

Seller Workshops and “I Have a Buyer” Letters w/ Sue Adler

Frank Klesitz:

All right. Welcome everyone back to the Listing Lead Show, where it's your co-host, Frank Klesitz with Chris Watters. We dive really deep on what's working to get listings right now. As we all know, at the time of this podcast, the listing inventory in the spring market is very low. There's not very many homes for sale, at least sitting on the market. The question is, how do you get those listings? Well, you are tuned into the right show, the Listing Lead Show, right, Chris?

Chris Watters:

That's right.

Frank Klesitz:

Okay.

Chris Watters:

Big Day. Got a big guest on the show today.

Frank Klesitz:

We do have a guest. You're going to meet Sue Adler. I'm going to introduce her to you right now. Sold about 4,000 homes in her career in North New Jersey. Got a lot of people from Manhattan to buy a house out in her area in Short Hills, New Jersey. 110 listings last year, 5.2 million GCI, and you're going to learn a really cool strategy today around the idea of holding seller workshops, is one of the main listing lead generation strategies. Before I put words into her mouth, Sue, how I like to start every show is getting right to the point, say hi, and tell us the top three ways that you generate listings, right now. Thanks for coming on the show.

Sue Adler:

Thanks, Frank. How do we generate listings? Well, the workshops are certainly one way. We also have four ISAs, and all they do is make phone calls. Our ISAs are actually outgoing calls... They make calls to homeowners on behalf of our buyers. We have this Slack channel, and whenever we have buyers who are looking for a house and we have them under buyer agency agreement, we then will start making calls on their behalf. The ISAs make over 100 phone calls a day each.

Sue Adler:

We just build our pipeline through that, through the workshops, and we've had over 1,000 people through our workshops at this point. We also send out neighborhood letters to find homes for our buyers before they hit the market. I would say those are the top three ways for getting listings. Well, aside from past buying. The number one ways, still, first and foremost, are past clients referrals.

Frank Klesitz:

Okay, I'm just making notes here.

Sue Adler:

Okay. It looks like you're writing.

Frank Klesitz:

I am.

Chris Watters:

Let me repeat this. You have inside sales reps that are doing outbound prospecting using the attributes of the buyers that are currently searching for homes.

Sue Adler:

Yep.

Chris Watters:

You have a letter that goes out to a neighborhood, this is attracting a prospective seller. Is that right?

Sue Adler:

Mm-hmm (affirmative), yep.

Chris Watters:

What was the third one, ISA, the neighborhood letter?

Sue Adler:

Yeah, the neighborhood letters and the ISAs are basically doing the same thing, one is hitting by mail and one is hitting by phone call. That's pretty much the same thing.

Chris Watters:

Then what was the third one?

Sue Adler:

Workshops.

Chris Watters:

Workshops, okay.

Sue Adler:

And past clients.

Chris Watters:

You said you've had 1,000 people through your workshop.

Sue Adler:

We've had over 1,000 people at this point.

Chris Watters:

Over 1,000, wow.

Sue Adler:

Yep. Well, since we started doing those. That's basically your listing pipeline.

Frank Klesitz:

We're going to talk about today, past clients and referrals, neighborhood letters, which it sounds like you're leveraging the fact that you have a buyer in that messaging, that's unique. Let's talk about that. We're going to talk about cold calling. Again, leveraging the fact that you have buyers under an agency contract, which sounds very unique with the messaging there. That's a unique thing.

Sue Adler:

It is, I thought everyone did it.

Frank Klesitz:

No, they don't. Then the big one that's probably just really interesting is the fact that you brought 1,000 people into your seller workshops, a seller workshop. Let's start the show right there. How long have you been doing these?

Sue Adler:

Oh, Frank, you know the answer to that, you helped me with those.

Frank Klesitz:

I did. Sue actually came on down to San Diego, we hung out for half day.

Sue Adler:

Yeah.

Frank Klesitz:

What was your pain point when you came down that you wanted to work on?

Sue Adler:

Well, I always knew I wanted to do the workshops, but I had this fear that nobody would show up, and you're the master marketer, so I thought, well, I'm going to go to the expert on this. You really helped me just come up with the message that I needed to get out there. Also, you said, just make it a part of your DNA. Then as soon as you said that, I knew exactly what to do. Then on the plane ride home, I basically built out the entire program, and then the follow up program, which is the most important part of this, because a lot of these people are... Some are ready right away, but I would say the majority are about 18 months out.

Sue Adler:

You really have to have a good follow up program for this to work. The pain points were we didn't have enough listings and how... One of it, just to back up a little bit. What we stand for as a team, it's how do we give our clients the EDGE, and how do we give ourselves the EDGE? The edge is E-D-G-E, empower clients through education so that they can make the best decision for their families. The workshops really fall into that in terms of empowering them through education. Then the D is delivering on our promises, doing what we say we're going to do. The G is giving back to our communities and also giving everything of ourselves to our clients, and the E is earning their trust, earning their future business, and we do that by delivering on our promises.

Sue Adler:

That's really what our team stands for. Everything that we do is congruent with that. That's all in a nutshell. That's how it all started with-

Frank Klesitz:

We figured it would be a good idea to teach around that mission, to start teaching a very educated market in North New Jersey. Why don't you just explain everyone, the unique... Tell us about the market that you serve in North Jersey?

Sue Adler:

Okay. I handle the train line towns that go directly into Manhattan. If you look at the train, it's South Orange, Maplewood, Milburn, Short Hill, Summit, Chatham, Madison, if you're familiar with the towns at all, but a lot of people who work on Wall Street, and it's a very educated community, for sure. We also realized from the workshops that most of the people who are attending the workshops in our market anyway, are people who have not sold a home in 20 plus years.

Sue Adler:

Once we realized that, we really geared the workshop towards how we can help them through their pain points. Some of these people are just, they've been wanting to move, but they don't even know how to start the process, and they have so much stuff, how do you get rid of years of accumulated stuff? So many repairs to make, do I have to make these repairs before putting the house on the market? We get into a lot of stuff with the pre-inspection. Sometimes it makes sense to sell your house in as is condition and don't worry about that. These are the kinds of things that we talked about at the workshop, and just address their pain points.

Frank Klesitz:

Did you have the fear that if you were to hold a seminar on basically how to sell your home, which, I'll ask you more questions on how that's structured, that in such an educated market, that nobody would show up? You just said yes. Well, tell me more about that.

Sue Adler:

I did, until I realized what the program would be. But we also get into... We start out by talking about just getting your house ready, then we get into the staging, and we show before and after photos, the photography, the marketing, and we really walk them through everything. But then in terms of the educated... People want to know, they're very... These are numbers people, they know their numbers.

