

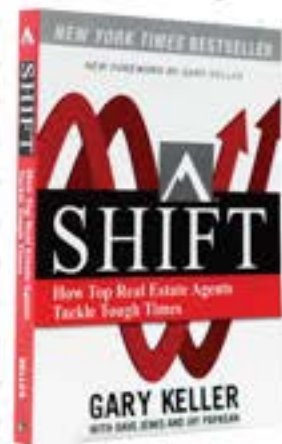
**SHIFT**  
*How Top Real Estate  
Agents Tackle Tough Times*



*Kent Temple, KWU Master Faculty*

# SHIFT HAPPENS

- History repeats itself. This is not the first time real estate professionals have been in this position.
- What's happening to you today has happened before and is destined to happen again.



*“I am not the smartest person, but  
I do the most research, therefore  
I am the most informed.”*

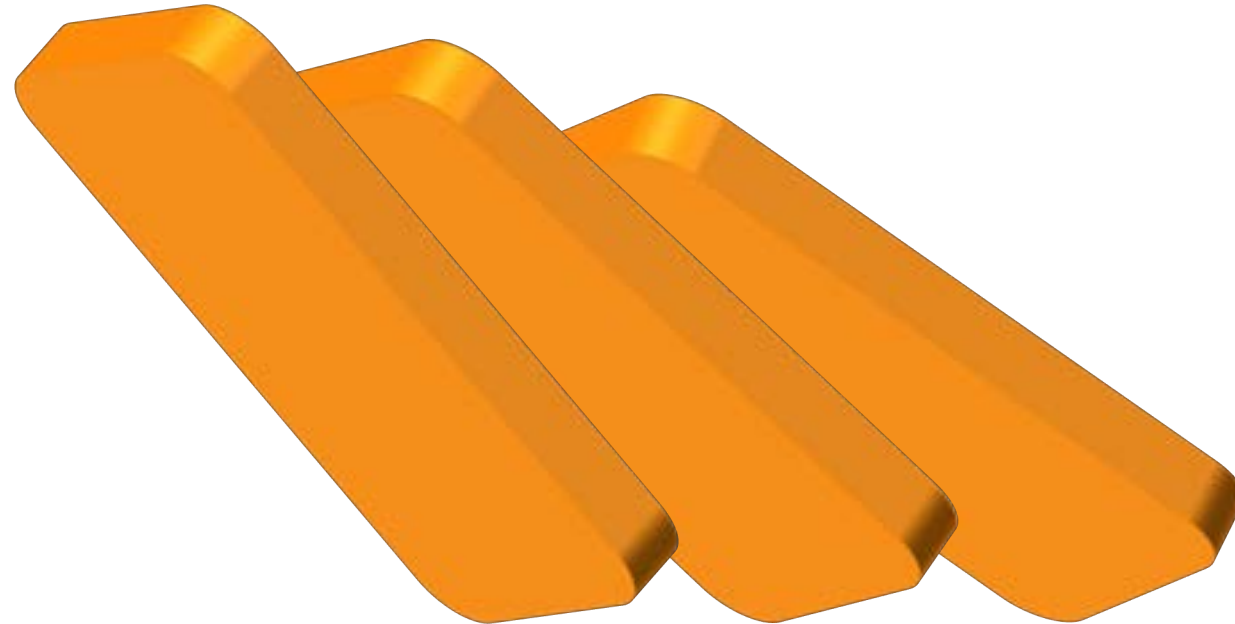
Gary Keller

# The Signs of a SHIFT

Economic

Economic

- Mortgage rates
- Home prices
- Tax reform

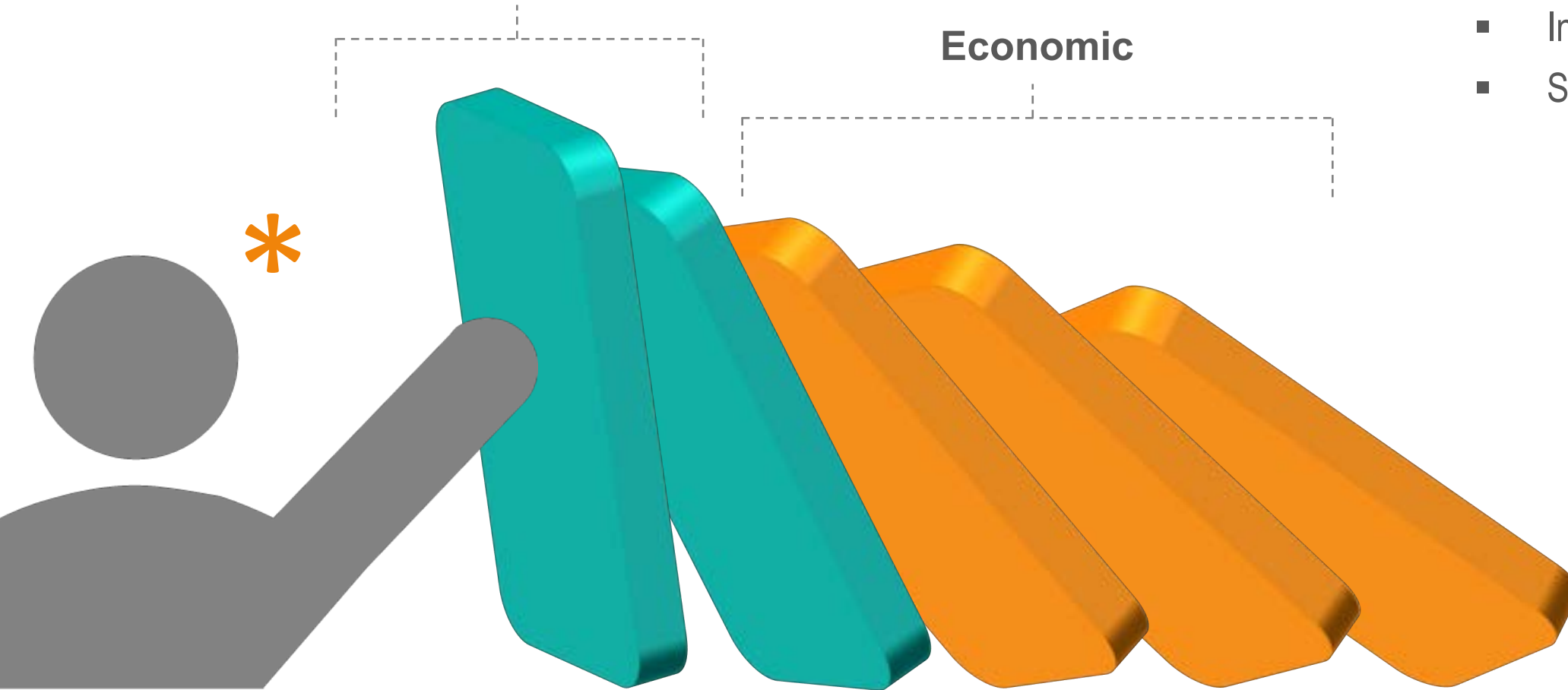


# The Signs of a SHIFT

Value

Value

Economic

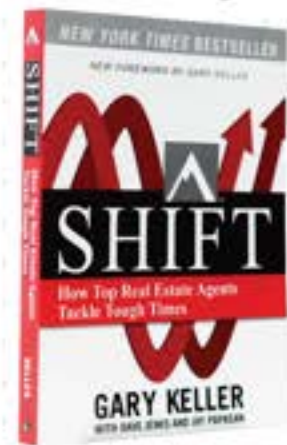
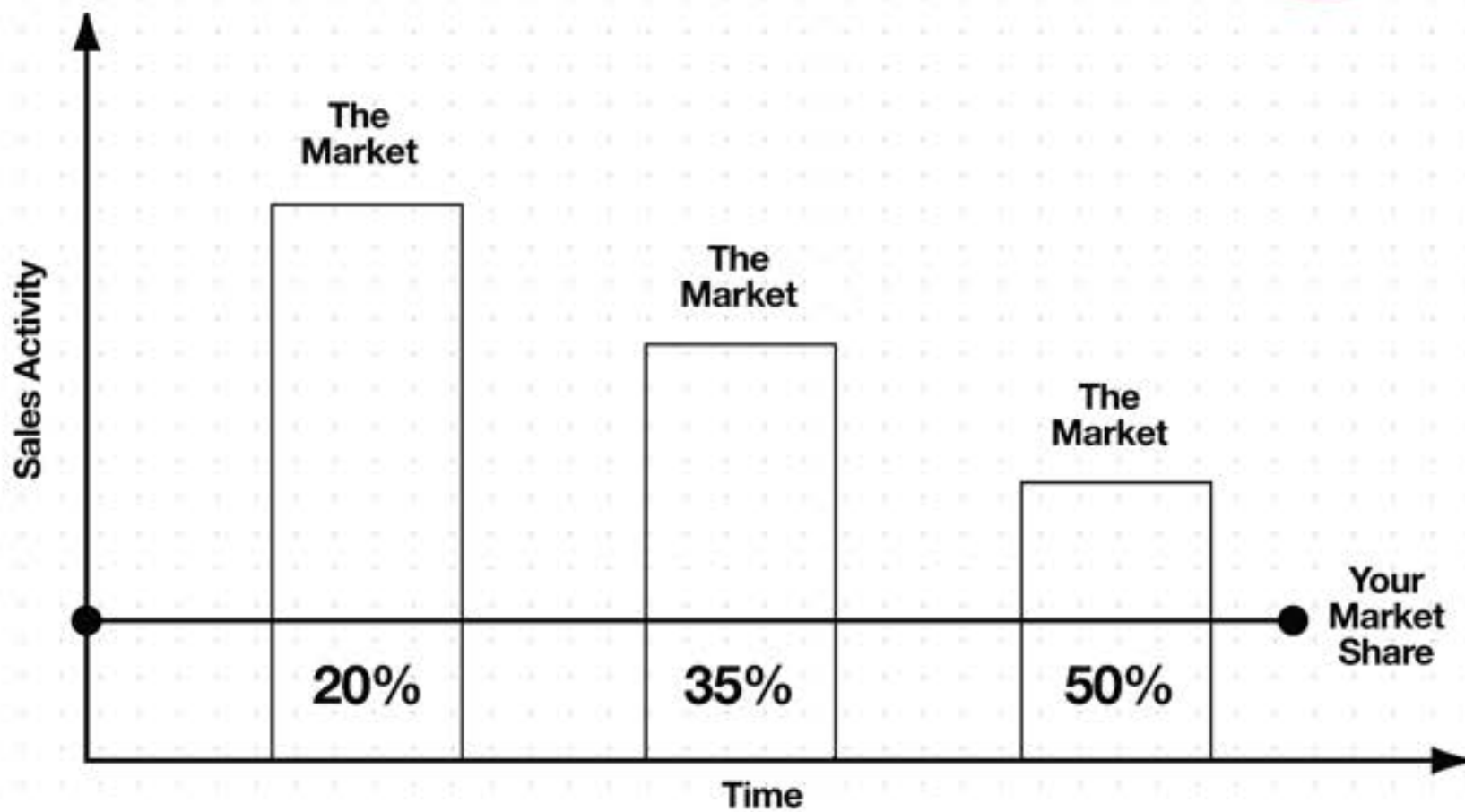


