



SPRING SALES STRATEGY

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**“THE ONLY STORY THAT
MATTERS IS THE ONE
YOU TELL YOURSELF.”**

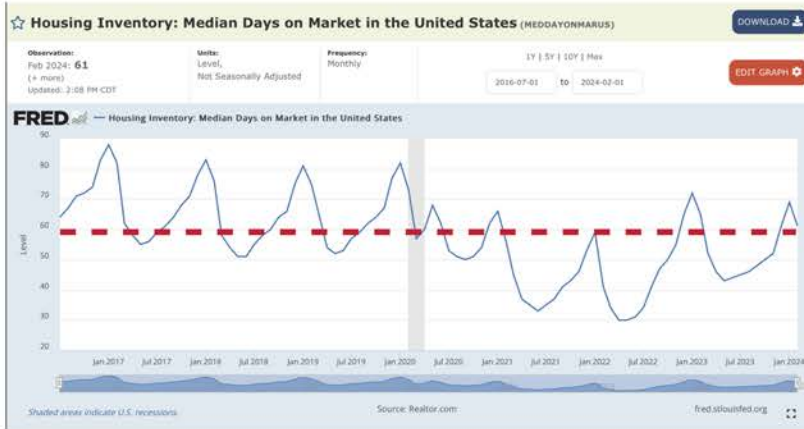
If your Spring Sales Strategy were a “big success” what would it look like?

What are the key strengths in your market today?

Key Market Performance Metrics:

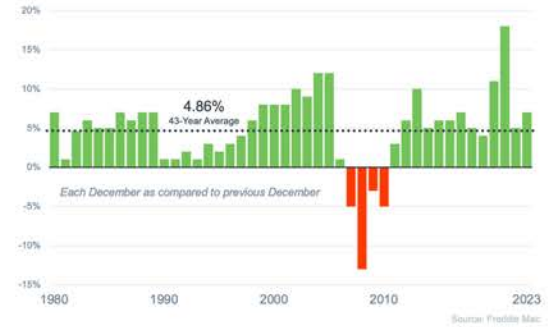


"THE MARKET DOESN'T DO ANYTHING. YOU DO EVERYTHING IN THE MARKET."



Percent of Annual Home Appreciation

1980–2023, Seasonally Adjusted, Rounded To Nearest Full Number



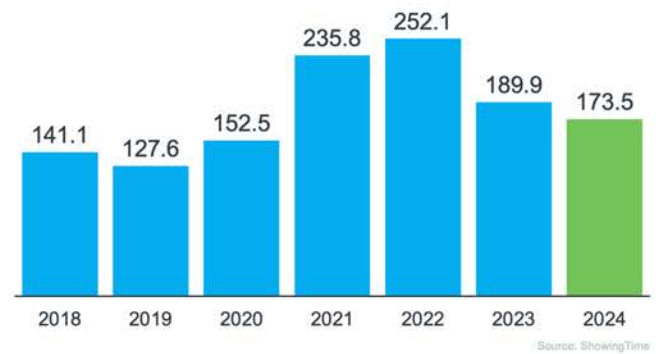
New Home Monthly Inventory

Seasonally Adjusted, Last 13 Months



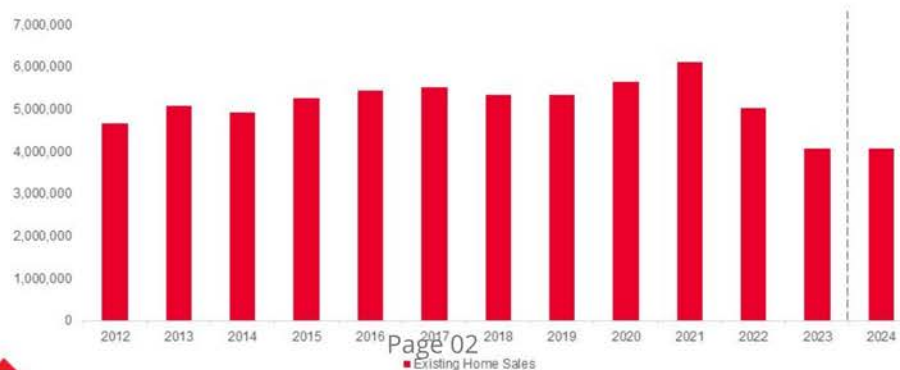
Showing Index Still Remain Above Pre-pandemic Levels

Showing Index over Last 7 Januaries



Existing Home Sales

Home Sales Expected to Remain Steady (0.1%) Growing As Mortgage Rates Ease



ASSESS YOUR SALES STRATEGY

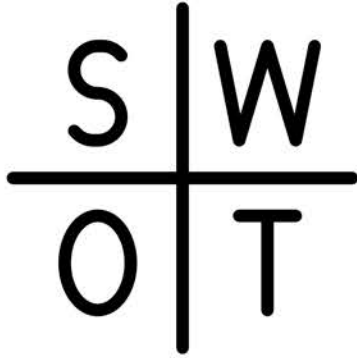
| | |
|--|--|
| What percentage of listings sell within 30-60 days of being listed? | |
| What percentage of listings in your business come from people you already know (friends, family, contacts, sphere of influence)? | |
| What percentage of sold listings also create a buyer opportunity for you? | |
| What other advantages do listings create for your business? | |
| What percentage of buyers will complete a transaction within 30-60 days? | |
| What percentage of buyers come from your sphere of influence? | |
| What percentage of buyer clients result in more than one transaction? | |
| What other advantages do buyers create for your business? | |