So, we always have a lot of stats for people, updated every week. We share that on there as well. Then afterwards, we send in a follow up email with their specific town stats, because we're doing workshops that are geared towards one town each week, and we switch the towns, but then we also do this catch all of all the towns. Depending upon, since we have their addresses ahead of time, we'll send them the market stats on their town as well.

Frank Klesitz:

Wow, so much to unpack here. Okay. You're doing one workshop a week-

Sue Adler:

We're doing one or two, sometimes two.

Frank Klesitz:

One or two, wow.

Chris Watters:

How many people are at each workshop?

Sue Adler:

Last night was probably one of the worst we had, we only had three people last night.

Chris Watters:

How many people on average?

Sue Adler:

But typically, we have anywhere from three to 40. But on average, I would say about 20.

Chris Watters:

Where do you spend money, and how much do you spend to get people to show up?

Sue Adler:

I don't have those numbers in front of me. But I look at it as part of the overall plan, because when the ISAs are making their calls, if these are people who aren't ready yet, we just make sure that the ISAs know to have people come to the workshop. It's so many different ways that it's not that we're... We do mailings, but even if we're doing a mailing on something like market stats mailing, it'll still have the workshop on there. When Frank said, make it part of your DNA, we're really making a part of everything that we do. There are other messages that are going out, but then the workshop is always included in that. I can't say how much we spend specifically on that workshop, but we do send out, like what we're doing in the neighborhood letters, we'll include a flyer for the workshop.

Sue Adler:

We always are strategic about, okay, let's send the neighborhood letter to this town because the workshop for that town is coming up that following week. We are very strategic with our marketing

calendar in making sure that we're sending out the neighborhood letters for specific buyers, so they'll hit right before that workshop would be.

Chris Watters:

This is incredible. That's an interesting point, Frank brings up. I remember when you told me about this several years ago, when we were in San Diego for a mastermind, you were telling me, you were doing these workshops, and it was very successful, and you also told me your average sale-

Sue Adler:

I hadn't started them yet. I had not started the workshops then. It was just an idea then.

Chris Watters:

Okay. Well, I remember you telling me about it. I guess, as Frank mentioned earlier, I'd be concerned if the super wealthy people would show up because the average sales price, 100%-

Frank Klesitz:

That's the biggest limiting belief that I wanted to drive into.

Sue Adler:

I've listed \$3 million homes from the workshop, and I've listed \$500,000, \$600,000 homes from the workshop. It just depends, each town is a different price range. But we also have done luxury workshops, just luxury specific. But one of the things that I do is, I make sure that I know, I always have my admin, when they're putting together this spreadsheet of who's attending the workshop, they go on to Zillow, and they'll just check those estimates for these houses, because I want to know, when I'm pulling up my marketing examples, I always have tabs up on my computer, and I'm always switching it up. I want to make sure that we are speaking to the right audience. I never want to have these luxury videos up if most of the people in that workshop are going to be like, entry level homes have their selling.

Frank Klesitz:

I love... There's a couple of things, I have so many questions, and the audience wants to know so many things, I will ask them all, do not worry as you listen. You're doing one a week. So, clearly this worked for you, and you scaled it up.

Sue Adler:

Yeah.

Frank Klesitz:

Okay, that's clear. Now, how many towns do you have on your rotation list that you do workshops in?

Sue Adler:

I guess seven or eight, and it's also expanding. When we want to expand it to different towns, we're just throwing in workshops, and we then expand it to that town. It used to be that Westfield was one of our secondary towns. We had 40 people in that workshop. Once you have a few successes, and you could show those as examples, it's really easy to break into these markets, I have to tell you.

Frank Klesitz:

Good. Let's talk about this. You pick an area of town, you pick a district. For you in Jersey, is it really even a city?

Sue Adler:

No, they're towns.

Frank Klesitz:

How many people, for the audience nationally, how many people are in a town?

Sue Adler:

Oh, God, I don't know.

Frank Klesitz:

How many home owners?

Sue Adler:

I could just tell you distance wise, it's probably about... I never have to travel more than 20 minutes.

Frank Klesitz:

Okay. You go to little small towns in Jersey-

Sue Adler:

They're small towns. Yeah, they're all small train line towns, five minutes, 10 minutes from each other.

Frank Klesitz:

Okay. For people on other markets, it was probably more of like a district or an area or a large neighborhood of the city, and you decide to throw a seller workshop. What do you articulate on the registration page where someone goes to register for this workshop? I'm assuming they get the direct mail piece, they get the phone call and you tell them to go somewhere to register online. Just articulate what the promo copy says on that page for us.

Sue Adler:

Oh, gosh, I don't remember-

Frank Klesitz:

Off the top of your head, what does it say? What's the, hey, register now for the home selling workshop-

Sue Adler:

Hold on, let me pull it up. I did a video, Frank. Hold on, let me pull something up here.

Frank Klesitz:

Because if you're going to do a workshop, you have to set a date, you have to set a time, we'll get into its virtual or in-person-

Sue Adler:

I have people who do this stuff for me. You're asking me things that I don't do.

Frank Klesitz:

Yeah, but someone goes there and they register. As you find this, I'm assuming it's free, right?

Sue Adler:

We call it a virtual home selling/prep/staging workshop. Basically, does this sound like you? Were you thinking of selling this here? But unsure now due to COVID? Are you concerned about a home inspection, unsure of what repairs to make, if any? Do you have years of accumulated stuff that you don't know what to do with? We ask the questions that we know our market has concerns about. Then we talk about what you can expect to learn. Basically, we go through what the program's going to be. Then we have just the different towns that they can register and the different dates.

Frank Klesitz:

How many workshops do you have live that someone can register for at a time? How many do you have going on the workshop page?

Sue Adler:

1, 2, 3, 4, 5, 6, 7, right now eight.

Frank Klesitz:

For the next eight weeks?

Sue Adler:

It's from April 5th to May 3rd, we just have one last night.

Frank Klesitz:

Wow. Okay. Then I'm just curious, again, just the marketer in me, what question... It's a free ticket, and what questions do you ask in order to be able to actually get the ticket? What do you ask as far as information-

Sue Adler:

We get their email addresses, their phone numbers, their address, we want to know where they live.

Frank Klesitz:

Home address, yeah.

Sue Adler:

Yeah. I think that was it. I don't remember. I think that might be it.

Frank Klesitz:

Go ahead, Chris.

Chris Watters:

I'm just thinking about this from 10,000 foot view of the three dominoes you got to knock down is, first you need to get the traffic, you need to get people to actually show up. You've integrated the webinar messaging and everything you do from the neighborhood mailer, you've got a call to action for people to sign up. I'm assuming Facebook ads, email blasts, our inside sales reps are on the phone, probably sign up place on your website.

