

10 SECRETS TO SELLING 100 PROPERTIES A YEAR

**Practical tips from a
retired elite agent**



Bring out your pens...

- START THE YEAR WITH 50-100 APPRAISALS
- THINK LIKE A PIT CREW
- WIN THE MORNING, WIN THE DAY
- DESIGN A GAME YOU CAN WIN
- LEVERAGE VENDOR COMMUNICATION TOOLS
- NAIL YOUR PRICE DIALOGUE WHEN LISTING
- DELIGHT YOUR PAST CLIENTS
- CONDENSE YOUR OPEN HOMES
- BUILD YOUR TRIBE
- FIND YOUR UNIQUE POINT OF DIFFERENCE



ABOUT WILL AINSWORTH

Openn Negotiation Head of
Growth and Training (AU/NZ)

Embracing innovation and technology has always paid dividends for Will Ainsworth – he was 2018’s REB #1 Dealmaker and the top selling agent for the McGrath network in Victoria for the last three years, maintaining an impressive record of over 90 per cent clearance rate and **selling more than 100 properties a year.**

In July 2019, he was the first agent in his area to pioneer a new online selling method, Openn Negotiation, which completely transformed his business. Within 2 months he had **doubled his average number of bidders** and **halved his days on market** – a result that was unheard of and thought to be unachievable for an already elite agent.

Will was compelled to learn more about the platform and share his extraordinary experiences with other agents, leading to an opportunity to head up Openn Negotiation’s Growth and Training division.

In his new role at Openn, Will readily gives away his personal secrets of success to help other agents grow.

1. START THE YEAR WITH 50-100 APPRAISALS



MONDAY / 01

MONDAY MEETING W/ KATIE @ 9AM

TUESDAY / 02

JANUARY 2018
WEDNESDAY / 03

9:00 - 9:30
PICK UP FROM SANDRA

12:00 - 1:00
LUNCH TEAM MEETING

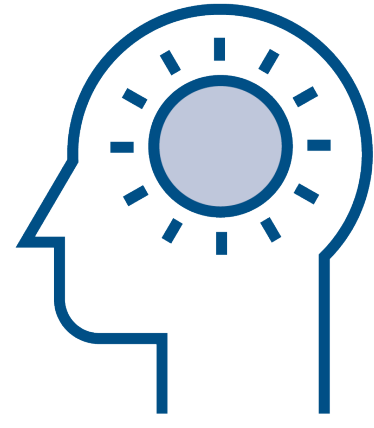
DON'T FORGET
CALL SARAH THIS WEEK!

THURSDAY / 04

12PM - 2:PM
LUNCH W/ ALLY @ NOSH

3:00 -
DRINK SARAH RACHAE

6:00



START THE YEAR WITH **50-100** APPRAISALS

Book an annual market update with previous clients.

Many agents neglect to recognise the value past clients offer in building their pipeline.

Starting the year with 100 appointments pre-booked is easy, here's how:

On settlement day of the property you've just sold, ring the buyer to congratulate them and say:

“The market changes weekly, monthly, biannually and annually. How about we set a time for me to pop over in 12 months and give you a market update?”

Book it into the calendar then and there.

P.S On day of the appointment, bring an anniversary gift in person.



2. THINK LIKE A PIT CREW

THINK LIKE A PIT CREW

Optimise your time = maximise your output

Say you've got 3 appraisals you want to book in.

DON'T book them like this:

- 1 pm
- 3 pm
- 5 pm

DO book them in like this:

- 1 pm
- 2 pm
- 3 pm

You want to minimise the 'fat' time during your day. i.e Go out ONCE, and come back ONCE.

If you have scattered time, you'll have scattered business and you're not going to perform at your best.

BONUS TIP:

Take a call list with you
in your car

Is your car 60-90seconds walk
from your office?

That's 1 phone call there and 1
on the way back.

3.
WIN THE MORNING
WIN THE DAY.





WIN THE MORNING, WIN THE DAY

Ask yourself:

If I finished the day at 12 o'clock - how would it look?

Get the big rocks out of the way in the morning. If you don't, the rest of the day will suck up your time.

