

MASTERMIND: PREPARING FOR AN IMMINENT MARKET SHIFT

Facilitator: Chase Williams

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SHIFT TACTICS

GROUP DISCUSSION

<p>1. GET REAL, GET RIGHT MINDSET IN ACTION</p>  <p><i>"You can't control the market, but you can control your outlook and your response to the market."</i> -SHIFT</p>	<p>2. RE-MARGIN YOUR BUSINESS EXPENSE MANAGEMENT</p>  <p><i>"The number one determinate of surviving is expense management."</i> -SHIFT</p>	<p>3. DO MORE WITH LESS LEVERAGE</p>  <p><i>"Build core competencies around what really matters and associate with people who are on the same page as you."</i> -SHIFT</p>	<p>4. FIND THE MOTIVATED LEAD GENERATION</p>  <p><i>"Nothing becomes more critical to success than finding motivated buyers and sellers and closing them to an appointment."</i> -SHIFT</p>
<p>5. GET TO THE TABLE LEAD CONVERSION</p>  <p><i>"The effort you give to converting leads must match the effort you give to generating them."</i> -SHIFT</p>	<p>6. CATCH PEOPLE IN YOUR WEB INTERNET LEAD CONVERSION</p>  <p><i>"A website is a tool for you to offer consumers what they want in exchange for what you want."</i> -SHIFT</p>	<p>7. PRICE AHEAD OF THE MARKET SELLER PRICING STRATEGIES</p>  <p><i>"Our goal in representing a seller in a shift is to use pricing to empower them as much as possible."</i> -SHIFT</p>	<p>8. STAND OUT FROM THE COMPETITION SELLER STAGING STRATEGIES</p>  <p><i>"Pricing and staging are the issues of the day in a shift—think of them as a price war and beauty pageant all rolled up into one."</i> -SHIFT</p>
<p>9. CREATE URGENCY OVERCOMING BUYER RELUCTANCE</p>  <p><i>"You can't create urgency if there isn't a good reason for it and you certainly can't take it."</i> -SHIFT</p>	<p>10. EXPAND THE OPTIONS CREATIVE FINANCING</p>  <p><i>"Affordability drives the real estate industry. In fact, you might even say that affordability is the real estate industry."</i> -SHIFT</p>	<p>11. MASTER THE MARKET OF THE MOMENT STAY TRAINING-FOCUSED—BE THE EXPERT</p>  <p><i>"Seek the business because you've studied it, learned it, and can successfully do the work—seek the business because you're able."</i> -SHIFT</p>	<p>12. BULLETPROOF THE TRANSACTION ISSUES AND SOLUTIONS</p>  <p><i>"We do our deals heads down but we save our deals heads up."</i> -SHIFT</p>

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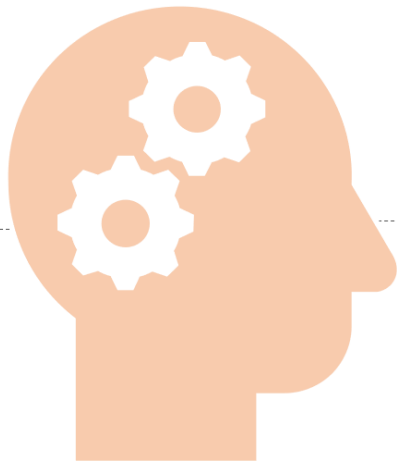
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1. GET REAL, GET RIGHT

MINDSET IN ACTION



“

You can't control the market, but you can control your outlook and your response to the market.”

