

Everything we do has a low “hit ratio”. By this I mean, we want to host one open house and make a sale. We want one buyer lead and we want to be under contract in a few days. The truth is we are paid giant checks because we don’t often actually come across transactions in the beginning. What works? What doesn’t?

1- Open houses. If you host an open house what are the odds of making a sale? Probably close to 0%-3%. (Rebecca has hit, Monica has hit, Trixi has hit...and many others)

2 - Calling a “For Sale By Owner”. What are the odds of getting a listing if we call a “For Sale By Owner”? Probably close to 10%-20%.

3 - Internet Leads. What are the odds of getting a buyer from the internet? Probably close to 0%-3%.

4 - Sphere prospecting. What are the odds of getting a sale from touching base with your sphere? Probably close to 0%-5%.

5 - Calling an “Expired Listing”. What are the odds of getting a listing if we call a “An Expired”? Probably close to 10%-20%.

6 - Auction Bidding. You get my point…

What is we did all of this daily?

What would happen?

Here’s what:

* ***Host 50 open houses per year with just 2 visitors each @ a 3% hit ratio. 3 Sales.***
* ***Call 1 For Sale By Owner Per day @ a 2% hit ratio. 250 Calls = 5 Sales.***
* ***Buy 300 internet leads per year. 1% hit ratio = 3 Sales.***
* ***Sphere prospecting - 2 Sales. 50 hours***

13 sales @ $250,000 = $97,500

Monday:

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Tuesday:

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Sunday:

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