

# Capitalize on... Craig's List

**3 ads posted  
Per week  
12 per month  
36 Per Quarter  
144 Per Year**

**Approx. 30 min.  
per week**

**Project 6 calls per  
week!!!!!!!!!!!!!!  
72 call per Quarter  
288 Per Year**

**Qualify 28 fast  
Sell 4 @ \$5,500  
\$22,000 GCI**



**6 ads posted  
Per week  
24 per month  
72 Per Quarter  
288 Per Year**

**Approx. 60 min.  
per week**

**Project 12 calls per  
week!!!!!!!!!!!!!!  
48 per month  
144 calls per Quart  
576 Per Year**

**Qualify 57 fast  
Sell 8 @ \$5,500  
\$44,000**



**12 ads posted  
Per week  
48 per month  
144 Per Quarter  
576 Per Year**

**Approx. 2 hrs  
per week**

**Project 24 calls per  
week!!!!!!!!!!!!!!  
96 per month  
288 calls per Quart  
1,152 Per Year**

**Qualify 110 fast  
Sell 15 @  
\$5,500  
\$82,500**



## Headlines that work...

*Bank Owned Foreclosure  
Approved Short Sale  
Immediate Closing Available*

*Friends Don't Let Friends Buy Short Sales  
Completely Remodeled- No Short Sale  
\$16,000 down payment & closing cost bonus*

*Special Hompath house nothing down  
FHA APPROVED READY TO CLOSE  
620 credit score is all you need to own your home*

*5 bedroom 3 Bath 2 Car Garage Pool \$249,900  
4 bedroom 3 bath pool home just listed \$199,000  
Everybody wins, this short sale is already approved*

*Buy Direct From the bank!!!*

*Always run the best deals active in the mls or in the office!!  
Always know bump to properties (similar)  
Know lending requirements and basics to ask  
Know subdivision names and other cities of same value  
ONLY RUN ADS for HOT STUFF no over priced garbage  
NEVER RUN unapproved short sales  
Never Run out of your area...too far*

*Study How to convert class to improve your conversion ration  
Track your calls in 5 subject notebook  
Track your conversion ratio... it is rewarding and interesting!!  
**ADS RUN vs. Call Taken vs. Appts Set vs. showings vs.  
offers vs. contracts vs. closings vs. income***

**Compete with friends in your weakest ratio  
"I'll betcha lunch I get more calls than you this week  
I'll betcha a drink on Friday I book more appt this week**