Chris Watters:

That's where you're driving a lot of the traffic. Then the second component of this is the actual content, having something substantive that people are going to stick around and listen to. The last piece I'm curious about, once you get them there, and you're giving them engaging content, what's the call to action or the next step to get them to sign a listing agreement?

Sue Adler:

While we're in their workshop, it's interactive. It's a Zoom meeting. If there are not a lot of people on it, we don't do a breakout session. But if we are, we'll do a breakout session, where we ask specific questions. Also, Chris, who is my transaction manager, he will be on answering questions about pre-inspection and repairs. Through the whole thing, we're always saying, that's really something that we have to discuss offline, and we're speaking generally tonight, but the next step will be to have an in-home consultation, and we will follow up with you... We always say we'll follow up with you tomorrow, and you'll be getting call from us tomorrow, and we will go through your specific needs.

Sue Adler:

But the whole point of tonight is for you to walk away with a plan. Tomorrow, we'll help you come up with your plan so that you're on track, and can move forward. That's basically what this is all about-

Chris Watters:

You're doing all this on Zoom? You just sit at home and all these sellers hop on a Zoom meeting?

Sue Adler:

Yeah, and we have people standing by because a lot of these people are older and they are technically challenged. You definitely would have people standing by for that.

Frank Klesitz:

Let me get this straight-

Sue Adler:

All my listings are on Zoom now too. Well, I go see a house or my listing agents will go see a house, but the presentations now are all on Zoom.

Frank Klesitz:

This is game changing. Instead of you running around doing all these individual listing presentations, where no one's really met you yet. They see you online, but haven't met you, you're now just making the rounds to all these towns on Zoom, with all these sellers sitting on there from home during your presentation. Then you send one of your listing agents out for probably the initial review of the house, and then they go on a Zoom meeting with you to close this listing contract.

Sue Adler:

Yeah, look, if it's a high end, it's going to be me handling it, or I would say the 1.5 and up range would most likely be me handling it. In our market, our average price is about 1.2. I have great listing agents on my team, and people say they want to see my face or whatever, I'm involved... When they see the marketing and they hear me and see me and I'm on there for an hour and a half, that's really enough, because then they know what we do as a team and my listing agents are also on there. So, they're talking too.

Sue Adler:

I always make sure that Laurie and Amy and Melissa are on there, adding their two cents to different things and tell the story about this house or whatever it is so they're involved in it, so they've really met all of us.

Frank Klesitz:

This is great. Okay. How long is the workshop?

Sue Adler:

An hour and a half.

Frank Klesitz:

So, it's an hour and a half. It's a Zoom meeting link and someone goes and registers, you set it up and someone registers. You could probably use a service like Eventbrite to set it up, where they register, and then you just invite them into the Zoom meeting, I understand that. Then you do your seller workshop presentation, which I'll spend a little bit deeper on that. Just go to the standard outline of how you handle the hour and a half for our listeners. Before you go, we got 40 people on a Zoom webinar, go, Sue, what's the outline?

Sue Adler:

I'm going to pull it up right here, so I can see it in front of me. Basically, I develop rapport with them before we start. I just ask them, how long they've been in their homes, their time that they're moving, just set the stage for it to be very interactive, so that it doesn't feel like a presentation. I would say the first five, 10 minutes, we're just talking, just working-

Frank Klesitz:

It's a Zoom meeting, so it is interactive, not like a one-to-many faceless webinar.

Sue Adler:

Exactly. We did one on a webinar, and it was horrible. It was horrible, I hated it, I felt like I was talking to myself, and most of these people don't know how to use the chat boxes, or, oh, it just did not work.

Then I introduce everybody to the team members, talk a little bit about, let's see... Basically, the outline is the four main factors are the condition, the marketing, the market conditions, and the pricing strategies. We just dive deep into the four of those. Chris gets on, I interview him about the pre-inspection.

Frank Klesitz:

Who is Chris?

Sue Adler:

Chris is my transaction manager. We have a home inspection negotiator on our team, and he's basically like project manager meets psychologist, I would say.

Frank Klesitz:

Nice. All right, keep going.

Sue Adler:

Everything on our team we have, I'm a nut when it comes to quality control. We have an in-house photographer, my husband's a professional photographer, so I grabbed him, pulled him away from his old job, and now he's working full-time on the team. We have a writer, so all the brochures. We're taking people through all of our listings, and what we're doing. We have a digital showcase on every listing. So, we're showing people the digital showcase, and what we're doing.

Sue Adler:

We do a lot of expired listings. We're showing the before and afters with previous realtors and ours because there's a huge difference. If you painting paneling and painting kitchen cabinets, and not stage versus stage. Just showing them before and afters really makes a difference, because otherwise, they don't understand why they have to paint their beautiful wood paneling or their pink tile in their bathroom. They get it. Then by the time our agent goes out to their house, they understand it's not... They don't take it as personally, that's the easiest way to put it. It's easier for them to put their buyer hat on at that point, instead of being so emotionally connected to their house, and they're just ready to hear what has to be done.

Frank Klesitz:

At the end of this, I'm assuming everyone takes an appointment. What's the conversion rate from an attendee to someone who actually says, "Come onto my house, let's talk."

Sue Adler:

I would say, it depends on how far along they are. But if they're ready to go, if they're planning on moving at some time this year or this season, that's almost 100%. But if they're like a year or two out, we usually will go for... They may not be ready, but we stay in touch because we have our follow up program to stay in touch. That becomes our pipeline. I started this in 2019, I think it was January 2019 that we started this. Some of those people were now listing.

Frank Klesitz:

You've had 1,000 people actually show up at these workshops.

Sue Adler:
Over 1,000.

Frank Klesitz:
Now, you were originally doing these in person. You actually have people come to the library.

Sue Adler:
Yeah.

Frank Klesitz:
And you would market, you'd hold it in a library for really cheap space, and you would invite everyone around there to come out to the library, and you would do it in person. But I assume with COVID, you switched that to Zoom, have you noticed a difference? Is there an issue? Are you going to go back to in-person? What are your thoughts on that?

Sue Adler:
We could go back to in-person, and maybe we'll do a mixture at some point. But this is working really well, and it's so much easier for my staff, because for one, to have Chris come on at night... It's just a lot easier for us in terms of leveraging our time. So, I don't find it necessary, honestly. We could, but it's something we haven't even discussed.

Frank Klesitz:
Sue, the fact that... Everyone's hearing this, but you're in such an affluent market, educated market, with such a high price point, and you consistently had a system to get people to register for a free ticket to a seller workshop, specific to their town, where you give a wonderful, very specific relevant presentation that you book listing points off of. I would just assume, I just have to ask this, because of the process of how you're positioned through the workshop, you don't likely get a lot of... I don't know, what's your price pressure on commissions? Do you deal with that much through this process?

