

# EDDM Basic Breakdown For Listings

According to NAR, in 2012, they found that 47% of all sellers interviewed only one agent to sell their home.

One of the first things that goes through a sellers mind long before listing their home is ***"I wonder how much my house would sell for in today's market."***

- EDDM can be printed, mailed and done completely hands off at 20 cents per house.
- When choosing the right neighborhoods for the "free home value" offer, we customarily average about 2 leads from every 1,000 pieces mailed to the owners.
- Even with our spectacular follow-up sequence, we only convert 50% of these leads to closings.
- 8,000 houses mailed monthly
- .20 cents per piece is \$1,600 in costs
- Average of 16 homeowners respond with detailed info
- 50% convert, meaning we get 8 new listings

# **Important Variables To Consider**

1. You have to use a PROVEN marketing piece. (no garbage)
2. You must send them to a non-threatening website.
3. You must call the owner within 30 minutes of opt-in.
4. A solid phone script must be used to get the appointment.
5. Appointment can be no longer than 48 hours out.
6. To get more than 50% to list w/you, you'll need a strong presentation and a Unique Selling Proposition.
7. If you don't know how to get a listing at the right price, it's best that you not go on ANY listing appointments until you learn how this is done.