

 Zillow® Presents:

# 10 WAYS TO GET MORE SELLERS' LISTINGS

*in Today's Low Inventory Market*

## ***The news is out. Real estate is back.***

Home buyers are in the game again, but they're facing a huge inventory shortage in most markets. Some buyers make competitive offers on homes, only to keep losing out to other buyers, or perhaps investors. The current market trend presents a huge opportunity for real estate agents to proactively generate more sellers' listings, and take advantage of this strong buyers' demand.

But, how do you find more home sellers? This can especially be challenging for new, young agents who don't have a lot of connection with consumers who are ready to sell. The truth is, it may take some hard work, but with some creativity and persistence, it can be done.

And you will be happy to be on the receiving end of home bidding wars.



# Here are Zillow's 10 ways to GET MORE SELLER LISTINGS:

1

## *Look for Expired and Withdrawn Listings*

A good agent will scour the MLS for homes that were listed in the past but never sold. Many homes failed to sell because they were seen as overpriced at the time. Does their last list price seem like a reasonable price today? Chances are, the owner doesn't realize how much the market has picked up and might still be open to selling the home. Contact the owner and express your interest in helping them to sell their property. Explain to them the benefits of selling it in today's hot market, and you will likely get a response.

2

## *Capture Seller Contacts at Open Houses*

Open houses traditionally are great ways for agents to meet new buyers, but did you think that these buyers could also be potential sellers? Many will likely need to sell their house first before buying the next house. At your next open house, download Open Home Pro App on your iPad to check people in and collect contact information from them. The most valuable questions asked on this app are: Do you have an agent? Do you have to sell your house before purchasing the next one? Using this tool at open houses allows you to meet, qualify, and connect with new potential home sellers.

3

## *Search Zillow's Make Me Move® Price Homes*

Have you checked out Zillow's Make Me Move functionality? "Make Me Move" allows home owners to indicate a price that would make them sell. Make Me Move can be used for a variety of reasons. Perhaps they are not quite ready to sell, but are testing the market. Perhaps it's their dream price. Some sellers can be unrealistic in their pricing, but regardless, they are exploring the possibility to sell. You can filter listings on Zillow.com by searching for Make Me Move homes in your neighborhoods. Pick up the phone and tell them you are a real estate agent who represents a lot of buyers and you are interested in checking out their home. It could lead to a face-to-face appointment with a potential seller!





4

### ***Explore Rental Listings***

Think about the scenarios why a homeowner will want to rent out their property: maybe a job transfer, divorce or life change. But in most cases, they are renting out because they couldn't afford to sell. In the past, their home could have been under water, or the market simply wouldn't support the asking price. Instead of listing it with an agent at that time, they just decided to rent it and "ride it out" for a couple of years. Here's your opportunity to inform them the market has changed and now it's a great time to sell.

5

### ***Target Moving Sale on Local Newspapers***

When was the last time you looked for "moving sale" in local newspapers or on Craigslist? Yes, the kind of moving sale when people are trying to get rid of their junk and furniture. But, it could be that they're moving. Run their locations in the MLS and see how many are already listed for sale. Find out the stories of others that are not listed for sale. Give them a call and offer them a free home value analysis report. This can lead to solid seller contacts.

6

### ***Send a Happy Anniversary Card***

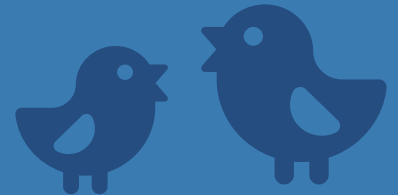
Do you remember your buyer clients from 5, 7, 10 years ago? Send them an anniversary card; congratulate them on their 5th, 7th, 10th year in their home and tell them that you're thinking about them. Nurture your past clients and see if they are in the stage of their lives where they're considering to trade up to the next house. If they are, you are in luck!



**7**

### *Find the Empty Nesters*

Filter your data source and narrow in on large properties that are 5+ bedrooms, 3,500+ square ft, and two-story homes that were purchased 20+ years ago. What's the likely scenario here? A couple who bought a big place for their three children to grow up in and now the children have moved out. The empty nesters are ready to downgrade and move into something that's more convenient and suitable for their new lifestyle. Help them with this transition.

**8**

### *Prospects Past Clients of Your Ex-Real Estate Co-workers*

Do you work in a broker office? There are real estate agents who left your office, right? Go to your broker and ask for their past buyer clients' files. Contact these buyers and indicate that you are taking over for agent John Smith, and ask them what their real estate needs are. Some of them may just be in the transition to move.

**9**

### *Knock on The Doors of "For Sale by Owner"*

Do you see signs that say "For Sale by Owner" in your local areas? Are you afraid of knocking on their door and asking them if you can help them sell their house? We get it, no one likes rejection and no one wants to be seen as a door-to-door sales person. But try this approach: knock on the door of "for sale by owner" and say: "Hi, I saw you are selling your home. I think I might be able to help you. Would you like to talk?" Ask questions like: How are you advertising your home? Do you need help in handling the paperwork or showing the property?" Perhaps your conversation can demonstrate the value of having a seller's agent instead of selling it themselves.



# 10

## ***Off-Market or Pocket Listings***

In many markets, real estate agents regularly network with each other about potential deals. Some agents share off-market properties with each other -- also known as "pocket" listings. Also, brokerage firms generally release upcoming listings to their agents a few weeks before they hit the MLS. Work with a well-connected agent and make sure you're privy to these potential opportunities.

Most active buyers spend months looking for a new home. Until more sellers and inventory are injected into the market, you and your buyers will continue facing tight housing inventory. But remember, you can change this. With today's technology, tools, and data transparency, you can try these targeted marketing strategies listed above and get more sellers' listings today.

## **Real estate is a people business.**

***Be proactive about making new connections, be smart about using data, and be hungry for getting more sellers' business.***

Zillow can help you get more listings:  
<http://www.zillow.com/advertising/agent-advertising/>  
Or call: 866-324-4005