Sue Adler:
No, not really. It's no different. No, we haven't found that, no. I would say, because we're showing the value, we really are showing value. Even if we're higher, it doesn't matter. I'm not going to discount my commission.

Frank Klesitz:
That's good conversation. But for the most part, you're positioned [inaudible 00:25:48] I know Chris is just salivating. I could feel it, Chris. The next questions we want to go into is, what is the strategy to get people to register for the workshops?

Chris Watters:
No, I want to get a little context around, what are you doing from a brand awareness or marketing perspective, is there anything you're doing from a mass media perspective, for example, where if your inside sales reps are on the phone, or if they get a letter from you, they see your name, and they're like, oh, my God, this is Sue Adler, she's got her own radio show, I've seen her on TV.

Sue Adler:

Oh no, nothing like that. I don't do that stuff.

Chris Watters:

You don't do any mass media.

Sue Adler:

No.

Chris Watters:

It's purely from the reputation you built in the community, that's the brand equity you've built.

Sue Adler:

I guess. When you ask how they heard about us, they can't even tell you sometimes because it's so many different ways. Whether it's just sold postcards, we do a ton of mailings. It could be the ISAs, it could be online, it could be on Zillow, we do a lot of listings. We definitely are one of the top listers in the area, and we're number one in the state of New Jersey. We have pretty strong market share in our towns.

Chris Watters:

Off topic a little bit, just like coming soon, just listed, pending sold postcards, you've been sending those out, and you feel like they're still effective today, even today?

Sue Adler:

Yeah, it's top of mind, yeah. Then all of our just sold postcards, we have the workshop in there.

Frank Klesitz:

That's what I'm going to get into, is that you said this on your plane ride home, and we talked about this when you were down here is like, you never stopped promoting the events. The events are just something that has worked into all of your messaging pinned onto it, where it's always going, right?

Sue Adler:

Mm-hmm (affirmative).

Frank Klesitz:

Let's go into that now, this is the fun part. For someone listening, you schedule yourself an hour and a half. Is there an ideal time, or day of the week, Sue, you'd recommend?

Sue Adler:

When we were doing them in the libraries, we were doing some Saturday mornings. But we found now that we haven't been doing the weekends. We're doing weeknights from 7:00 to 8:30, and it varies. The nights vary depending upon our availability, honestly.

Frank Klesitz:

You set yourself up with an evening on your calendar to make sure you have Zoom for a meeting length that can have 25 or more people you had probably paid for. You then set yourself up with the registration page, you can use whatever you want, something like Eventbrite. Sue, gave you the idea for the optin and what you put on the page. Now, no one knows about it, but you're going to hold this event.

Frank Klesitz:

Now, it's okay, how do we get people here? Let's talk about some of the strategies. The first thing you said, you just sent out mailers in the town. How do you pull the list? What's the criteria for who gets the mail piece to get invited?

Sue Adler:

That, you have to ask my marketing person. When you get into some of these technical questions about the details, that is not me.

Chris Watters:

Your inside sales rep, are they using a dialer to make outbound prospecting?

Sue Adler:

Yes, they do. They use Mojo.

Chris Watters:

Have you guys noticed that the contact rates have dropped substantially with Mojo?

Sue Adler:

I don't know.

Chris Watters:

Okay.

Sue Adler:

I'm sorry.

Chris Watters:

Do you know if they-

Sue Adler:

I know what I know, but I don't know what everyone-

Chris Watters:

Yeah. In Mojo, you can draw a circle around a neighborhood and it'll extract landlines, is that what they're doing probably, or do they have a third party source? You don't know?

Sue Adler:

I have a COO who handles all that stuff. You can talk to Scott about that.

Chris Watters:

You're highly leveraged, I love it. It's great.

Frank Klesitz:

Roughly, how many letters for a workshop? Do you know that?

Sue Adler:

No. To a town?

Chris Watters:

Are you mailing the whole town? It's like 10,000 letters, what's the-

Sue Adler:

No, I don't know how many. I'm so sorry-

Chris Watters:

It's okay.

Sue Adler:

I should have Scott on here.

Frank Klesitz:

Well, I would assume from what you're telling me is you send a personal letter that says, "hey, I want to let you know, I have all these buyers," because you do a very good job of marketing the fact, you have buyers. "I have all these buyers call me, and they're looking for a place. Here's a little bit about them, here's what they're looking to do. I have buyers that are going to make it very easy for your home sale," probably on the cover page.

Frank Klesitz:

Then there's a second page there, I'll just assume this is what I would do. Oh, by the way, there is this big workshop at this date, this time, specific to this community, here's what you're going to learn, please go to this website address, and it's a free ticket, and go register. That's what I would have said. For me, I don't know what you do, what I'd throw in there is I would pick all homeowners that probably lived in their home for what, 15 years, 20 years?

Sue Adler:

Oh, yes, we do that. We definitely do limit that, yes.

Frank Klesitz:

I'd put a floor on it, I'd say, I don't know, you said 20 years? Sure, 20 years, everyone in the town, I'd size the market saying, I would use a service. For information, maybe inside your MLS. Maybe in your MLS, you have a service like remine or relist. There's other third party services like PropStream and

PropertyRadar. I would just draw a circle around the town, the zip codes and say every single family homeowner, maybe even condos that have been lived in for 20 years, and figure out the size of the market, and if you can afford it, you mail it all, right?

Sue Adler:

Yeah. I think we do, 10, 15 years as a minimum-

Frank Klesitz:

10 or 15 years.

Sue Adler:

I think we do.

Frank Klesitz:

That sounds good. Sounds good to me.

Chris Watters:

I've been taking a lot of notes. I feel like more a lister on this show today than a host.

Frank Klesitz:

Well, Sue did come down here, and we talked about this. So, I kind of-

Sue Adler:

Yeah.

Chris Watters:

No, this is great.

Frank Klesitz:

I think what's so key here is the messaging is so niche to the district or area, or in Sue's case, township that you're mailing into.

Sue Adler:

The thing is, in New Jersey, in my area, so this isn't going to work for every market, my messaging. You think about your own markets, the listeners should definitely not just focus on that. Because we have so many downsizers who are leaving New Jersey, because of the taxes. People stay here for the schools, and once their kids graduate, they're out of New Jersey. It's very expensive to live here, and the taxes are really high. We have a lot of people who have... They've just been stuck, and they just want to downsize at this point. It's a great time for them to be opportunistic, because the market is so strong here.

Frank Klesitz:

Sue, I'm actually originally from Long Branch. I was born in Jersey.

Sue Adler:

Okay, I did not know that.

Frank Klesitz:

The Stone Pony and the beach and everything. My parents got out, and moved to Omaha, Nebraska when I was four. Then I stayed in Omaha, then I turned 27, I got out-

Sue Adler:

Then you were out of there. Yes, I don't blame you.

