

Low Inventory Success Strategies

RESOURCE GUIDE



Circle Marketing Lead Source Resources and Marketing Examples Courtesy of Coach Jason Yianakis:

Coming Soon/Sneak Peek Social Ads

Post on Facebook and Instagram then run a dark ad targeted to the micro geographic area



The Megs Walker Team - The Industry Estate Agents
September 8 at 8:04 PM · 🌐

SNEAK PEEK | Coming soon in Kewarra Beach 🌴

- Exclusive to our VIP buyers club 🔑
- Tropical oasis in premium pocket of Kewarra
- Ideally located in a quiet, family-friendly neighbourhood, this low-maintenance home offers smart design, comfortability, and an impressive outdoor entertainment area which highlight its excellent lifestyle appeal.

To find out more, contact me on the details below:

- 📞 - 0437 536 715
- ✉️ - megswalker@industryestateagents.com.au



A graphic with the words "Sneak Peek" in a gold, cursive font on a black background. A gold-colored corner is peeling away to reveal a photograph of a swimming pool with a stone deck and a fence in the background.



Shore Property - Kris Cunningham and Team
September 9 at 12:58 PM · 🌐

All will be revealed...this afternoon 😊 Watch this space !!!
#sneakpreview #watchthisspace #comingssoon #alwaysaprivilege
#alwaysapleasure #teamcunningham #withyoualltheway on
#thebeautifulnorthshore #wevegoyourback



A photograph of a modern, single-story house with large windows and a covered outdoor area. The house is surrounded by greenery. In the foreground, there is a white sign that says "kc. Kris Cunningham & Team PREVIEW Harcourts Cooper & Co".



Bekh Khoussainov - Real Estate Marketing Consultant
August 28 at 1:55 PM · 🌐

Coming soon - a little piece of paradise 🏡🔥

#RealEstate #RealEstateAgent #ForSale #NewHome
#HouseHunting #milliondollarlisting #HomeSale #HomesForSale
#Property #Investment #Home #Housing #Listing
#HomeInspection #EmptyNest #JustListed #WantToMove
#BuyMyHouse #Auckland #NewZealand #AucklandRealEstate
#LoveAuckland #NorthShore #HappyDays #BeGenuine #bereall
#harcourts #harcourtscooperandco #bkrealestate



A photograph of a house with a swimming pool. The house is white with a covered outdoor area. There are palm trees and other tropical plants in the background. The pool is in the foreground.

Just Listed Social Ads

Post on Facebook and Instagram then run a dark ad targeted to the wider geographic and farm areas



**Jason Yianakis - Harcourts
Birkenhead and Beach Haven**

Sponsored · 🌐

⋮

JUST LISTED – 2/5 Battle Pl, Glenfield – FOR SALE VIA AUCTION

This strategically placed 3 bedroom unit with own lock-up garaging, basement/workshop area & off street parking, stands out from its competition with extra privacy, a powerful location & the elevated position gives an interesting valley view.

Like my page to see what it sells for! Call Jason for more info or to arrange a viewing on 021 85 84 83

Jason Yianakis, Licensed Real Estate Salesperson. Harcourts Cooper & Co, Licensed Real Estate Agent.



JASONYIANAKIS.CO.NZ
2/5 Battle Place, Glenfield - CLICK FOR INFO PACK


Debbie Martindale... 7 Comments 1 Share



**Jason Yianakis - Harcourts
Birkenhead and Beach Haven**

Sponsored · 🌐

⋮

JUST LISTED - 8A Shanaway Rs, Hillcrest - FOR SALE VIA AUCTION

Young Professionals & Downsizers Dream - A sunny character home with modern appointments, plus all the benefits of a low maintenance freehold & a powerful Hillcrest location.

Call me for more info or to arrange a viewing on 021 85 84 83

Jason Yianakis, Licensed Real Estate Salesperson. Harcourts Cooper & Co, Licensed Real Estate Agent



WWW.JASONYIANAKIS.CO.NZ
8A Shanaway Rs, Hillcrest - CLICK FOR INFO PACK

LEARN MORE

2 Comments


Like

Comment

Share

Just Listed Letter

Deliver to 100-200+ neighbors, personalized address if you have the database otherwise address to the householder

Dear Householder/ NAME,

Re: (INSERT PROPERTY ADDRESS)

Your neighbors (vendor name) are selling and have selected me as their Agent to represent them during this exciting time.