BURNOUT RISK ASSESSMENT

| | | |
|---|---------------------------|--------------------------|
| Percent of buyer-centric agents in your market | | |
| Number of agents in your marketplace | | |
| Number of sides each month in your market | | |
| | Listings | Sales |
| Number of agents per side (Percent x Agent Count) | | |
| | Focused on Sellers | Focused on Buyers |
| Percent of clients paying when a sale occurs | | |
| How many agents do most sellers interview? | | |
| Most sellers find their listing agent via: | | |

the most powerful thing you can change is your mind.

Assess Your Current Business Strategy and Performance



What strengths are performing well in your business?

What weaknesses are holding your growth back?

What's happening in the marketplace?

Data you should evaluate now:

- Current business mix (listing / buyer)
- Highest *converting* lead sources
- Biggest expenses with limited return
- MLS data indicating growth you are *not participating in yet*
- Major local economic trends driving jobs, housing, incomes, relocation, cost of living
- External influences like demographics, diversity, business trends, technology, legal issues, social trends



The way out is forward, up, ahead.

When troubles appear, don't stop: Fly!

Five Critical Strategic Moves for the Spring Market

1

Adjust your listing-to-buyer ratio of business.

- If you had three **buyers** right now, what is the likelihood of all of them becoming closed deals (revenue) in the next 90 days?
- If you had three **listings** right now, what is the likelihood of all of them becoming closed deals (revenue) in the next 90 days?

2

Update / Rewrite your Value Proposition Materials

- Do a “listening analysis” with past/current clients, testimonials to identify what today's consumers value most from you
- Reflect and update the core values central to your business.
- Review and update your key value prop communications tools such as your website/bio, presentation slides, videos and social media profiles

3

Start the 3-2-2-1 Plan

- Reach out to three people in your SOI daily (clients under mgmt)
- Talk to two subject matter experts weekly (get smart)
- Conduct two listing appointments weekly (drive your 3:1 average)
- Talk to one non-SOI prospect daily (FSBO, Expired, Builder, AirBNB, renter, OpenDoor)

4

Two Unique Seller-Generating Actions

- Do equity updates (your CMA tool may auto-update, too)
- Talk to the neighbors of competitors' new listings

5

Distribute an OPTIMISTIC Narrative on a One-to-Won Level

- Current industry turbulence is getting consumers' attention but offering a misinformed narrative: Get INTO THE STORY
- BUT! Don't get into the comments/social media brawls
- Go One-to-Won with an optimistic message on social media, text, Instagram video



PEOPLE AWAITING YOUR PROFESSIONAL PRESENCE

Four sources of extremely likely seller/listing candidates are below. These sources are low-intensity lead generation sources with almost entirely free access and higher-than-normal propensity to be in the market.

1. EXPIREDS

Typical 4% conversion rate; automated alerts; leverage your personal and company comps; assess last listing efforts (MLS description, photos, personal assessment, pricing model)

2. LANDLORDS / AIRBNBS

In markets with tenuous price appreciation, many smaller investors may seek to maximize their return by converting assets into cash, especially non-performing short-term rentals.

3. INVESTORS

Medium and larger sized investors are constantly adjusting their portfolios, especially in the build-to-rent sector and multifamily markets.

4. FOR SALE BY OWNERS

The “gold standard” for real estate prospecting. Long term rate of 90%+ conversion to real estate representation. Access to lists nearly free and ubiquitous using real estate portals.

FSBO SEARCH EXAMPLE

Buy Rent Sell Home Loans Agent finder **Zillow** Manage Rentals Advertise Help 65

City, Neighborhood, ZIP, Address For Sale Price Beds & Baths Home Type More (2) Save search 131 Saved Homes

For Sale by Owner
915 results Sort: Homes for You

\$350,000
3 bds | 2 ba | 1,488 sqft - For sale by owner
6314 N 22nd St, Tampa, FL 33610

\$384,000
2 bds | 2 ba | 1,194 sqft - For sale by owner
16904 Vardon Ter UNIT 204, Bradenton, FL...

IF

YOU WANT TO FILL YOUR PIPELINE WITH GOOD PEOPLE

FILL THEIR MIND WITH GOOD IDEAS

THREE MARKETING MOVES TO MAKE TODAY

1

Focus on your sphere, not the “comments sections”

- Review and update **CRM email addresses** to go direct to inboxes (without algorithmic interference)
- Use **direct tools** (handwritten notes, text messaging, video on your social spaces) rather than “advertising” tools.

2

Shift Message to “I’m Here For You” More

- Consumers who are confused want to know “you’re there” more than “don’t miss out” right now (regardless of industry or market troubles)
- Tell the stories of clients who took action and overcame challenges with your support and guidance

3

Get Great with Multimedia

- Maximize video, podcast, and Zoom/video meeting tools
- Upgrade video, sound and editing equipment
- Get consistent producing content 2-3 times a week
- Experiment with emerging multimedia tools



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