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How to Win Friends and Make Money in Real Estate  
By Manufacturing Relationships.

## Listing Madness Part II / by Al Lewis

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### The Easy Score.

Part II of Listing Madness, relative to Part I, is the other side of the coin: the sound of the other hand clapping so-to-speak if you were a Zen Buddhist instructing your disciples on the mysteries of life.

I am dedicated to your success. That's why I write these articles, knowing that, like a batter that swings for homers every time at bat, that sooner or later I, like he, will score with an idea that you get hold of, one out of maybe hundreds that grabs you, that you get (intellectually), that you take to heart (emotionally), and execute to the fulfillment of your wants and desires in real estate by hitting homers yourself.

**It only takes one hit to score big, maybe this is it: The Easy Score.**

Most people go through life and business looking for the easy score. This is especially true in sales of any type, and particularly true in real estate. That is why Direct Mail Marketing is so popular; and No Touch Farming; Telemarketing and Telemarketing Machines; Fax Broadcast Services and Fax Broadcast Machines; Lead Source Services; eMail Marketing; Website Marketing with fantastic Lead Capture Systems and Optimization

Schemes; Google Adwords and MSN Adsense; Preferred Agent Marketing Programs put forth by Zillow, Realtor.com and such; Bench Ads; and the Franchise Office that will "drive business to you" because of their name alone. All these are popular among agents, but particularly among agents new to real estate because they promise The Easy Score.

**Now Hear This / Not a one of these business development schemes actually involves talking to anyone in person. Not a single one. Did you ever think of that? Yet it is people that do business with people they know that are our clients and customers, especially at the Top of the market (Sellers are clients, Buyers are customers).**

Did you ever see a basketball team win a game without first walking onto the court; or a football team win a game without first running onto the field; or a track star win a race without first stepping onto the track; or a boxer win a fight without first climbing into the ring? I don't think so.

Today's "Big Idea" is to think small. I mean, this can't be a "Big Idea" unless you take me seriously and think really small. From here out I want you to consider micro-managing your lead development activity and to think small to score big.

I have made much of The Power of One. I have quoted often in my writings a saying I picked up from Dr. Robert H. Schuller, "Any fool can count the seeds in an apple, but only God can count the apples in a seed." This is The Power of One, from one seed much follows.

**With this in mind I am writing to ask you to do less to get more.**

Consider this, instead of day-long door-to-door prospecting leaving your cards at the doors of many sellers not home, talking to one or two or three here and there over a few weeks' or months' time because you only get to it once in a while; and instead of putting-off following-up correctly because you, maybe, feel futile doing this with people you don't really know that initially rejected you anyway; instead of all this and the advice I have given regarding your pushing through these things and working like a prospecting machine, I want you to consider focusing on one house and its owner/seller alone until a relationship is begun that you feel obligated to follow-up because you said you would and, then, and only then to focus on another house and its owner/seller to do the same.

Instead of selecting a large number of houses to visit every time out; of planning a long route and mapping it out, or inputting the addresses into your navigator after first filling

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out your lead sheets; instead of doing these things, just go out one morning about 10:00 with a plan to visit "one" selected expired listing alone valued at, say, \$3/Million Dollars, and no others for the whole day, and upon arriving to walk up the drive to the door to knock to visit with its seller about selling again.

This is doable and let's say, for example purposes, that you have done it but no one answers. Appropriately, you leave your card with the message, "I Sell Top of The Mark Real Estate to Rich Overseas Buyers and Locals with Means. Stopped to Talk About Selling Again," written and signed on the back. You stick this in the door frame and leave.

*Sidebar / Imagine you have decided to follow my advice about micro-managing your business development activity by doing less to get more. Accordingly, this will be the only house you call on this day, week or month until you meet its seller to pitch your program. I mean, after all, if you were to list, sell and close this property at its estimated value of \$3/Million Dollars, that would earn you a cool single commission of \$180,000 based on a six-percent fee at the close of escrow. Sure, there will be commission splits involved, but we are not going there now. This \$180,000 fee will likely be a serious boost to your annual income. Right? So why be vague, unspecific, unfocused in an effort to tie it down. Do the opposite: be focused, specific, and purposeful.*

So, you have left the property, what to do? How about nothing related to real estate. Maybe go home to spend time with your wife or husband or kids or to watch TV, to a park to walk, do errands, shop,

go to school or your kids school for something, read, sleep, play or listen to music, or whatever interests you, but go back to the house in an hour or two or three to see if your card is still there. If it is, drive by. If it's not, someone is home, so knock again. If no answer, again, leave your card again with the same message written on the back, and repeat.

I want you to think, know, and believe that someone lives there. It's not a vacant house. Someone will soon be home. By soon I mean 12:00 noon, or 2:00, or 4:00, or 6:00, or 8:00, or 9:00 (the latest we can knock on a door). If you devote a single day or more to doing this at one house, you soon will meet its owner/seller and begin a relationship that you can nurture to success: success being a program look over when the time to sell comes' round again per our generalized follow-up program: and that's a listing presentation.