I just wanted to take a moment to personally invite you to the open homes, and to apologize in advance for the disturbance to your street during open home times and the auction.

The open homes this weekend will be Saturday and Sunday at 12.00-12.30pm, and the auction will be held at the property on Saturday 7th November at 11.30am (unless sold prior). We would love to see you at both the open homes and auction!

If by chance, you have always had an eye on your neighbor's home, this is your opportunity! Please don't hesitate to call or email me for an information pack.

Alternatively, when your neighbor is selling it's often a good time to get an updated indication on the value of your home. I would be more than happy to arrange a time to chat with you on a confidential, no obligation basis.

Being a qualified Interior Designer, I also specialize in giving free advice to those who are renovating to add value, or when preparing for sale.

You can contact me on (your phone number) (free mobile linked) or (your email address). I hope to meet you in the near future.

Kind Regards,

Your Name
Email Signature

Open Home Invite + Price Competition

Deliver to 100-200+ neighbors, personalized address if you have the database otherwise address to the householder

Dear Householder/ NAME,

Re: 188 Beach Haven Road

Your neighbors are selling and have selected me as their Agent to represent them during this exciting time.

I just wanted to take a moment to personally invite you to the open homes, and to apologize in advance for the disturbance to your street during open home times and the auction.

The open homes this weekend will be Saturday and Sunday at 1.00-1.30pm, and the auction will be held on site, on Tuesday 22th March at 7:30pm (unless sold prior). We would love to see you at both the open homes and auction!

Your feedback is very important to me, we find that neighbors have a very accurate view on price. So, I am offering a bottle of Champagne to the neighbor that can guess the selling price, or come closest to it.

To participate simply email, text or come to the open home and give your feedback in person, we just need your name, address, phone number and a price.

Alternatively, when your neighbor is selling it's often a good time to get an updated indication on the value of your home. I would be more than happy to arrange a time to chat with you on a confidential, no obligation basis. Being a qualified Interior Designer, I also specialize in giving free advice to those who are renovating to add value, or when preparing for sale.

You can contact me on (your phone number) (free mobile linked) or (your email address). I hope to meet you in the near future.

Kind Regards,

Your Name
Email Signature

Open Home Invite + Price Competition Social Ad

Post on Facebook and Instagram then run a dark ad targeted to the micro/wider geographic area

Shore Property - Kris Cunningham and Team
 April 5, 2019

#COMPETITION
 Hey Northcote Pointers! We invite you to check out the latest listing in your area at our open homes this weekend, then complete the survey below to guess the eventual sale price - the closest guess will **#WIN** a \$100 Voucher to the Engine Room! **#tooeasy**

Location: 39 Church Street, Northcote Point
 Specifics: 3 bed | 2.5 bath | garage | spa | ooo la laaa
 Open: Sat 6&7 April 3-3:30pm
 Online: bit.ly/2G2B5YZ
 Enter: <https://www.surveymonkey.com/r/LHVX2V8>

#alwaysaprivilege #alwaysapleasure #teammcunningham #withyoualltheway on #thebeautifulnorthshore



Julie Shand - Harcourts Real Estate Agent
 1d

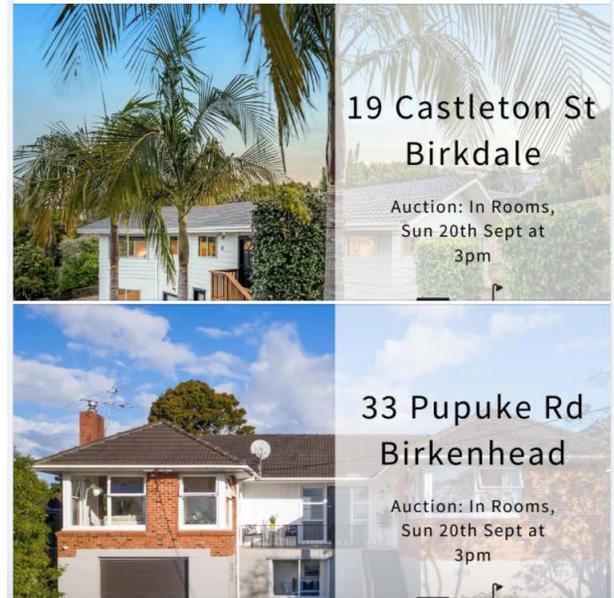
Its **#auction week!** Last chance to view!