- Mortgage rates
- Home prices
- Tax reform
- Information you know
- Services you provide

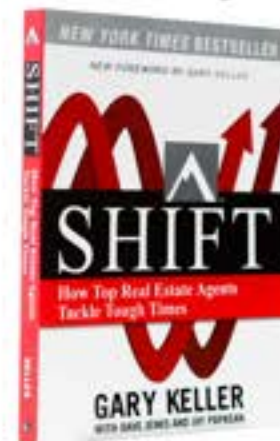
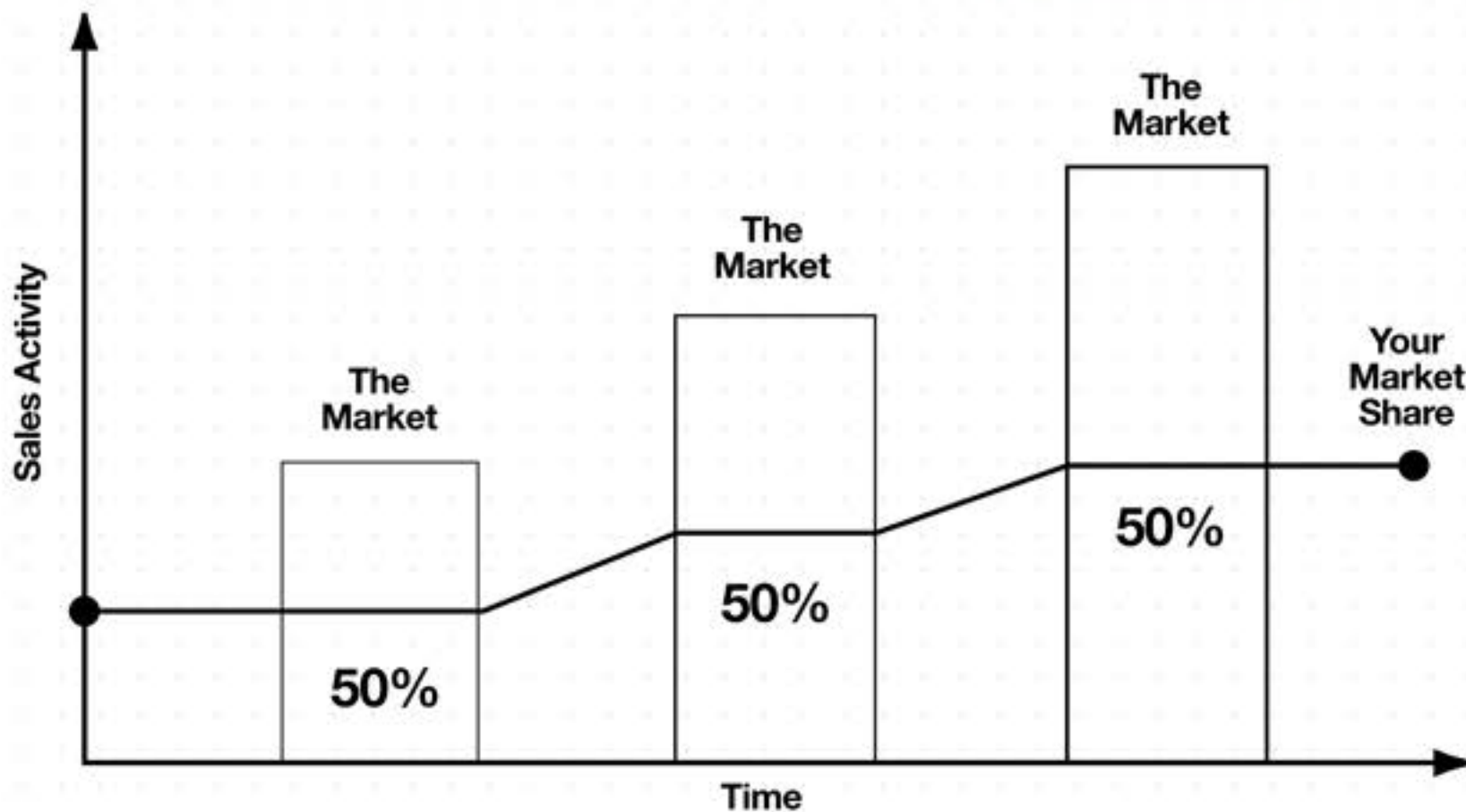
*“We are moving from a speed based market to a skill based market.”*

Gary Keller

Build a fortress around what you have!  
As the market falls, hold your numbers steady—  
**your share of the market will grow.**



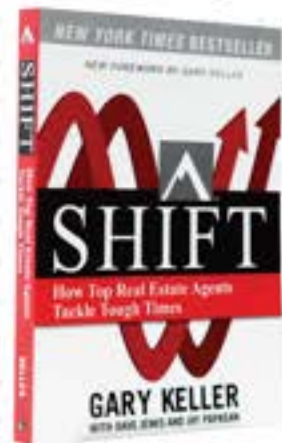
When the next up-shift happens  
your market share will hold steady—  
**your numbers will explode!**