If you devote a whole day to doing this and, still, no contact; well, then, you've done a good job that you can be proud of but, still, you are not to go to another house until you are successful here. This is working with vigor and a serious micro-management of your time and effort that will reap big rewards.

Wait one, two or three days, this is up to you, and repeat. You may have to do this on a Saturday or Sunday and, possibly, before or after acceptable hours to finally meet this property's seller, but you cannot imagine that you won't because, be real, someone lives there. Then, when you are successful, you can move on to the next house.

If you did this with only one house and its seller a week, well,

then, that's fifty a year isn't it; and, as I have said in *The Power of One*, you can expect to list up to ninety-percent of the leads in your Lead Book that you follow-up properly. Can you imagine? All from one contact a week. The intensity with which you work with ease is up to you.

When finally an owner/seller that you have pursued this way comes to the door, and you hold your card up and say that you are "so and so" and have stopped by to talk with them about selling again, they'll say, "So you're 'so and so,' your sure are persistent, very admirable, come in."

*Sidebar / I once went far and wide to an expired listing to talk with its owner about selling. The owner's roommate opened the door and told me the seller wanted to sell but that he is hard to reach because he leaves the house by 7:00 every morning and doesn't return until after 9:00 every night, sometimes weekends too. I asked if he thought he, the seller, would mind if I came by to talk about selling before he went to work in the morning. He said he thought that would be fine.*

*The very next day I got up early enough to arrive at the house at 6:00 am. It was still dark. I could see clearly that no one was up so I sat on the frigid porch to await lights and movement in the house. Finally, I saw and heard just that about dawn, 6:30 am, so I got up, stretched a bit and knocked. I apologized for coming so early and explained why, but he didn't give it a second thought. He said he was interested in selling but didn't have time to talk. I said I could take care of that right now if we could just decide on a price. We settled on his last list price in about a minute's time. He asked how long it would take me to fill*

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*out a listing agreement. I said about two minutes and that I would do that while he got dressed.*

*I listed and sold this property quickly and twenty-two others in and around that very neighborhood during the next twelve months. This was an easy score still paying dividends today. When was the last time you knocked on a door at 6:30 am? If I had only visited during normal business hours once, or once or twice, it's likely I would never have met the seller nor listed or sold this property, nor the others.*

**Emphatically, real estate is an “Easy Score” business. There's nothing to it just so long as you micro-manage your listing development activity centered on in-person seller contact. One at a time is just fine.**

Sometimes I get letters, notes and calls from associates and affiliates telling me of the long hours they have spent -- once or twice -- leaving cards at the doors of 20 or 30 or more houses to no avail; they tell me of their only reaching one or two or three persons home out of all these stops; they tell me of the hundreds of post cards they have mailed, even though direct-mail is not part of our program; and they tell me how disappointed they are that they have gotten no call backs or listings and indicate by doing this that they are discouraged to the point of no return.

These one-time things work sometimes because everything works at least a little bit, that's actually the first rule of marketing, but if the “little bit” doesn't fill your pot-o-plenty, don't be discouraged. Real estate is a go-to business: we must go to them – Sellers – in-person to begin and build

relationships that, because of the relationships, lead to our listing and selling their properties.

Even the one or two or three in-person contacts mentioned above are a fantastic result of in-field efforts to talk with sellers about selling. If, statistically, ninety-percent of expired listing owners go back on the market within nine months of the expiration, by rounding to the nearest number all three are going to sell again irrespective of what they say to put you off (remember, that's their job). Our program demands (1) That you acknowledge this by saying something taken from our Infield Talking Points (2) That you explain The 25/90 Rule found within The Power of One and (3) That you systematic follow-up all sellers met from the very first-point of contact whether invited to or not to initiate and nurture a relationship that will one-day lead to a program look over per The Wealth Agenda. Doing these things “is” working with intelligence and not time and money; not doing them is the opposite.

**Admittedly, it takes a lot of courage and dedication to do less as described because we just are not wired that way. It is counter-intuitive, I acknowledge this, but decisively a way out of the doldrums.**

We've been inculcated from birth to believe in doing more to get more and, paradoxically, scheming every way imaginable to avoid it. Even I in “Listing Madness” teach to do more to get more. This all is counterintuitive but, again, one or another idea will eventually grab you and bring you the success you want. I'm thinking, maybe, this is it?

The phrase “Less is More” is usually ascribed to architect Ludwig Mies van der Rohe (1886-1969); a pioneer of modernism, he is also credited with “God is In the Details.” Though he popularized the idea, the actual origin is believed to be Robert Browning in the poem “Andrew del Sarto,” written in 1855. I've read this (or tried to) and can't make head nor tail of it, but I do understand “Less is More.”

**Real estate is an “Easy Score” business.**

Have at.

**Expect the Best.**



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Since 1975**

**Real Estate Professionals  
Allstate Marketing**

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