

# MONEYMAKER MARKETING

## HOW TO TURN YOUR SLOW-SALE ALMOST EXPIRED LISTINGS INTO QUICKLY SOLD PROPERTIES AND CLOSED ESCROWS

The first step is to get over thinking good customer service or, even, a great relationship counterbalances or compensates for the ill effects of an expired listing: we often never see or sign a seller again with whom we have had this experience; our professional standing in the community and referrals are impacted as well.

This being the case it makes sense that we take bold steps to extend our listings before they expire by implementing *Turnaround Sales and Marketing Programs* that turn slow-sale real estate into fast-sale real estate. Mass-solution, conventional approaches to real estate sales repeated with vigor are not the answer, but instead new programs that inspire our sellers to give us more time, larger fees and cash for costs. Partner with broker Al Lewis and the Real Estate Fellowship to step-up your efficacy - your ability to produce results - for your clients, to extend your almost expired listings, and to turn them into sold/closed escrows.

**How to Turn Slow-Sale Real Estate into Fast-Sale Real Estate**  
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