-SHIFT

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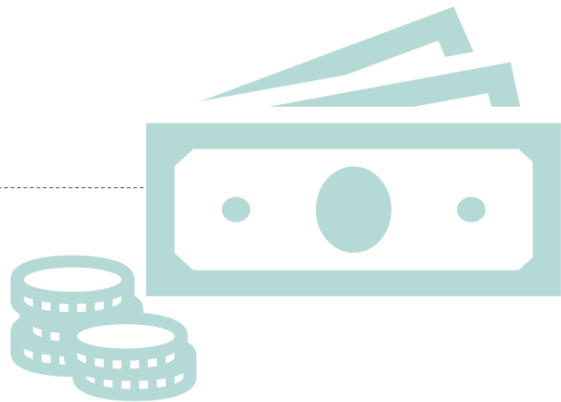
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2. RE-MARGIN YOUR BUSINESS

EXPENSE MANAGEMENT



“
The number one determinate of surviving is expense management.”

-SHIFT

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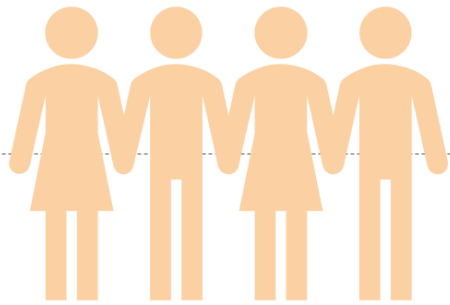
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3. DO MORE WITH LESS

LEVERAGE



“ Build core competencies around what really matters and associate with people who are on the same page as you. ”

-SHIFT

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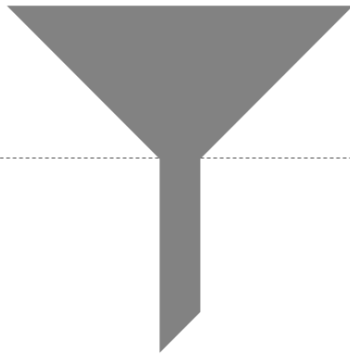
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4. FIND THE MOTIVATED

LEAD GENERATION



“ Nothing becomes more critical to success than finding motivated buyers and sellers and closing them to an appointment. ”

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5. GET TO THE TABLE

LEAD CONVERSION



“

The effort you give to converting leads must match the effort you give to generating them.”

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6. CATCH PEOPLE IN YOUR WEB

INTERNET LEAD CONVERSION



“

A website is a tool for you to offer consumers what they want in exchange for what you want.”

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7. PRICE AHEAD OF THE MARKET

SELLER PRICING STRATEGIES



“ Our goal in representing a seller in a shift is to use pricing to empower them as much as possible. ”

-SHIFT

8. STAND OUT FROM THE COMPETITION

SELLER STAGING STRATEGIES

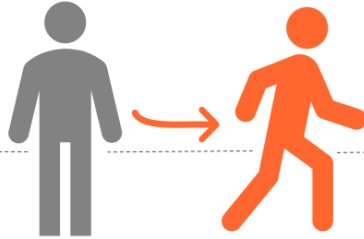


“Pricing and staging are the issues of the day in a shift—think of them as a price war and beauty pageant all rolled up into one.”

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9. CREATE URGENCY

OVERCOMING BUYER RELUCTANCE



“

You can't create urgency if there isn't a good reason for it and you certainly can't fake it.”

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10. EXPAND THE OPTIONS

CREATIVE FINANCING



“Affordability drives the real estate industry. In fact, you might even say that affordability is the real estate industry.”

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11. MASTER THE MARKET OF THE MOMENT

STAY TRAINING-FOCUSED—BE THE EXPERT



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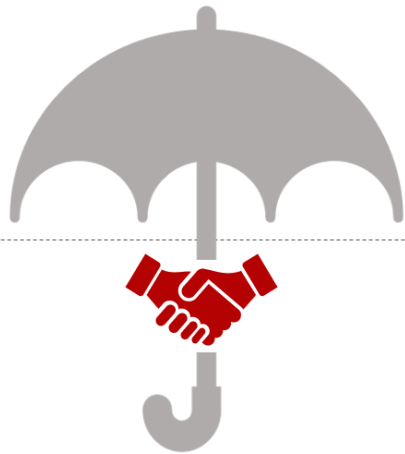
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12. BULLETPROOF THE TRANSACTION

ISSUES AND SOLUTIONS



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THANK YOU FOR BEING HERE!

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