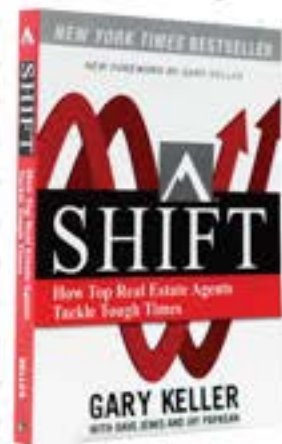
# MAKING THE SHIFT

- When a market shifts there is only one thing you can do—**shift with it.**
- There are two shifts you must make.
  - A mental shift
  - An action shift



# THE MENTAL SHIFT

- You can't control the market.
- You can control your outlook and your response to the market.
- The market doesn't determine your success - it simply **determines your strategy**



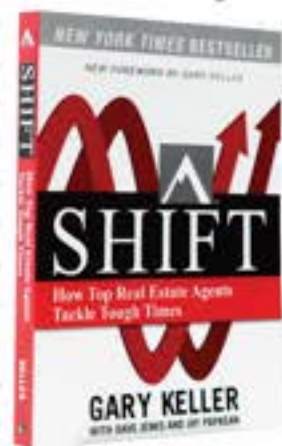
# THE ACTION SHIFT

- Once you've gotten real, you've got to get right.
- Taking the right action now is just as necessary as knowing what to do.
- It's ***not*** about more knowing—**it's about doing.**



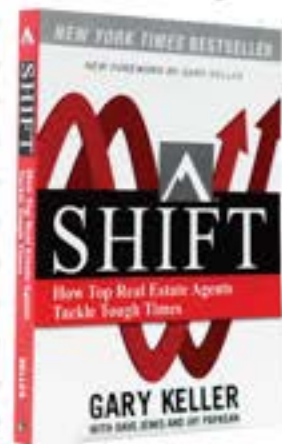
# TWO CRITICAL ACTIONS

- The **two actions** you must take ownership of are lead generation and lead conversion.
- In a shift nothing becomes more critical than finding motivated buyers and sellers and closing them to an appointment.



# RE-BUDGET

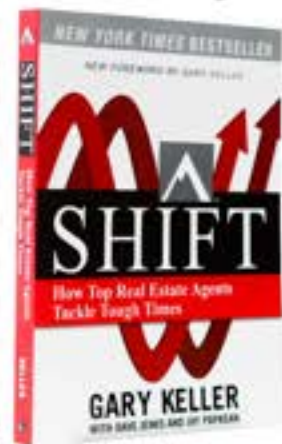
- When the market shifts, your money instantly becomes “dumb.”
- What worked no longer works, so what was spent on before doesn't yield the same results.



# PEOPLE THEN SYSTEMS

- You **topgrade people** and you **upgrade systems**.
- Now that you know what you need to do, when you need to do it, and who you have doing it, it's time to tackle your systems and how things are done.

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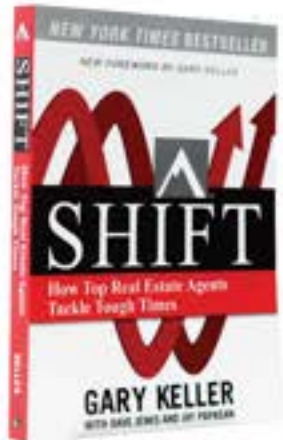
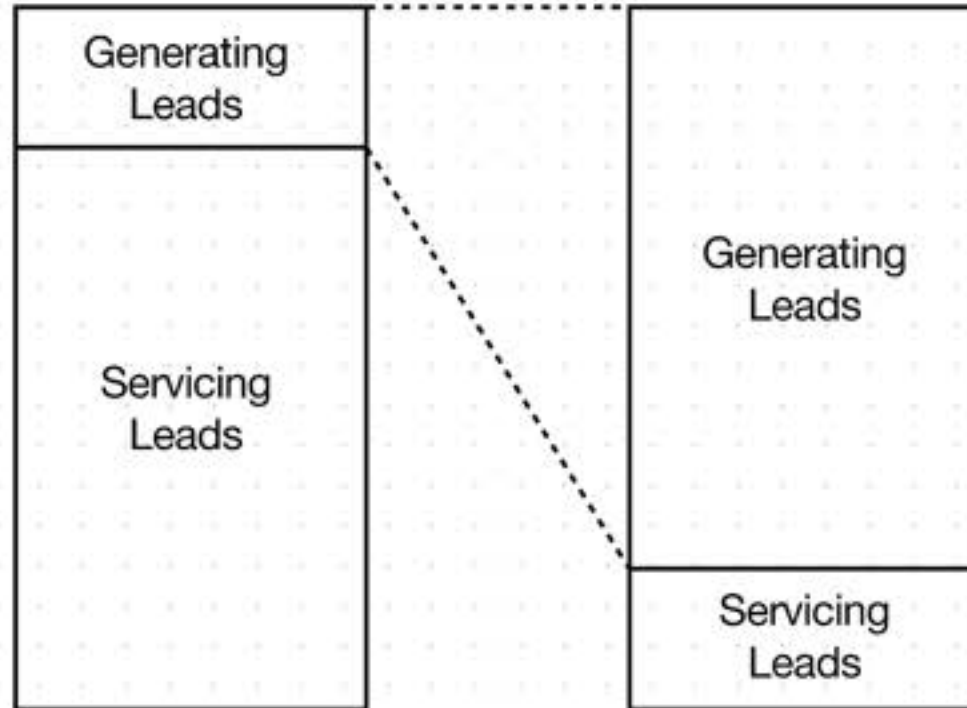
# The Six Core Competencies of a Business