A favourite from Tom Panos: **"Get 10 calls done before 10am"**

Think of how much work you get done before you go on annual leave...

Channel that energy into your morning and even if you had to leave at midday, you've done more productive work than a lot of agents do ALL day.

4. DESIGN A GAME YOU CAN WIN

Every vendor is different, so never assume you know what they want.

Ask your sellers this question every time you list a property:

“Other than the highest price, how would a 10/10 campaign look for you?”

Let them **tell you** how to serve them, (i.e what game we’re playing) then you can deliver it for them (i.e win!)

BONUS TIP:

Before an appraisal, send a survey to your vendors to help understand their needs.

A great question to include:

Please number from 1-12, what is most important to you?

List out various things for them to rate - Sale price, marketing, fees, photography etc

5. LEVERAGE VENDOR COMMUNICATIONS TOOLS

Want to be personal with your vendors, but also save yourself some time? Try this WhatsApp tip.

Instead of making 15 individual phone calls, film a video you can send to all your vendors.

Example video script to send out via WhatsApp on Friday before your home opens:

"Hey there [don't say a name] it's Will here, I'm so excited about our open home tomorrow. We're ready to go, please make sure you've got the candles on, the lights on, the doors unlocked for us to come in. I'll send a video message after into this group, giving you an update on how the open home has gone and some advice for what we need to do moving forward.

Have a great Friday, and I'll speak to you tomorrow."



◀ **Like this script?**

There's another great one I share in my [full video presentation](#), make sure you check it out!

6. NAIL YOUR PRICE DIALOGUE WHEN LISTING

Remove yourself from the price

Never use the words “**I think**” in any price discussions. Change to “the comparable sales suggest..” Or “The buyers are suggesting this...”

Tricky vendor?

[Watch the full video here](#) where I run through some simple dialogue you can use with your seller if you anticipate tough market feedback from buyers.

7. DELIGHT YOUR PAST CLIENTS

The easiest way to get referrals:

After the sale, every 2 months send them a free gift:

- 1 hour handyman voucher
- Organise a gardener
- Meat pack from local butcher
- Hairdressing salon voucher
- Organise a window cleaner
- Voucher to local restaurant



**These gifts
don't have to cost
you a cent!**

**Service providers will often
happily provide the vouchers
as a way to increase their own
business**

Don't neglect your past clients, they are a valuable source of referrals.



8. CONDENSE YOUR OPEN HOMES

Perception of competition is what creates value.

30 minute home opens usually go like this:

- flurry of early bird buyers
- 5-10min gap where you twiddle your thumbs
- late arrivals at the end

Why not remove the lag in the middle altogether and make the home open busy the **whole time**?

Do 20 minute home opens instead.
(or at least advertise them that way!)

If a buyer sees one listing is open for 30 mins, and yours is open for 20min – which one do you think they'll go to first??

Busier home opens = greater perception of value.



9. BUILD YOUR TRIBE

They say you become the same as the five people you spend the most time with.

So surround yourself with five people you want to become like or aspire to be.