🌴 **19 Castleton St** – Beautifully renovated throughout, this 1970s home offers comfort living for all the family. The open plan living centres around the stunning kitchen, which flows to the large deck with spa pool – summer entertaining made easy – Auction: In Rooms, Sunday, 20th September at 3.00pm (USP)

🌴 **33 Pupuke Rd** – This 1960s brick & tile home set on 698m² of freehold land offers loads of potential for the family or as a future development project. Enjoy the large sunny spacious yard, mature fruit trees, raised veggie beds and a fully fenced backyard – Auction: In Rooms, Sunday, 20th September at 3.00pm (USP)

These properties are not to be missed! 🔥
 Get in touch today on 021 634 787

#julieshand #harcourtsbirkenhead #harcourts #cooperandco #auction #sold #hardworkspaysoff #workhardanywhere #workhardorgohome #newlisting #propertyinvestment #luxuryhome #forsale #househunting #homeforsale #newhome #homesweethome #livethelifestyle #listingagent #topagent #topagentbirkenhead #lastcall



Open Home Invite Door Knock/Cold Call Script

Door knock or phone call 100-200+ neighbors, the same neighbors that you have delivered above letters to.

Script:

Hi (Name), its (your name) calling from (your company),

Just a quick courtesy call to let you know that number 23 in your street has just been listed for sale.

I promised the owner that I would contact all the neighbors in case any of them could be interested or know someone looking to move into the area - I don't suppose you've been keeping your eye on that one? Or know anyone?

(NO) I know it's left field, but I'm just doing my job :)

(YES) Great, would you like to do a private viewing? I can do Tuesday at 2pm or Thursday at 5pm

Would it be OK if I let you know what it sells for?

By the way, the open home is on at 12-1230pm on Saturday and Sunday, to help the owner with price feedback we are doing a guess the price competition if you'd like to be involved?

Social Media Adverts to be running continuously around your Farm and Current listings

Social Proof Examples

Post on Facebook and Instagram then run a dark ad targeted to the micro/wider geographic area

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored · 6

Just sold in the last 6 weeks - in a tough market like this, who you work with really matters!



WWW.JASONYIANAKIS.CO.NZ
Curious to know your homes value?
Click here to find out

Clare Chambers and Robbie Adams · 1 Comment · 1 Share

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored · 6

We have helped 54 families this year! Are you next?



WWW.JASONYIANAKIS.CO.NZ
What's your home worth? Click here to find out

Jane McCarroll · Like · Comment · Share

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored · 6

Who you work with matters! In the current market, we are selling homes every 6.5 days! List with us - the current number 1 team at Harcourts Birkenhead & Top 20 in NZ!
Contact us on 021 85 84 83 or www.jasonyianakis.co.nz



WWW.JASONYIANAKIS.CO.NZ
Jason & Co sell a home every 6.5 days
Is your home next?
What's your home worth? Click here to find out

Irene Lloyd · Like · Comment · Share

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Written by Sophie Erceg · February 22, 2017

Thank You, Thank You, Thank You.

We would like to say a huge 'Thank You' to all the people that we had the honour of dealing with in the last year, and earlier.

We feel very privileged that we were able to have been involved in some way (directly or indirectly) with your Real Estate journey.

If we can be of any help with your Real Estate needs at all, we would love to hear from you.



JASONYIANAKIS.CO.NZ
Are you curious about your homes new value? Find out now!

written by Sophie Erceg · April 4, 2017

Considering selling? Doubting the auction process? Or worried about a lack of buyers turning up?

Check out this Auction we had over the weekend - After 10,745 internet inspection & 45 property inspections, we had 6 bidders fighting competitively with over live 80 bids, to become the new owner of this prime Hillcrest home.

