Step 8 – Handouts/Offers Created

Think about this: if two pizzerias opened in your town and both had good reviews and were fairly priced, how would you choose which one to go to?

What if the first one offered a free soda with every slice? Ah, well now there is an obvious answer: you go to the one with the better offer: *a free soda*.

Now change the pizzerias to agents. You and another agent are both trying to list the same expired prospect, but you are offering the same things. How do you make them choose you?

Give them a handout with your offer and a call to action. Top Pros create offers their buyers and sellers cannot refuse!

Be sure to add plenty of testimonials; mobile users are choosing agents based on their testimonials!

Share your success and let Coach Carol know you've completed this step.

Copy and paste this tweet onto Twitter: *I just completed Step 8 in my Top Pro Seller Certification @CarolMazur #topprogroup*

Becoming a high volume top producer is a serious step in life, which requires professional systems and guidance. Congratulations on putting your expired systems in place!

Search **e8** for additional real estate training tips.