Frank Klesitz:

This is very interesting. I just love... Again, I don't know what you're doing, but I'm hearing the principles. It sounds to me, it's a letter. The first page is introducing yourself saying, I have buyers, I can help you, please call me. You tell the story of the buyers in that specific area. The second page is oh, by the way, here's this very specific workshop to exactly what I'm mailing to help you understand all of your options, I think is the key. To understand all of your options, and come with some testimonials of what other homeowners have said with a call to action to your website. You figure out how big that market is, and you email as much as you can afford.

Sue Adler:

Yeah, exactly. The important part is keeping a really good follow up plan going and making sure that people are really on that, because you don't... If you have-

Frank Klesitz:

After they register.

Sue Adler:

No, I'm talking about after the workshops, because-

Frank Klesitz:

Correct, after they come to the workshop, yes.

Sue Adler:

Yes. You also have your no shows. There are a lot of no shows. We had much higher attendance, I would say when we were doing them in person. A lot of times people just don't show up online, but we make sure we're following up with phone calls and either getting them into a different workshop or having the in person consultation-

Frank Klesitz:

It's like any other seller lead... I think I said, Sue, it's like the workshop isn't even that important, it's the fact that they registered for one-

Sue Adler:

That's exactly right.

Frank Klesitz:

... and treat that lead as such. Now, quick question, maybe you don't know the answer to, do you mail just once? Are you mailing twice? Are you mailing three times? How many drops are you doing leading up to a workshop that week and that time?

Sue Adler:

I think we're doing actually one mailing per workshop. But actually no, it's different, because there could be just sold postcards that went out, there could be neighborhood letters that went out, there could have been a market-

Frank Klesitz:

Which we're going to get to, in that same area.

Sue Adler:

It's a lot of different things. The ISAs could have been calling also just the whole town. Even if a neighborhood letter went out to one specific neighborhood or a couple of different neighborhoods, we're still hitting everybody with the ISAs, and we're hitting everybody with... It could be just various ways.

Frank Klesitz:

We will talk about that next. Early we set the date and the time of the workshop for that specific area, we grab all the property owners that meet the criteria we talked about. We send them a two page letter, one with, I have the buyers and here's the workshop. Hopefully, they go online and register. But that same list that you mailed, you also send it over to some callers with appended phone numbers to start calling, and who are they? How many dials do they make? What do they say? Let's now dive into the second pillar is you have a team of four cold callers outbound, calling homeowners.

Sue Adler:

Yeah. They may be calling where the letters were mailed, but they also are probably just calling an entire town telling them about-

Frank Klesitz:

Workshop.

Sue Adler:

Yeah. Plus, they have their whole list from that town that they've already been in touch with. So, they're calling all the nurtures as well to remind them to come to the workshop.

Frank Klesitz:

That's great. Are they in the States? Are they foreign?

Sue Adler:

No, they're in the States, they're local. I want them to be able to talk about the towns. If you look at Strength Finders, I don't know if you're familiar with Strength Finders, but they're number one strength

is WOO, W-O-O, win over others. It's win over others, and that's what they're great at. They're really good at just initially developing the rapport, and they get people-

Frank Klesitz:

All four of them pounding phones eight hours a day?

Sue Adler:

Pretty much, yeah.

Chris Watters:

How do you pay your ISAs, Sue?

Sue Adler:

They get a small salary, plus, it depends if it's a cold call versus a nurture, because they're also in our database doing the nurtures. I don't know the exact percentages, Scott can answer that, but we have a lead ISA who makes an override also on what the other ISAs are making, because she's... Yeah.

Frank Klesitz:

Why does someone take that job? That seems like a rough job.

Sue Adler:

They love it.

Chris Watters:

It seems like they would have to get paid a lot of money due to the cost of living in your market, Sue.

Sue Adler:

Well, they do. They do well. They've all been with us for a long time. So, they're all doing well. That's the thing, the workshops for them, getting people into the workshop, and it's so much easier to convert these. The fact that we did 110 listing sites last year, this year, by the way, we're having our best year ever. We've already... It's April 1st, and we already have 159 million in sales under contract or close. We're way ahead of where we were last year, and last year was our best year ever. So, the ISAs are doing really well on our teams.

Frank Klesitz:

When they're dialing, do you know how many people they speak with a day? What the contract rate is?

Sue Adler:

Scott knows that. I don't know. But all I know is they're setting up about eight listing appointments a week, each.

Frank Klesitz:

Each?

Sue Adler:

I don't know if it's each. I take that back, I don't know.

Frank Klesitz:

Okay.

Sue Adler:

I really need Scott here.

Frank Klesitz:

But they're productive.

Sue Adler:

Yes.

Frank Klesitz:

And cold calling is working for you.

Sue Adler:

Yes.

Frank Klesitz:

Here's here's what I think is important, cold calling is working with you, on top of direct mail, right, Chris? We talked about this in past episode. Cold calling is working on top of the direct mail presence, you do a one two punch. When you're calling the script is I'm calling about a buyer I represent.

Sue Adler:

Or, I'm calling about, we just closed on your neighbor. We circle prospects around houses that we just sold too. Whether it's a buyer or a seller that we just closed, they circle prospect neighborhoods to find more listings.

Frank Klesitz:

Let's hear some scripts, do you know them?

Sue Adler:

More or less. Basically, we just closed on so and sos house and your neighbor at 123 Main Street, whatever their names... It's better to say by the person's name.

Frank Klesitz:

Yeah, Becky's house down the 123 Elm Street by the Chevron entrance of the gas station.

Sue Adler:

Exactly. We had multiple offers, got \$100,000 above asking price. Sold it the first weekend. There were a lot of people who didn't get the house who were still out there looking for houses. You might have heard we have low inventory in our market right now. So, do you or anybody you know plan to sell in the near future, or who do you know? I don't know exactly because-

Frank Klesitz:

Something like that.

Sue Adler:

I would do much better if this was an actual phone call. I hate scripts.

Frank Klesitz:

I think everyone's thinking right now, how do I hire your COO? This guy sounds amazing.

Sue Adler:

I know, seriously.

Chris Watters:

You got to have the empire builder, and the empire protector. It sounds like you've got the protector/integrator, and you're the builder.

Frank Klesitz:

That's the thing, Chris, we said in our last episode that cold calling is just really hard and doesn't work and it's just results are going down. Now, we're talking to Sue, in a highly educated market, very affluent market, that cold calling is working. Chris, why?

Chris Watters:

It's a great question. I literally went and sat with their inside sales team over the past couple of weeks since we did the last episode, and we had somebody knock out on Mojo almost 800 dials with only seven minutes of talk time.

Frank Klesitz:

Yeah, we just can't get people on the phone, can we, Chris?