Thank you Lynne for entrusting us in the sale of your home, we feel honoured to have been able to help you.

If you are considering selling & want marketing that works, we would love to hear from you!



JASONYIANAKIS.CO.NZ
Find out the new value of your home here

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored · 6

#ClientTestimonial 🏆👏 We love getting great results for our clients & hearing their kind words 🥰

Deciding on which real estate agent to go with can often be a difficult decision so checking referrals can be a huge help in making that final decision.

So a huge thank you to our vendors Steve & Carla for putting your trust in us! Hear what Steve had to say...



WWW.JASONYIANAKIS.CO.NZ
What's your home worth? Click here to find out

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored · 6

LAST CHANCE to book seminar for this Wednesday! In this market, presenting your property correctly is imperative to get the best result!

With his unique Interior Design qualification and expertise in online marketing, in just 90 minutes Jason will teach you how to prepare your home to achieve the maximum sale price.

In selling over 250 properties Jason has built up an incredible amount of knowledge, and received direct feedback from literally thousands of buyers and sellers. He really knows what makes the difference in presenting your home and importantly, what doesn't!



JASONYIANAKIS.CO.NZ
FREE Seminar - 2nd August 6.00pm
My property presentation seminar is designed for those th...

Jason Yianakis - Harcourts Birkenhead and Beach Haven
June 23, 2016

Over the years I've been selling real estate on the North Shore I've been fortunate enough to help hundreds of people, like yourself, maximise their property's potential.

When you want a great result from your property sale, that sort of experience really counts.

Call me now on 021 85 84 83 to find out how we can maximise your home's potential and get a great result for you.

Note: all these properties were sold by Jason while working under another brand.



JASONYIANAKIS.CO.NZ
Get your FREE property value report now

Jason Yianakis - Harcourts Birkenhead and Beach Haven
May 30, 2017

Come and learn strategies to unlock the code of Real Estate investment, and learn the key facts from all the experts in the fields that you need to be successful!

Jason Yianakis, Licensed Real Estate Salesperson. Harcourts Cooper and Co, Licensed Real Estate Agent



COOPERANDCO.CO.NZ/REALESTATEINVEST
Join our FREE Real Estate Seminar - 7pm 14th June
Seating is strictly limited, book your seat now!

Value Proposition Examples

Post on Facebook and Instagram then run a dark ad targeted to the micro/wider geographic area

PROUD TO BE THE NO. 1 HARDCOURTS FRANCHISE FOR 8 YEARS RUNNING!

Harcourts Cooper & Co

Jason Yianakis - Harcourts Birkenhead and Beach Haven
November 16, 2015

We are so proud to be the Number One Harcourts Franchise in the World... for 8 years running! 🙌

Talk to the Birkenhead team today about how we can help you! 📞

34w

Liked by robertcarter.harcourts and 17 others

JANUARY 22

Add a comment... Post

Jason Yianakis - Harcourts Birkenhead and Beach Haven
May 8, 2019

HARCOURTS NORTHERN REGIONAL AWARDS 🏆

So proud of my Harcourts Cooper & Co Real Estate Birkenhead and Beach Haven Team, on Thursday at the Harcourts Real Estate New Zealand Annual Northern Region awards for 2018-2019 we received:

- 🏆 Top Office Revenue - Medium Group
- 🏆 Top Office Revenue per Consultant - Medium Group
- 🏆 Top Office Auctions per Consultant

Thank you all for your tireless work and energy that you put in. These awards are all for you! 🙌 Personally I love the per consultant awards as it aligns with what we are striving for - a team of highly effective salespeople who are successful and love what they do, not necessarily the largest team.

A special shout out to Julie Shand - Harcourts Real Estate Agent who received #18 overall in the Northern Region which is an amazing result as an individual Agent competing against large teams.

A huge thank you to all our clients for giving us the opportunity in the last year. 🙌 See Less

20

5 Comments

Like Comment Share

Harcourts

Awarded gold, three years in a row.