1. Lead generate, capture, and convert to appointments
2. Present to buyers and sellers and get agreements
3. Show buyers and market sellers
4. Write and negotiate contracts
5. Coordinate the sale to closing
6. Manage the money

# IN A SHIFT YOU MUST INVEST YOUR TIME DIFFERENTLY!

**Seller's  
Market**

**Buyer's  
Market**





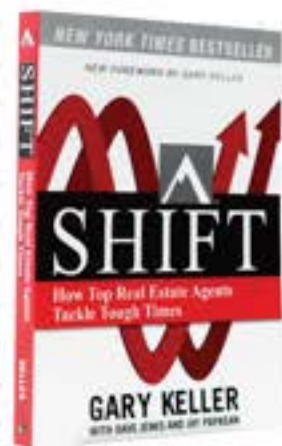
# LEAD GENERATING

- This is when the true competitive nature of our business reveals itself.
- It's time to stop trying to get your fair share of the market and do all you can to **get your unfair share.**
- There is no longer enough to go around!



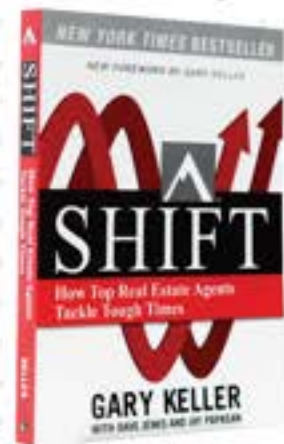
# THE 6 D'S TO RECESSION-PROOF YOUR SALES

1. Death
2. Divorce
3. Dependents
4. Downsizing
5. Deployment
6. Dividends



# MOFIR MODEL

1. Identify a common problem.
2. Solve that problem.
3. Package the solution into a program.
4. Integrate the program into your business.
5. Market the program.



# Lead Generation Sources

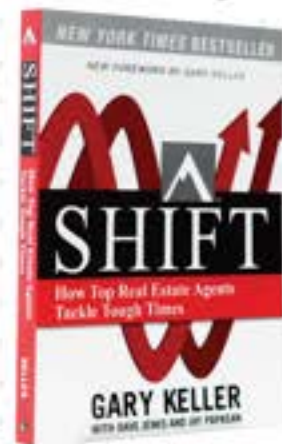
Prospecting	Both	Marketing	
<ol style="list-style-type: none"> <li>1. Phone or Face to Face               <ol style="list-style-type: none"> <li>1. Listings without agency                   <ol style="list-style-type: none"> <li>1. FSBOs (For Sale By Owners)</li> <li>2. Expired Listings</li> </ol> </li> <li>2. Circle Prospecting                   <ol style="list-style-type: none"> <li>1. Neighborhoods</li> <li>2. Apartment Complexes</li> <li>3. Recently Sold Listings</li> <li>4. Recently Listed Properties</li> </ol> </li> <li>3. Community Outreach                   <ol style="list-style-type: none"> <li>1. Charity</li> <li>2. Volunteer Work</li> </ol> </li> <li>4. Key Relationships                   <ol style="list-style-type: none"> <li>1. Corporations</li> <li>2. Builders</li> <li>3. Banks</li> <li>4. Third-Party Data Companies</li> <li>5. Investors</li> </ol> </li> <li>5. Teaching and Speaking Opportunities</li> <li>6. Meals</li> <li>7. Door-to-Door Canvasing</li> <li>8. Networking Events</li> <li>9. Booths and Kiosks</li> <li>10. Walk-ins</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Farming               <ol style="list-style-type: none"> <li>1. Geographic</li> <li>2. Demographic</li> </ol> </li> <li>2. Events               <ol style="list-style-type: none"> <li>1. Open Houses</li> <li>2. Seminars</li> <li>3. Contests</li> <li>4. Client Appreciation Events</li> </ol> </li> <li>3. Networking               <ol style="list-style-type: none"> <li>1. Sphere</li> <li>2. Past Clients</li> <li>3. Allied Resources</li> <li>4. Agents</li> </ol> </li> <li>4. Purchased               <ol style="list-style-type: none"> <li>1. Referral Networks</li> <li>2. Advertising Networks</li> <li>3. Clientele</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Offline Advertising               <ol style="list-style-type: none"> <li>1. Radio</li> <li>2. TV</li> <li>3. Newspapers</li> <li>4. Personal Vehicles</li> <li>5. Bus Stop/Benches</li> <li>6. Magazines</li> <li>7. Billboards</li> <li>8. Yellow Pages</li> <li>9. Grocery Carts</li> <li>10. Moving Vans</li> </ol> </li> <li>2. Online Advertising               <ol style="list-style-type: none"> <li>1. Pay Per Click Advertising</li> <li>2. SEO</li> <li>3. Social Media</li> <li>4. Portals</li> </ol> </li> <li>3. Broadcast/Content Creation               <ol style="list-style-type: none"> <li>1. Radio Segments</li> <li>2. TV Shows</li> <li>3. Live Social Media</li> <li>4. Blogs</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>4. Direct Mail               <ol style="list-style-type: none"> <li>1. Postcard Campaigns</li> <li>2. Special Events Cards</li> <li>3. Just Sold/Just Listed Cards</li> <li>4. Quarterly Market Updates</li> </ol> </li> <li>5. Promotional Items/Swag</li> <li>6. Public Relations/Press               <ol style="list-style-type: none"> <li>1. News Releases</li> <li>2. Advice Columns</li> </ol> </li> <li>7. Sponsorship</li> </ol>

# LEAD GENERATION

Lead generation is a **contact sport** with **simple rules**.

