions you may have or for any of our special reports. Let's work together and help you succeed. We look forward to talking to you soon.

Sincerely yours,

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Week 6-

We Attribute Their Success to the Many Success Stories of Their Clients

"You were the best agents we've ever worked with. From the first day we listed our home with you, you got right to work. We were amazed at the high number of showings you brought to our house in only two weeks. So when we received the offer we wanted after 12 days, we were extremely pleased."

—Bob & Suzie Prowst
11422 Gradwell Street

"When we had Don & Joyce come in for a listing presentation, we were impressed with the complete marketing package they had for our house before we even met them. They showed us what the houses were currently selling for and then gave us tips to improve our home for sale. Needless to say, we went with the Olsons, and they sold our house in less than a month. They are true professionals."

—Mark & Barbara Maguire
19133 Benfield Street

If you haven't ordered your free copy of our special report, "Squeezing Every Last Dollar From Your Home Sale," you can order your copy today by calling their 24-hour, toll-free hotline, 1-800-555-1212. There's no obligation.

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Week 7 -

Time and Money.

Those are what's important when you sell your home.

As Realtors® in your neighborhood, we talk to many people who want to sell their home "For Sale By Owner." Most often their concerns are time (I can sell it quicker myself) and money (I'll net more money without your commission). These are both excellent concerns, unfortunately both are simply not accurate.

As home selling specialists and PRC Council Members, we have access to buyers no other person in the area does. With all the resources available to us, we have a distinct advantage to sell your home in less time and with less hassle. And when all is said and done, you will net more money with the right Realtor® than you will on your own. And let's face it, once the weekend comes, the last thing you want to do is spend it opening your house up to the public to come in whenever they please. Life's too short for that, and we know you'd rather be with your family and friends. We'd love to help you do just that. Call us today and we'll show you how to put time and money on your side.

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Week 8 -

John and Mary Customer
12345 Main Street
Anytown, USA 01234

Dear John and Mary,

It has been about two months since you put your home up for sale, and we're sorry to see that you haven't found the right buyer yet. It's harder than it looks. When we entered real estate, we had a tough time selling houses at first. But now after years in this business, we have the knowledge and tools it takes to move homes.

We admire your patience and determination to do this big task on your own. But think about it, you wouldn't do your own taxes, your own legal battles or even your own dental cleanings. You go to a professional because that is their expertise. Selling homes is ours. We want to help you sell your home because we know you want to move and get on with your life instead of wondering if, when or how your home is going to sell.

If you are planning to talk to some agents, we hope you will put us at the top of your list to call. We always extend to everyone we work with our special Easy Exit Listing Agreement. We know you are skeptical about using a real estate agent. That's why you have been trying this long to sell your home on your own. With the Easy Exit, you can cancel your listing with us at any time because we will not lock you into a lengthy contract. Also, if you haven't read our special report, "Squeezing Every Last Dollar From Your Home Sale," we would be more than happy to send a free copy to you. Just call our 24-hour, toll-free number 1-800-555-1212 ext. anytime to order. There is no obligation.

Don't delay your home sale any longer. Let's get it sold. Call us today to set up a no-obligation meeting and let us explain our Easy Exit Listing to you. Remember, there's no obligation. At the very least, we will share the secrets we use to sell many homes a year. You are free to use these ideas if we decide not to work together.

Sincerely yours,