2018-2020 Voted by New Zealanders
Reader's Digest
Quality Service Award
WINNER
Real Estate Sales

Jason Yianakis - Harcourts Birkenhead and Beach Haven
November 16, 2015

Going above and beyond is business as usual for us. 🙌

The #gold standard in customer service, year after year, as voted by you! 🏆

Read more in the link below!
<https://www.cooperandco.co.nz/great-service-should-be-more-than-just-a-service/>

5

Like Comment Share

Comment as Jason ...

PROVE YOUR VALUE

unique selling point
Your Edge

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Following

It's so easy for people to claim that they are an 'expert' in something, especially with the social media age that we are in now.

All too often we see people marketing themselves claiming to be a local area expert, specialist in this, being whatever buzzword at the time, and either not delivering or not even remotely being what is claimed. This creates an incredible amount of distrust with our clients.

One of the value propositions for my @harcourtsnz Birkenhead office is that I am a @timberly Coach. I am coaching Real Estate Agents all around the world ranging from Italy, Panama, multiple US States, Australia and NZ.

123 views

MARCH 10

Add a comment... Post

Jason Yianakis - Harcourts Birkenhead and Beach Haven
November 23, 2015

Are you thinking of selling in Summer? Prepare now to beat the market!

PROPERTY APPRAISALS
within
5% +/-
(2012-2014)
ACCURACY

JASONYIANAKIS.CO.NZ

Free Property Appraisal

Contact me to find out your homes value before Christmas, letting you hav...

Book Now

8

Jason Yianakis - Harcourts Birkenhead and Beach Haven
Sponsored

🔥 It's not just about making the SALE, it's about the SERVICE along the way. Find out how we can help get you SOLD before Christmas!

No.1 HARDCOURTS BIRKENHEAD
HARCOURTS NZ TOP 1%
JASON YIANAKIS

JASONYIANAKIS.CO.NZ

Accurate Appraisals within a 5% +/- of the Resulting Sale

Learn More

Mike Rippin

Notice of Default Outreach Resources

Courtesy of Coach Dennis Hecker

Notice of Default Communication Example #1

Hello,

I understand, through public records, you have had some recent difficulties making your mortgage payments.

As I am sure you are aware, America has been hit hard, due to COVID 19 and it has been very difficult for most everyone. Some people have been put on temporary furlough, laid off, or hours severely cut down, and it must be very scary when the bills arrive in the mail.

If you currently have equity in your home... even if you don't, foreclosure is a terrible option and can be devastating financially!

You have options and I can HELP! Contact me for an absolutely FREE, NO obligation consultation and let me help you.

The worst thing you can do is nothing... don't let the banks/mortgage companies win. Take back control of your financial future, NOW!

Respectfully,

Your Name – Your License Number
Real Estate Consultant
Your Phone Number
Your Email Address

Notice of Default Communication Example #2

Hello,

My name is _____ with [Your Company Name]. Approximately 2-3 weeks ago, I sent you a letter regarding the unfortunate situation that you face with your mortgage company/bank and your delinquencies in your payments.

Do not worry, I am not a debt collector! I am a local real estate expert who wants to offer you a way out of your current situation. As I stated in the last letter, you might have a great deal of equity in your home that you need to protect... even if you do not, foreclosure is a terrible option.

I have proven strategies that will help you and allow you to keep your equity and stop the foreclosure process. You have options! Doing nothing is not one of them!

Call me NOW, before your mortgage company takes your home and your hard earned equity.

Respectfully,

Your Name – Your License Number
Real Estate Consultant
Your Phone Number
Your Email Address

Notice of Default Outreach Script

Hi, my name is _____, with [Your Company Name]. The reason for my call is to see if you received a letter that I sent to you a few days ago.

If yes: Great! When would be a good time for me to come over and show you the options you have to protect your hard-earned equity? I am available this evening, or is tomorrow morning better?

If no: No worries, I understand through public records that you have had some difficulties making your mortgage payment?

All of us, over the last year have had difficult times for one reason or another. However, letting the mortgage company take your home and all your hard-earned equity would be a terrible option.

I am available to come over and sit with you to explain all your options. I am available tonight, or is tomorrow morning better?

This script is a guideline for a possible conversation you might have with the homeowner. You will need to adapt to their individual circumstances, build rapport and trust.