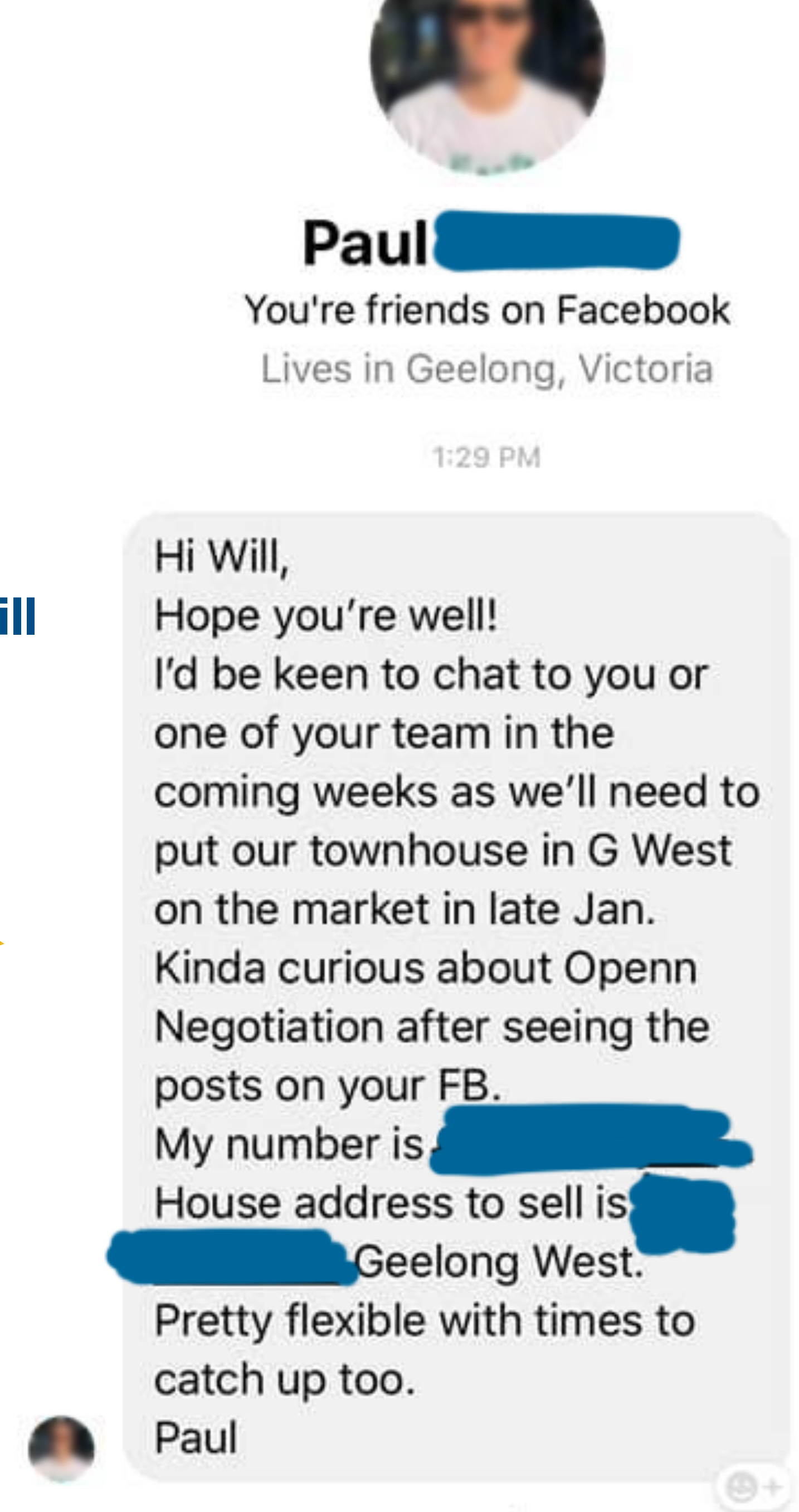
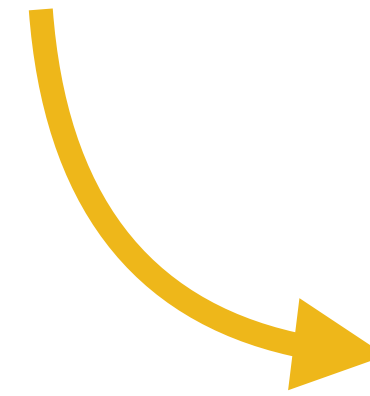
10. FIND YOUR **UNIQUE** **POINT OF DIFFERENCE**

Of all the tips in this doc, this is my biggest one.

They say, if you squint, most agents look the same. If you can find something that makes you stand out from a sea of 'sameness' - jump on it.