Chris Watters:

That's the challenge is getting people on the phone. I think if you have a warm database, you're probably going to get... Not probably, you will get higher contact rates with the warm database. Not when you're doing just straight up cold outbound prospecting, what we've seen since the beginning of the year, our contact rates are way down. Typically, we make 100 dials and we would have eight to nine conversations, and now we're making 100 dials and we have four conversations.

Sue Adler:

Yeah, I think because landlines, it's hard to get people through their landlines now, no one picks up.

Chris Watters:

Then most cell phones now, the cell phone carriers are being threatened by the federal government to get millions of dollars-

Frank Klesitz:

It's STIR S-T-I-R and SHAKEN, S-H-A-K-E-N. If you go Google STIR/SHAKEN, that's what they put in place to slow down the robo calls, which is not what we're doing, these are not robo calls, but it may fall under the same pretense of calling lots of people.

Chris Watters:

On the marketing side, Sue, I'd have to imagine you've got to be spending 10, 20, 30 grand a month on direct mail, maybe Facebook ads, something to build the lead list, because I'm willing to bet if I sit next to your ISAs, they're probably booking most of their appointments from people that are engaging with them via email, or they're even calling in as a result of the postcards and all the other things. It's probably like 80... What we're experiencing with our group in Austin and the other 17 markets we're in, is that literally, everybody across the US is getting 70% of their appointments through inbound lead generation, attraction based marketing, and 30% is coming from outbound.

Frank Klesitz:

Yeah. That's probably true with us, too. We haven't really touched on our past client referrals too. We're getting there, let's move to pillar number three. Pillar number one is workshops. I think we open some people's minds on those. Has your mind been open today, Chris?

Chris Watters:

It has. It's fascinating, something I was thinking about, Sue, was-

Frank Klesitz:

1,000 people, that's insane.

Chris Watters:

Sue, could you literally get your listing agents to be in a position where literally all they do is show up to get a listing agreement signed, and you hand it off to the transaction coordinator, and then it's like, bam, wham, you're done? Because you have so much leverage.

Sue Adler:

They basically do a walkthrough. If it doesn't come back signed, we do a shot bus drop coming from me asking to call me back. Then I want to find out how everything went and try to close it right there after she's been out. My admin will drop a Shoutboss. We don't let it just go there. I want to make sure that we're going to get it signed.

Chris Watters:

Shoutboss is a ringless voicemail, right?

Sue Adler:

Yeah. I've pre-recorded a few of those.

Frank Klesitz:

Here's the deal, let's move on. We talked about seller workshop strategy that you can listen back to that, or read the transcript. A lot of good stuff there. Then we layered that on with an outbound calling team calling the same town lane, want to know about the workshop, among other things, but that's also layered on a third pillar that you said of neighborhood... Essentially, I have the buyer letters, they're probably going out same time when you're holding the workshop.

Sue Adler:

Yeah, we usually send two buyer letters a week.

Frank Klesitz:

Okay. Let's break down, what's a buyer letter, and where did the strategy even come from?

Sue Adler:

That's actually how I started my business. Because I moved to New Jersey, I didn't know anybody. When I had a buyer, I didn't have any listings at the time. So, I just sent out letters to find homes for my buyer, and I got listings. Then I marketed for buyers for the listing. It's just, you do one, you get the other. You have a buyer, you get listings, you have a listing, you get buyers, and it just builds from there.

Frank Klesitz:

Okay, you have a buyer, comes in from your lead generation site, and the buyer is like, yeah, I want to buy a home in this township. You're like, hey, I'd love to get you under agency agreement, sign this, which probably gives you permission, let me use your likeness, and let me use your story to market this fact that you're looking for a home. You write up a letter about their story. How deep do you go on this letter? What information do you devolve?

Sue Adler:

Now, we're actually not allowed to say family. The buyer letters have changed, just like when buyers are submitting offers, we're not allowed to present those letters anymore. We have to be really careful with those buyer letters now-

Frank Klesitz:

You can't use a cover letter on the offer agreement anymore?

Sue Adler:

We're not supposed to. I think that's all changing now, at least, we're seeing that changing in our market. It's a new thing. It's a new thing, it's evolving right now, I would say. We actually just had a conversation this morning that the letters that we send out now, we're not going to say family of four or whatever, we have to really be careful and not say things like that anymore. I think we have to talk more about we have buyers from Brooklyn who just sold their house and whatever it is, you could still tell the story.

Frank Klesitz:

You're not using a protected class language.

Sue Adler:

Exactly. That's really important. Now, I'd be careful with that.

Frank Klesitz:

You put their picture in there? Probably not.

Sue Adler:

I don't think you can do all that anymore.

Chris Watters:

Why can't you do this stuff?

Sue Adler:

There was a NAR article, and it could violate fair housing. I'm not quite sure about that. But all I know is that we're having these conversations now, because we just don't know. I might be just [inaudible 00:46:36] about it. But, I just want to be careful at the same time.

Chris Watters:

I totally get the principle of a transaction should be able to request you as an agent to do whatever they want. If the principle of a potential transaction says, I want you to send letters, here's my picture in the details.

Sue Adler:

We're not allowed to present that to a seller right now with our offer. That much, I do know.

Frank Klesitz:

Well, that's interesting. That's a talk for your attorney, ethics [inaudible 00:47:08]

Chris Watters:

I understand what you're saying now. I thought you were referencing the letters you would send out to try to draw out seller leads.

Sue Adler:

Well, that's a conversation we actually just had this morning on our admin call. I don't know if it's the same thing or not, so I really do have to talk to an attorney about that, to see if we can still do it that way, or we just don't talk about the buyer specifically anymore.

Frank Klesitz:

But you're still living in, regardless, with a light message-

Sue Adler:

Yeah. We could say I have a qualified, ready to go buyer, pre-approved, and what they're looking for. Basically, the whole key is you want to put bullet points in there, what they're looking for, what their criteria is. I found that the more specific we are, the better response we get. I think a lot of people send out those letters, but they sound like you're just reaching for whoever responds, but we are pretty specific with our letters.

Frank Klesitz:

You go into the list and say, homes with a pool, without a pool, homes with X number of bedrooms, and the reason I'm writing us because I think, based upon my mailing list that you meet this criteria A, B, C, D, E, F, G. Please give me a call. I can probably sell this thing real easily, because I have a buyer. Now, let's say someone calls... Here's what you probably get, I don't know, but, "All right, where's this buyer?" Because I think it's a bait and switch. How do you handle the people that think you're baiting and switching them when they go back?

Sue Adler:

When we send out the letters it's always talking about, it's always saying, "So, is Abby on the Sue Adler team." I know Abby on our team has a buyer, so we always talk about a specific agent on the team who has the buyer, because our Slack channel has... The buyer agents that our team write it in the Slack channel, what their buyers are looking for. We do it that way.