Notice of Default Program Checklist

1. Contact your preferred Escrow/Title Company and ask for Customer Service. Notice of Default (NOD) is public record and recorded against the property. In some states, this may not be the case.
2. Ask to be put on the NOD delivery email list.
3. From the daily or weekly list you receive, review the properties and select the properties that are in your service area and the ones you want to work with.
4. Hand address all the envelopes needed for that day/week.
5. Insert NOD letter with your business card into the envelope and mail.
6. When possible, obtain phone numbers for these property owners and make follow up calls to those that a letter was sent.
7. Approximately 2 weeks after 1st letter was sent, send second letter to those that you have not been in contact with.

This will be an ongoing program and done either daily or weekly. Ideally, you will give all the necessary information to your assistant to administer this program and you will simply make the calls, when possible and field all inquiries from the homeowners. Your assistant should keep track of all outgoing letters, timeframes and homeowner info.

Steps to Niche Farming

Courtesy of Coach Lori Adams

Primary objective is to set Seller Strategy sessions and eventually become the Agent of Choice.

1. Identify-Down size, Right size or Single story, Need/want to move in 1-3 years.
2. Reach out to Data Provider (Title Company, Remine or any Data Co) to obtain contact info on homeowners (potential sellers) who have lived in the home 10+ years AND have 2,000 sq ft or more, OR a two-story home. These are your target. Most likely they are 55 or close to it and need to downsize, right size, or move to be near family.
3. Create a plan to keep in touch at least 2x's per month: call, text, email, and snail mail with valuable relevant information.

Topics of Concern for this segment of the market:

- Organizing & decluttering
- Renovation projects that make sense prior to a sale
- Buying/Selling without moving twice
- Tax consequences of a sale
- Resources for prep or repair of the home
- Safely listing & showing during COVID
- Estate sales & junk haulers
- 55+ communities in your area and what they offer
- Out of area agent referral info

Absentee Owners Outreach Process

Courtesy of Coach Mitzi Zeri

1. Ask title company for a list or pull from county records. Look at the mailing address vs. the property address. That will usually identify an absentee owner unless the mailing address is a PO Box.
2. Send a letter to the owner advising them of the change in the market. This is a great time to sell. Include a sample CMA showing the market increase in the last 2 years. Hand address the envelope. There is a much higher open rate on hand addressed mail over labels. Check all sources for contact information. Sometimes you can find a phone number.
3. Suggest doing a 1031 exchange so they can avoid capital gains. Establish a relationship with a Realtor who does beach property etc., so you aren't trying to find another property in the same market with lack of inventory and get a referral fee.
4. The tenant might actually purchase the house = 2 transactions! Win Win!
5. Another investor might buy the property.
6. Be sure to add the owner to your database even if they say they aren't ready. They will be someday. Keep in touch and nurture that contact.

Niche Farm Example For California Agents

Courtesy of Coach Lori Adams

What to know about Prop 19?

These important changes to Real Estate Law could significantly affect you and your family. Make sure you are aware of what the changes mean to you!

Proposition 19 makes changes to the following:

1. Tax basis portability
2. Intergenerational transfers to children or grandchildren

Tax basis portability

It allows a 55+ homeowner, severely disabled or whose home was damaged by wildfire/natural disaster to transfer tax basis of their primary residence to

- a) a replacement primary residence anywhere in CA,
- b) regardless of value of the replacement (w/ adjustments if replacement has greater value)
- c) within 2 years of the sale and
- d) up to 3 times

The tax basis portability portion of Prop 19 takes effect April 1, 2021.

Intergenerational transfers to children or grandchildren

Prop 19 limits the exemption to only properties where the primary residence is used as a family home by the child or grandchild transferee. The taxable value will remain the same, subject to upward adjustments if the property value, at the time of transfer, is more than \$1M over the original tax basis.

If the property is more than \$1M over the original tax basis, the new taxable basis will be the assessed value of the property at time of transfer minus \$1M.

The intergenerational transfer portion of Prop 19 takes effect February 16, 2021

*It's always wise to seek advice from a qualified CA real estate attorney or tax advisor.

*Please reach out to me as I have a great local CPAs and real Estate Attorneys that I can refer to you should you need to see how these changes may affect you and your family.

Source: California Association of Realtors