1. Making contact with people through prospecting and marketing.
2. Once you meet your new contacts you either do business with them immediately or you don't.
3. Either way, once you've met them you **put them in a database** and stay in touch with them forever.

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# LOOK AT IT **THIS** WAY

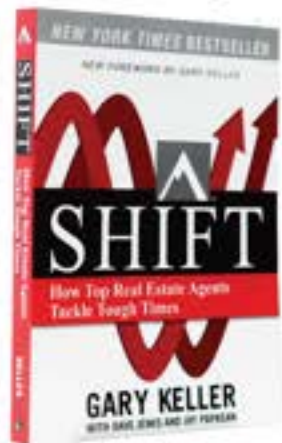
- If you do lead generation but don't get a name and number, **what good is it?**
- If you get a name and number, but can't get an appointment, **what good are they?**
- As important as lead generating activities are, if you can't get a name, number and ultimately an appointment, **what have you really accomplished?**



# GET AN APPOINTMENT



- The competitive battle is almost single-handedly won simply by getting an appointment **before someone else does.**
- The number one challenge after encountering a lead opportunity is not making a winning presentation—**it's winning the appointment.**



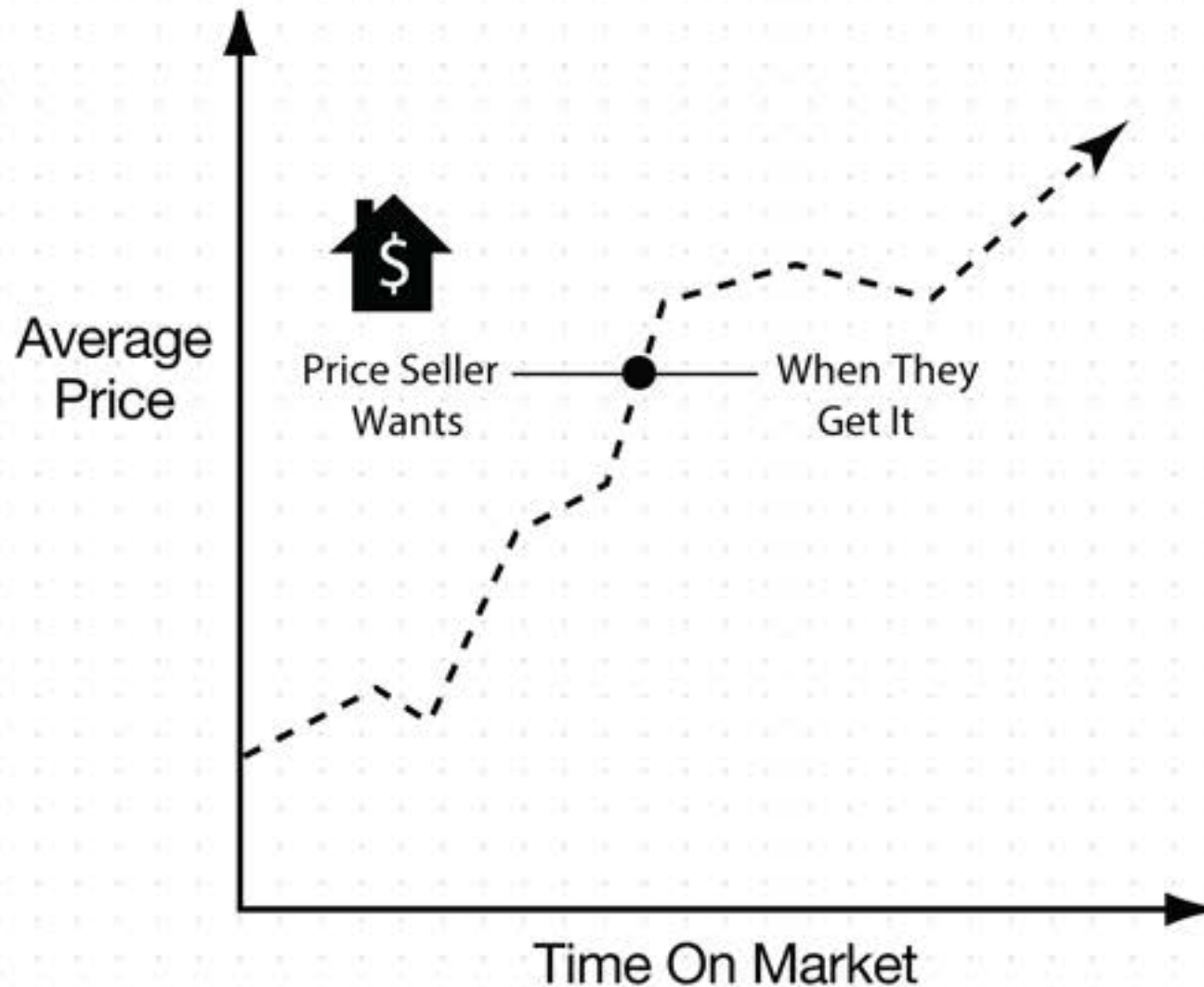
# PRICE FORECASTING

- The best way to truly serve a seller in a shift is to show them **how to outthink** the other sellers they must compete against.
- When buyers pull back, the most successful sellers **step out in front.**
- They “**Price Ahead of the Market.**”



