

# Special Report From Kenneth Earl

## How to Guarantee You'll Get Your Home Sold This Time!

***Answer: Focus In On The Major Key Issues And... Ask The Really Tough Questions When You Interview Your Next Agent! When You Do, You're Guaranteed To Sell Your Home Faster And For More Money!***

So, your listing has expired and you're wondering: "What am I going to do?" You need your home sold!

The most important thing you can do right now is ask, "Where did I go wrong?"

You see, marketing a home takes more than just sticking a sign in your yard and putting your property up on the MLS (Multiple Listing Service)... any agent can do that! It takes aggressive, innovative marketing to sell your home in today's market place!

What do I mean?

Well... in today's market place there are only so many buyers out there who are ready and able to purchase a home. So, if you want to sell your home this time, your new agent has to aggressively identify these potential buyers *before* other agents "get their hooks into them" and guide them into a different property.

The fact is, when you enter the market to sell your home, you enter one of the most competitive businesses in existence... anywhere! Competition is fierce and if you're not ready for it... your home just sits on the market. So, the first major key to effectively market your home is to identify potential buyers.

Remember, there are only so many buyers to go around... and your agent has to find those buyers first... *before* one of the hundreds of other agents out there reaches them and guides them into a different property!

So, how does an agent identify these "hot" prospects before the competition? This is where the "rubber meets the road"! This is what separates the weak agent from the shrewd, business-minded marketing professional you want to hire.

**Your Agent Absolutely Must Have An Aggressive Marketing Strategy!**

The best agents use every available marketing

tool, technology, approach, contact or Potential Avenue to generate prospective buyers for your property!

One key element is they understand the value of "effective" advertising! They realize that in today's competitive market they have to create ads that generate a response. They can't just splash their name out there and expect people to call... they have to craft their ads... and **give prospects a compelling reason to call.**

Advertising is a crucial factor in the success of marketing anything! Your home included. So, how does the agent you're considering separate him or herself from competitors? All their ads look virtually the same. So, what's unique about your new agent that's going to grab prospects and get them to pick up the phone and call?

In today's market place, it's tough! Potential buyers have been harassed, high-pressured and pushed around so much... it's no wonder that it's hard to get them to call! I'm tired of pushy salespeople too... I can relate!

**They use razor-sharp strategy & cutting-edge technology as *THE ADVANTAGE!***

The best agents overcome this huge obstacle with a razor-sharp marketing strategy, combined with cutting-edge technology, to generate buyer after buyer!

Remember, the major key to generating a buyer for your home is to reach your prospect first. And to reach prospects first, the best agents are using a little known marketing secret called 1-800 Call Capture, Text capture and QR Code capture... this is such a unique marketing advantage!

**1-800 Call Capture, Text Code capture and QR Code capture... this is the edge that will get your home sold this time!**

These are a system that enables me to supply your “hot” prospects with recorded information, downloads and websites about your home... 24 hours a day! I recorded description of your home on my Advantage system. Then I advertise your home with a message directing prospects to call, text anytime 24 hours a day to get complete details with photos about your property.

Now, really think about this! If your prospect is sitting home at 11:30 PM, looking through my ad... they can call, text or snap a QR Code! They can hear about your home without having to talk to an agent right away! No worries of being high-pressured... none! So, what do you think happens? You bet! Prospects call... and call... and call!

### **You never miss a single opportunity to sell your home... EVER!**

Now here’s the kicker! When prospects call... my Advantage system captures their name, address and phone number or email automatically! 100% of the time... that’s right... 100% of the time! They can’t block it, like Caller ID... because I’m using an 800 number!

By this time you might be thinking, “this seems a little stealthy”. Well, in a way it is and in a way it’s not. But, one thing I can assure you of... it creates a ton of prospective buyers for your home! And... with the soft, gentle, service-minded way I follow up... people simply love it! So, don’t worry about that part... again, the professionalism of your agent makes all the difference!

Another thing! With this approach, you’ll reach a lot more prospects and... you’ll reach them first... before your competition. With more potential buyers, it only makes sense... you’ll sell your home faster and for more money! It’s supply and demand... plain and simple!

So again remember, the first one to reach your prospect wins the sale. So, if you want to get your home sold this time... don’t settle for anything less!

The first two questions then are: 1. How are they going to make the phone ring with lots of new prospects for your home? And 2. What’s going to give them the edge and get them to the “starting block” first?

Then comes the next question. How sharp are your agent’s negotiating skills? What kind of results have they produced for past clients? This is so crucial!

Most people think that selling a home is like being a tour guide. Show the prospect around, ask if they like it and write up the paperwork. Well, if that’s all there was to it, your former agent would have closed on your house already!

### **Your Agent Absolutely Must Have Strong Fundamental Negotiating Skills!**

If you want to get your home sold this time, your next agent absolutely must have a deep understanding of “The Art of Negotiating”. These skills are vitally important! Without these skills, you could lose big! With these skills, your agent will ensure you get the highest possible price for your home.

So, how do you find out about your prospective agent’s negotiating skills? Investigate! Check references. At the very least, call two or three of your agent’s most recent clients. In fact, call at least one or two of your agent’s current clients. See what kind of effort he or she makes to get the job done!

So, in conclusion, really think these things through! This is such an important decision. Get prepared! Really fire away with questions when interviewing an agent. Make them stand the test of fire... the best agents thrive on it! They can’t wait to tell you all about the innovative methods that separate them from the agent that’ll poke a sign in the ground and act like that’s enough! In today’s market, it’s most definitely not enough!

Thanks for taking the time to read this information. I hope you found the ideas thought provoking and beneficial.

My entire aim with this report is to help point you in the right direction and give you some common sense guidelines to help you make the right decision this time.

If there is ever any way I can be of service to you or anyone you care about... please give me a call. ***Your initial consultation is always under no obligation and completely free of charge.*** We’ll sit down for 15-20 minutes and I’ll show you the latest strategies and technology for selling your home. No high-pressure, just plain honest talk about what it’s going to take to get your home sold this time.

I look forward to hearing from you soon!

Warmest regards,

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