



We are in a "sweet spot" of opportunity to educate consumers that there has never been a better time to buy than now, with record-low interest rates, bargain prices, the \$8,000 tax credit for first-time buyers, and extensive choices in the market. Our job is to show buyers what an incredible time this is for them to take action. Make no mistake about it. There is a window of opportunity for all of us between now and July that could make 2009 a very good year. So what do you do to make it happen?

1. **Prepare your listing inventory for the spring market** by having the best-priced, best-conditioned houses compared to the competition as buyers come out. Get price reductions now by showing sellers how, for example, if your prices are expected to fall 10% in the next year, waiting to sell a \$300,000 home because of a non-competitive price costs that family \$577 each week (\$30,000 decline divided by 52 weeks).
2. **Develop a buyers presentation manual.** Buyer interviews are just as important as listing presentations, and we need the same type of information in the form of graphs, charts, and quotes proving the points that we're making. The days of telling the buyer that now is the right time to buy are over. We have to prove it to them.
3. **Conduct Home Buyer Seminars** and promote these on the homepage of your website. If you are a member of the LeadingRE Institute, you can take advantage of the Home Buyer Seminar Kit available there. This kit includes explanations of the 2008 and 2009 federal tax credits for first-time home buyers. For younger prospects, host a **virtual** First Time Buyer Seminar online by using GoToMeeting or Webex software, conducting the audio portion and featuring PowerPoint slides to illustrate points, with live chat for Q&A.
4. **Do your homework on mortgage market changes...**like loan limits affecting jumbo loans and FHA loan eligibility. You need to be the expert so you can help as many buyers as possible...and market your listings to the right audiences.
5. **Develop a "Why Buy Now" marketing piece** in print for your agents to send to their SOI, to email to them, to link to from social media sites, and to feature on your website.
6. **Launch your own "30 under 30" campaign** to have your associates identify 30 people under 30 (friends of their sons/daughters, etc.) to join a "YourCompanyName Under 30" group on LinkedIn. Post commentary on the advantages of buying versus renting, and elicit questions from them. Post this link for single women buyers: <http://singlemindedwomen.com/2009/03/first-home-buyers/>
7. Instead of the usual print ads, **develop an "advertorial"** which appears to be an article by or interview with your broker on why those who buy real estate now will be congratulating themselves in the years to come.
8. **Subscribe to [www.KeepingCurrentMatters.com](http://www.KeepingCurrentMatters.com)**. For \$19.95 a month, you receive current data, charts and sound bites to use to educate sellers and buyers on the current marketplace. Armed with this knowledge, associates will be empowered with confidence to demonstrate their expertise.
9. **Adopt social networking.** Join LinkedIn, Facebook, Twitter, and other sites. Take a class if necessary or look at the conference material on this subject on Inside, the LeadingRE member site. Set up a company page on these sites where appropriate. Ask for clients to recommend you on LinkedIn. This is the new frontier of online prospecting, simply by engaging others and developing relationships.
10. **Analyze your MLS data** to get average days on market, list to sales price ratios, and unit sales for your firm and every key competitor. Make sure your company compares favorably, and if you do, use that data with clients. If not, do what is necessary to correct your position. Today's savvy consumers will find you more credible with facts to back up what you tell them.
11. **Blog!** Write about your listings, your neighborhoods, what's happening in your market. If you don't have a platform, ask LeadingRE about Propopoly®, an easy way to boost your Google rankings and be the local real estate expert.
12. **Get out and network with people in other businesses...**Kiwanis, church, Scouts, PTA, etc....A lot of real estate will change hands, and the more you position yourself as the expert, the more you will be involved in those sales.
13. **Talk to first-time buyers in terms of monthly payments** rather than sales price; i.e., "at today's rates, you can own a nice three-bedroom home for \$\_\_\_\_\_ per month"...just as you see ads that say "Drive a Volvo for \$350 a month."
14. **Show move-up buyers the comparison in their payment** for their current (example) \$300,000 home at their 6.5% interest rates versus a \$400,000 one at today's low-low rates.
15. **Reach out to your sphere of influence.** Have a pizza "calling" party and have every associate call past clients and referral sources to make them aware of the superb buying conditions and offer to meet with them. Or just incent associates for doing this on their own with prizes for a certain number of face to face meetings.