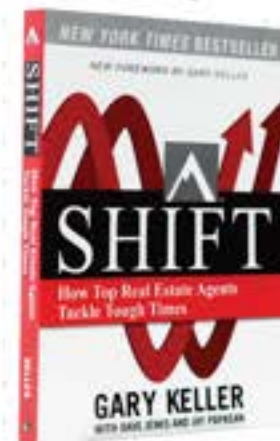


# SELLERS' MARKET

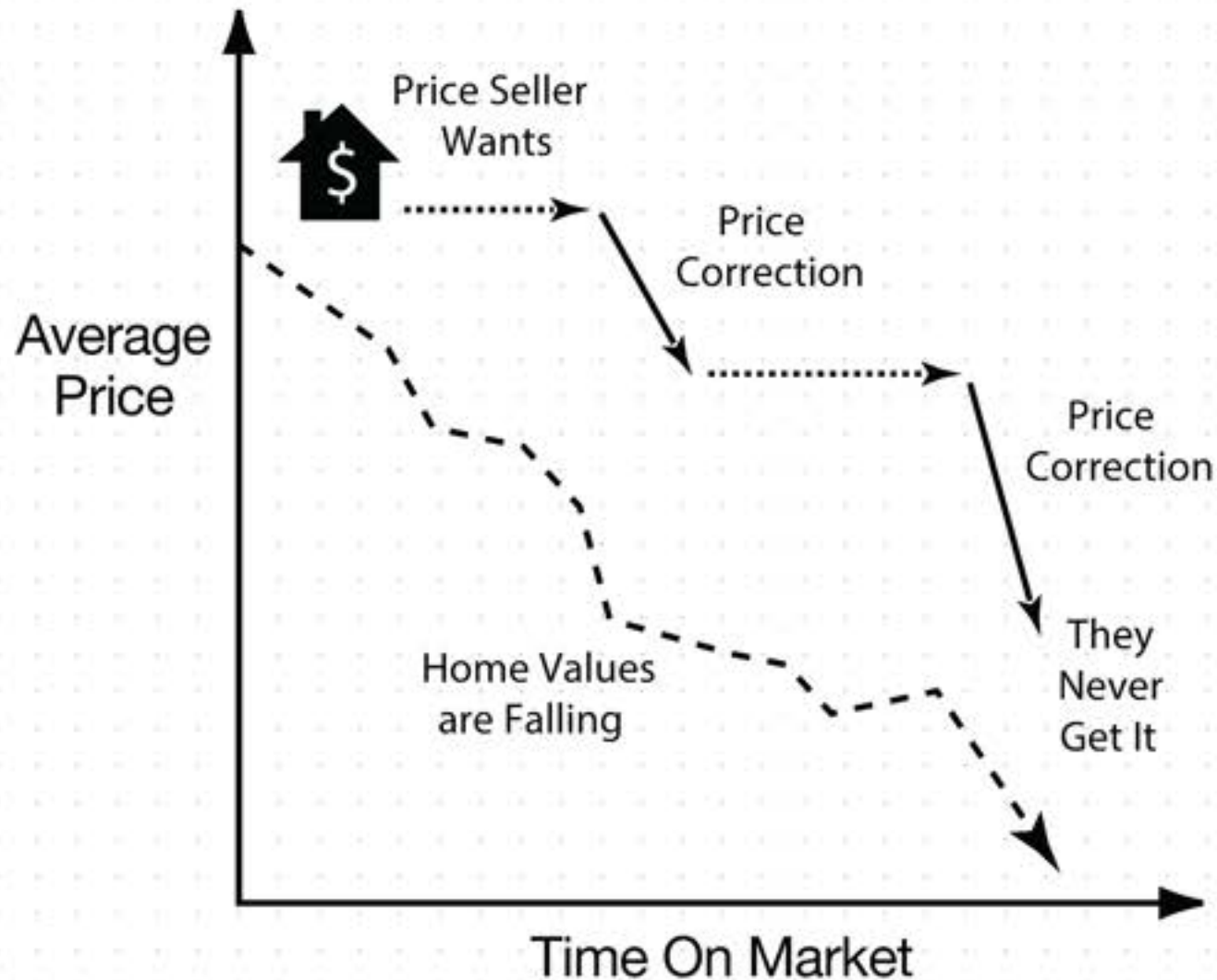


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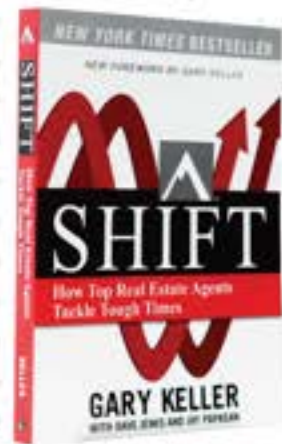


# BUYERS' MARKET



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# SHIFT: page 156



- SEVEN MAXIMS FOR PRICING IN A SHIFTED MARKET

- 1) Be a student of your market — know your numbers.
- 2) Focus your main comps on actives — pendings and solds may already be out of date.
- 3) Be a student of property — preview them so you understand what is selling and why.
- 4) Keep your presentation as current as possible — let your ongoing research do the talking
- 5) Prequalify for motivation — sellers who most need to sell, sell most often.
- 6) Price ahead of the market — to avoid chasing it.
- 7) Always secure price reductions in advance — to avoid falling behind the market.