Sue Adler:

Then what'll happen is, I will call or one of the other listing agents will call that person with that buyer agent on the call. The first thing we do is, we will show that we're calling for that buyer. The first thing we do is we'll show it to that buyer. But if it's not for that buyer, I like the listing agent to also be on that call, because then we could talk about well, moving forward, this is really the way you're going to get the most amount of money is to get your house on the market. Exactly-

Frank Klesitz:

Then if the buyer actually wants to buy it, just a one day listing agreement, you get a commission.

Sue Adler:

Yeah, and then guess what? We're going to sell that house off market with a commission letter, and we'll get... Typically, we would get, it wouldn't be a full commission, but it'll be a little under full commission, it wouldn't be just a buyer agent commission, because we're still going to bring it to the closing table for them.

Frank Klesitz:

That's great. How many of those do you mail? Give me an idea of the volume here, I'm just curious. Do you know?

Sue Adler:

You know what we usually do? You know UPS thing and the zip codes, they have the zip codes and the-

Frank Klesitz:

Courier routes?

Sue Adler:

Yeah, the courier routes, right. We usually just pick the ones right around the areas that they want. It could be 2,000 for one letter.

Frank Klesitz:

You'll spend about two grand in a letter for a buyer then. Because it's about \$1 a letter.

Sue Adler:

I don't even know what we spend, but they work. So, it doesn't matter.

Frank Klesitz:

Everyone wants to know who the COO is running all this. He sounds so amazing. I know him, his name's Scott. He's incredible. All right, let's move on.

Chris Watters:

The numbers make sense. If you're sending 2,000 per mailer doing it twice a week, \$4,000 mailers a week, times four weeks, 16,000 mailers. If you got a very specific tailoring message [inaudible 00:51:02] local.

Frank Klesitz:

It's not, I have to mail month... Here's what I'm not hearing, I usually hear with farming, you got to mail and mail, and maybe six, eight months later, it's going to kick in. You send these things out, and you get pretty immediate response.

Sue Adler:

Yeah.

Frank Klesitz:

Did everyone hear that? Chris, should I say that again?

Chris Watters:

I don't want to tell you how much money I've wasted on farming.

Frank Klesitz:

This is not, hey, let's put our brand name in front of people with that same boring kind of message. This is the number one agent in New Jersey, sharing with you how to send a piece of mail out to get direct response.

Sue Adler:

Yeah, I thought everybody was doing this.

Frank Klesitz:

No, they're not. That's incredible. Now, let's add another pillar. We talked about workshops, move on, we talked about seller workshops and the strategy there, we talked about layering on outbound calling

teams still working for Sue, all right? We talked about neighborhood letters, I have a buyer by leveraging the story to the legal extent you can, that you have a buyer, and to call, and the neighborhoods that they want. Then finally, this is obviously the biggest pillar for you, which we saved for last, but just because people understand this, and the seller workshop was probably the most exciting thing today, but past clients and referrals. Why don't you just share with the audience, what do you do to generate listings from that side of your business?

Sue Adler:

I can't say we're great at it, a lot of it just happens, which we can do definitely better at that. My former listings manager who just came back from maternity leave, we're actually going to have her running our past client database now, because she developed all those relationships with a lot of these people. So, she's going to be the one calling through and then setting up these appointments and taking those listings now.

Sue Adler:

But basically, we were doing a lot of events, and hopefully now we're going to start doing them again. We do a Pi Day, like a lot of other people do. We also do pop bys, which we need to do more of. That's something that we have scheduled for this year, now that we can... If everybody on the team is popping by with whatever it is, like a little gift that we're going to get thank you for helping me grow my business and give them a plant for... Whatever. We're coming up with this kind of stuff. My marketing person's coming up with this kind of stuff.

Sue Adler:

Then we each pop by, and you have 30 people that you're stopping. If you have a pop by day, and you have 30 people that you're popping by per agent on the team, including your admin, you're going to hit a lot of people. People really appreciate that, they're home now, too. But I would say that it's just, we make a lot of phone calls. I actually send personal emails to people, I send my past client database. I send a lot of personal emails. This summer, with COVID, we did a lot of VRBOs this summer, and then we ended up deciding to build a lake house in New Hampshire.

Sue Adler:

I was asking them, "What are you guys doing? Do you have any good VRBOs? These are the ones that I like." Just on a personal note with people. We called to ask some of the older people, do they need help with groceries? We would stop by, because if they didn't know how to figure out how to get groceries online during COVID it was very difficult. So, we would deliver groceries to people.

Sue Adler:

Whatever it is that they needed help with, we were making sure that we were there for them. Just checkins. We've been checking in with our database just to see how everybody's doing. I just talked to a past client yesterday, he just came out of having COVID and he's fine now but he was on a ventilator, which... This is the kind of stuff. It's really checking in with people to see how they're doing. It's not making business calls, that's going to come naturally.

Chris Watters:

Something, I think, is the underbelly of everything that's being said today is the importance of using your phone and calling people.

Sue Adler:

Call and email everything. It's really everything.

Chris Watters:

Be proactive in your communication. For example, with the workshop you're doing, you can't just send postcards or probably just send the neighborhood report, you got to get the leads, you've got to nurture them, you got to follow up with them when they do call and stay in front of them when they're ready to pop.

Sue Adler:

Yeah. Then we also have our 100 Home Sell Charity program. We call all of our clients, do you have any local charities that are near and dear to you, that we can enter into our program? Pi Day, we asked them to bring... We donate to the local food bank, so bring food over. People like to be able to help with the community. We were doing portraits on the porch, porchtraits, this year, which we took all the donations and we gave them to Flag which is helping the frontline workers basically. But those were reasons to call our past clients.

Sue Adler:

Anything with charity events, or anything that we're doing, we basically call our past clients all the time, and also to check in to see how they are. But it makes the conversations easier when you're calling about something, giving back to help other people.

Frank Klesitz:

To compliment what Sue is sharing with the phone calls and the theme there of care calls, which you can call them, is just getting an email out to your past clients and letting them know that you can help them sell their house. Sue, this is something you can send out in addition to your videos that you send out, Chris, same thing for you, and this is something you send out. Chris, I've written for you one of my magical seller lead generation emails. Is that correct?

Chris Watters:

I have, and I use them every quarter.

Sue Adler:

Send me one.

Frank Klesitz:

Would you guys like to hear the one that just came off the press yesterday?

Sue Adler:

Yes.

Frank Klesitz:

Here it is. I'll read this to you since you're listening on the podcast. This comes from your name and it says, subject line, Spring 2021 Austin, I'll use it for you, Chris, home price update. Clients and friends,

you're getting this email since I either helped you buy or sell a home here in the greater Austin area. You inquired about real estate with us, or you're a friend or family member. Thanks for opening this. I want to let you know the Austin real estate market is the most active I've seen ever. This isn't a 2008, '09 bubble either, loan standards are pretty high.