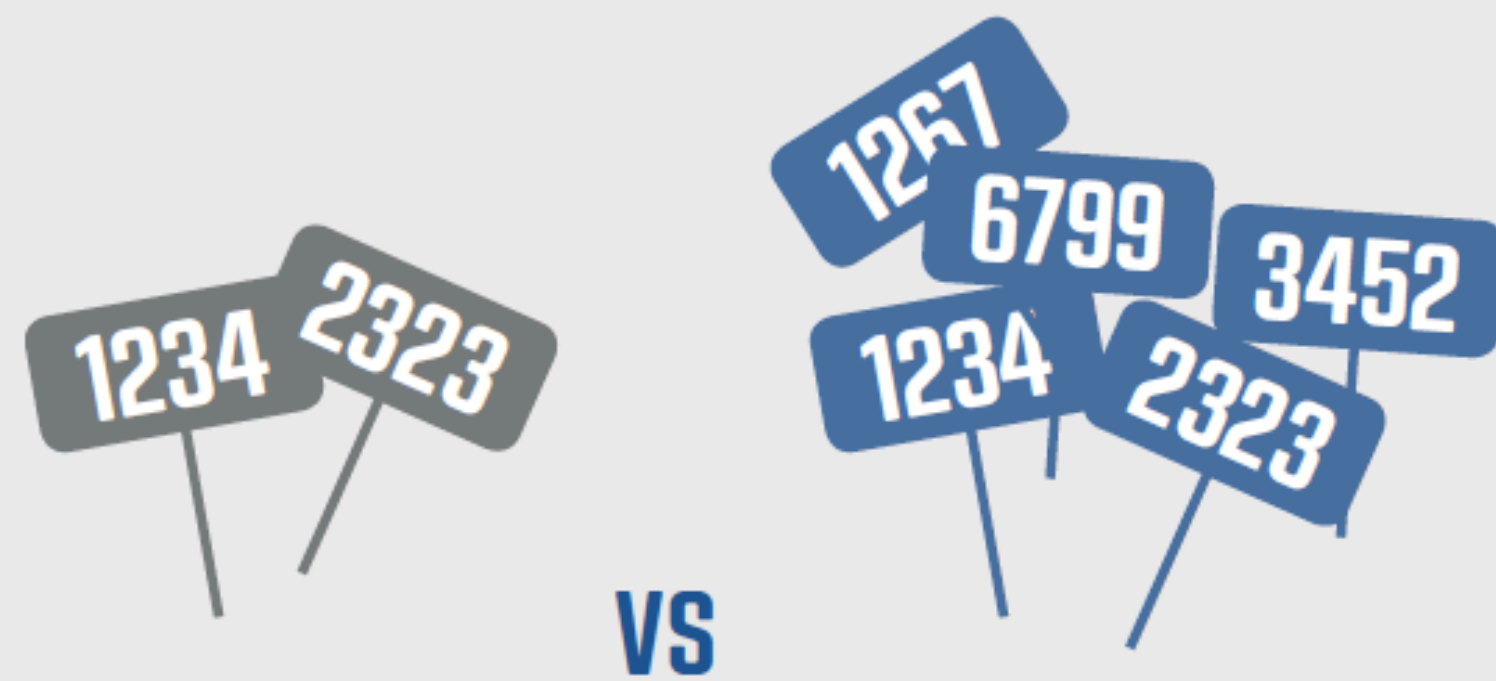
For me, I wanted to be that person that people looked to for a different process. It started with trailblazing auctions in Geelong VIC and then pioneering with Openn Negotiation.

Be different =
opportunities will
come



THE IMPACT

Pioneering Openn Negotiation had an immediate effect on my business. Here's the results of my first 9 sales with Openn, compared to the previous 9 sales I did using traditional methods



1.7 AVERAGE
BIDDERS/ OFFERS

4.7 AVERAGE
BIDDERS USING
OPENN

31 AVERAGE DAYS ON MARKET WITH PRIVATE SALE / AUCTION



16 AVERAGE DAYS ON MARKET WITH OPENN



WANT MORE LIKE THIS?

I've pulled this doc together for you, based on a session I delivered for Glenn Twiddle's **Million Dollar Agent Summit**.

There's a **TONNE** of tips and specific dialogue examples I covered during that session that are missing from this doc.

So if you found any of these tips helpful, make sure you check out the full presentation.



[**WATCH THE FULL VIDEO >**](#)