# THE 3P-2F FORMULA

1. Plantings
2. Paint
3. Pictures
4. Fixtures
5. Furnishings

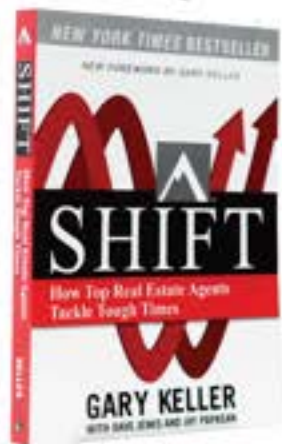
- Prioritize these five whenever you're looking for **quick cosmetic improvements** in a listing for sale.



# THE **MYTH** OF TIMING

- In a shift buyers can easily lose sight of the primary reasons driving their home purchase and become hyper-focused on price and price alone.
- Too many potential buyers buy into the biggest myth of a shift — **they think that they can time the market.**

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# **BUYER URGENCY**

## **1. Able**

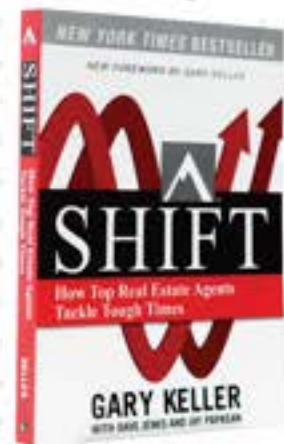
- Available Cash
- Credit Worthiness

## **2. Ready**

- Personal Reasons

## **3. Willing**

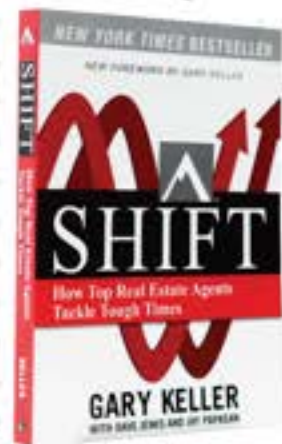
- Market Expectations



# THREE WAYS TO ENERGIZE BUYER URGENCY

1. Become the **Local Economist of Choice**
2. Help Them Tap Into **Their Why**
3. Address Buyer Reluctance

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# FIND A BEST BUY

- One idea that can help you overcome buyer reluctance is a “Best Buy List.”
  - You compile the list of the **current best buys in the market.**
  - It will be based on your **consistent tracking** of new listings, price reductions, and pre-foreclosure or foreclosed properties.
  - It will be **one of the most useful outcomes** of your daily previewing of homes.

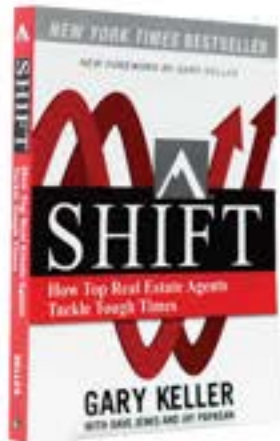




# WHAT COULD HAPPEN?

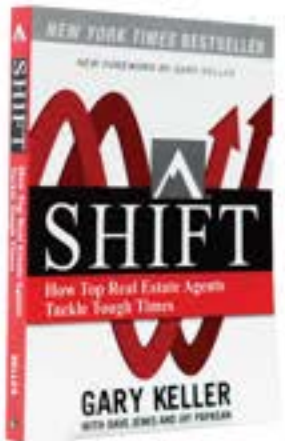
There are four ways you can think about what might happen in any professional endeavor:

1. Nothing will go wrong,
2. Anything could go wrong,
3. Something will go wrong, or
4. Everything will go wrong.



# THE SEVEN ISSUES TO BULLETPROOF ANY TRANSACTION

1. Inspections and Repairs
2. Appraisals
3. Loan Approval and Funding
4. Other Contingencies
5. Co-op Agent
6. Deadlines
7. Clouds on Title



# THE SPEED OF NEED

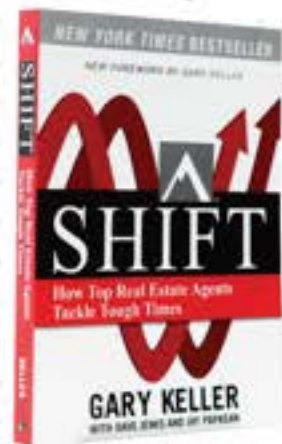
- If you want to be effective (and efficient) **keep things simple.**
- Don't try to accomplish everything at once just **do the few things that matter most** and see what happens.
- Your business is your business and your priorities are yours and yours alone.



# WE FAIL OUR WAY TO **SUCCESS**

- One of the greatest myths is that you succeed your way to success. This isn't true. In fact, just the opposite is true. **You fail your way to success.**
- **Everyone fails.** The ones who succeed are the ones who keep going. The ones who fail are the ones who don't.

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*Success never comes to the chosen few,  
but the few who choose. These can be the  
worst of times; these can be the best of  
times. You get to choose.*