Frank Klesitz:

This is true buyer demand. Last year, there were X number of active homes for sale right now, but now, there are only X, which is a lot less, and that's crazy. I actually just helped a buyer secure a point X 30 year home loan too, they were 18% in the 80s. If you're thinking of selling your Austin area home this summer, you're likely get the highest price ever for your home to date. Just in the past X number of months in X county, we've seen the average sales price rise X.

Frank Klesitz:

With the shortage of homes, I have several buyers willing to pay whatever it takes to get into a bigger home, in a desirable location, since so many people are working from home now. My phone rings off the hook, I may be able to arrange an off market sale so you can skip the strangers walking through your home while still getting full market value at your price.

Frank Klesitz:

So, please call me at this number or reply to this email, and let me know if you're thinking of selling your home. You can also check out what your home may be worth on our website, it's a hyperlink to your home value tool. It'll give you a very accurate idea of what your home would sell for based on the recent home sales of your neighbors that pay a lot of money for this tool and it's free to you. You can also search all homes for sale in Austin on our website as well with photos, that goes to your home search site.

Frank Klesitz:

But here's the deal, the number one concern I'm hearing from my clients, whoever is, where will I move if I sell? I have the exact solution to this very problem, and a few people know about it. I have a lender who can likely get you a bridge loan. Now, for a few thousand dollars of interest which is well spent, you can get cash upfront to buy your next home now without selling your current home first. Yes, it's possible to sell your house after buying now.

Frank Klesitz:

This way you can make an all cash offer to beat out everyone else for subject to getting a mortgage and skip the hassle of time of your closing dates in a hot market. You simply move into your new home and then we sell your home. It's what the super rich do, but now it's possible for you. This is how smart sellers are buying their next home in his hot market. You get the certainty of buying the new home you want first and then selling your old one. So, give me a call this number it's my cell-

Chris Watters:

Stop teasing me, just give it to me-

Frank Klesitz:

Chris, I'm not done yet. Call me at this number, or just reply to this email, I'll explain how it works. With that, I plan on continuing to send you helpful video updates what's going on in the Austin real estate market. You can watch my video blog right here. If you have any questions, let me know I'll answer them. If you're thinking about selling your home this summer, please let me know.

Sue Adler:

I love it.

Frank Klesitz:

I could point you in the right direction of what you need to do now, to make sure it's a painless experience and you sell your home for the highest possible price. I know exactly what buyers are looking for, and with a few cheap improvements, we can likely add 1000s of dollars to your sales price. So, stay in touch. Things are looking up after a crazy year this past year. I'm here to help if you need me. Thanks for doing this.

Sue Adler:

That's great.

Chris Watters:

Man, that's good.

Sue Adler:

Send it over.

Chris Watters:

The Dan Kennedy protege.

Frank Klesitz:

Mic drop.

Chris Watters:

That's great, man.

Sue Adler:

That was really good.

Frank Klesitz:

I hope you guys enjoy.

Chris Watters:

I want to give a quick little tech plugin for people listening and for maybe even you, Sue. Obviously, your database is huge, we've said this in the last episode, this letter you just shared, obviously, you would get that sent to your database. As team owners, we know, put your contacts in your database, follow up, no brainer. But getting your agents to do that is a little bit of a challenge. If you use Google Chrome on the

Google Chrome Store, there's an extension on the Chrome Store for most of the real estate CRMs out there called CBX.

Chris Watters:

It's a control panel that literally floats on top of Gmail. When your agents are conversing with friends or people they met on the weekend or whatever, if that contact record in Gmail is not in the CRM, there's a little button that says, add this leads to the CRM. You can tag the lead and you can initiate a drip email. That way you're getting these past client... The thing that Frank just shared with us, you're getting that kind of content to your database.

Chris Watters:

It's on Google Chrome Store, it's called CBX and it's relatively new product that came out this summer and it works for all the real estate specific CRMs, like, let's see, Sierra BoomTown, FirePoint, LionDesk, Follow Up Boss. But the best part, it's free, the thing is free to download and it'll help you get your agents to put their people in the database and it just runs on top of Gmail. Boom.

Sue Adler:

That's great.

Frank Klesitz:

For Vyrat clients, for clients with Vyrat Marketing, reach out, we'll get that magical letter now. If you're not a client, give us a call and Frank said, send it out and I'll see if we can give you a free trial of it, just because you get something like that was just written out to your house list, how many listing appointments from that one you did, Chris?

Sue Adler:

That's so good.

Chris Watters:

The best magical seller email, which I think this one may top it, I have high hopes for it.

Frank Klesitz:

It's good, man.

Chris Watters:

But the best one got us 13 listings and we also got a distressed flip deal out of it, I don't know if you remember me telling you about that. The total revenue from the one email is over \$200,000.

Frank Klesitz:

Sounds good to me. It makes you feel really good.

Chris Watters:

I wish I had the \$1.5 million sale prices like you, Sue, but I've got you know the \$300,000 price point.

Sue Adler:

Well, if you send that letter out, you have to take up the part, if you are in a high price range, take out the part about the very rich, because it'll come off not so good.

Frank Klesitz:

It's true. Well, because that's true, that's the thing is the super rich are able just to do go buy their next house, and then they sell their old one, but for pretty much the rest of America, you can't afford to do that. But now with the bridge loan programs, it's possible.

Sue Adler:

Right. No, it was a great letter. It was a great letter.

Frank Klesitz:

Yeah, well, not even one is selling in Manhattan.

Chris Watters:

Sue, you run an incredible business.

Frank Klesitz:

Yeah, you do.

Chris Watters:

I'm not a Keller Williams, but I've heard all the hurrah about what a badass you are from being on stage with Gary Keller and everybody in the KW network. When I met you in San Diego, I was impressed, but man, getting into the mechanics and the weeds of your business, it's impressive to say the least.

Sue Adler:

Well, thank you.

Frank Klesitz:

Sue, thanks for coming on the show and sharing all that to help everyone out. Really-

Sue Adler:

It's my pleasure. My pleasure.

Frank Klesitz:

That's great.

Sue Adler:

Thank you for having me.

Frank Klesitz:

Well, stay tuned to the show. You can find the Listing Lead Show on Apple Podcasts now. Also, listingleadshow.com. I'm really proud of the fact that personally for me, it's really hard to get through an hour episode to read it, and we have transcripts now, intelligently written transcripts for every single one of the shows. So, if you prefer to read and get the information that way, you can download on thelistingleadshow.com. Thanks for listening and thank you, Sue.

Sue Adler:

Thank you. Good seeing you guys.