



How I listed 14 expireds in 30 days

*The MUST know secrets to
getting expired listings*

By Wayne Turner



TURNER
REAL ESTATE GROUP



985.626.1313
WAYNETURNER.COM



Where Do I Begin?

1. Pull Expired Listings 12 Months Back
2. Scrub List for Actives & Solds (MLS or RedX)
3. Mail Every 14 Days for 4 Months! (Write out your plan with dates)
4. Import Names & Addresses to Vulcan7 for Small Additional Fee
5. Now Call These People After the 1st Mailing. Why Selling? If You're Interested I Could Show You...

Don't Think Just Do It...



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Script:

Mr. Seller,

My name is Wayne Turner. I'm a Real Estate Broker. I see that your home has been un-listed. Would you still consider selling it?

Yes – Great!

No – I understand – Why do you think it didn't sell?



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Script:

If you knew of a way that would sell your home in the next 60 days would that interest you?

No – Next!

Yes – Great! I'm excited to share with you how I can sell your home in 60 days. Can we meet today at 2:00, or would tomorrow at 4:00 be better?



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Questions for Sellers

Who, What, When, Where, How, Why & Which...
Open Ended Questions

1. Where are you moving when you sell?
2. Why do you think your home didn't sell?
3. Were you pleased with the virtual tour & video?
4. How many times was the home shown?
5. How many offers?



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1st Mailer



Hello from Turner Real Estate Group,

I know it is extremely frustrating for you that your home has been on the market for a long time and has not sold. I'm sure you have been inundated with calls and tons of mail from Realtors telling you this and promising you that I personally dislike being hassled and pressured by sales people. I treat clients the way I like to be treated: **with respect and courtesy.**

My name is Wayne Turner, Broker, CRS. I have been successfully selling homes for more than 16 years, and sell over 100 homes each year. You need someone who specializes in homes that have been on the market and have not sold. I can show you exactly how I can guarantee to sell your home or I'll buy it. Yes... Buy it at a price that is acceptable to you.

My Sale Guarantee:

- *Sold in 120 Days or I'll Buy It!*
- *Cancel Your Listing Anytime With No Cost to You*
- *Full-Time Team of 12 Professionals for the Price of One*
- *Short Sale Specialist... I Stop Foreclosures*
- *Only 3 Month Listing Agreements*

Best of Success,

Wayne Turner, Broker, CRS
(985) 626-1313

PS: Always Make Sure Your Realtor is a CRS (Certified Residential Specialist). Watch Our FREE 3 Minute Video www.WayneTurner.com.

GUARANTEED
OR I'LL BUY IT! **SOLD**

111 N. Causeway Blvd., Suite 101 • Mandeville, LA 70448 • 985-626-1313
www.WayneTurner.com

This is not intended as a solicitation to homes currently listed for sale. Please pardon my pro-active marketing approach to selling homes.



Don't Do It Till You Watch the Video

Home sales are up 14.2% - It's not the market, it's the lack of **marketing** preventing homes from selling. Home owners should know that 249 homes are sold every month in St. Tammany. Improper promotions and marketing is the leading reason why 38% of homes placed on the market never sell. The agent a home owner chooses has everything to do with their home not selling.

Ask Yourself...

- Was there a virtual tour done on my home?
- Was I given the video explaining why homes don't sell?
- Did my house get placed on over 7,000 websites?
- Did I receive feedback from every showing?
- Was there a full HD (high definition) performed?
- Was I given the right to cancel anytime at no cost?

If you answered "No" to any one of these questions...it's time for a change. Selling your home does not have to be stressful nor should it take 6 months. I sell over 100 homes every year. The average agent sells just 6 a year. I'm not bragging, just excited to share my proven home selling system. Call us to schedule a free, no obligation 15 minute meeting at 985-626-1313.

Watch the free video & discover the difference www.WayneTurner.com or scan the QR tag with your phone's tag reader.



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www.WayneTurner.com

Please pardon my pro-active promotions. Not intended to solicit real property.

1st Mailer

GUARANTEED
OR I'LL BUY IT! CLICK HERE FOR DETAILS

SOLD

"126 Homes Sold in 2012"

#1 Real Estate Team in St. Tammany - 985.626.1313

23424 N. Rian Dr.	1/11/12	SOLD	10008 Nanterre Ct.	4/30/12	SOLD	2150 Tortoise Dr.	7/20/12	SOLD	15150 Dendinger Dr.	10/1/12	SOLD
1930 Destin St.	1/11/12	SOLD	69204 Taverny Ct.	4/30/12	SOLD	2150 Tortoise Dr.	7/20/12	SOLD	15150 Dendinger Dr.	10/1/12	SOLD
69122 Taverny Ct.	1/13/12	SOLD	28396 Loiret Ct	5/3/12	SOLD	70476 3rd St.	7/24/12	SOLD	19410 Sunshine Ave.	10/5/12	SOLD
3121 Lausat St.	1/17/12	SOLD	103 Dulac Pl.	5/3/12	SOLD	205 Ozone Park	7/26/12	SOLD	671 Plantation Blvd.	10/12/12	SOLD
408 Millstone Ct.	1/20/12	SOLD	5844 Highway 51	5/4/12	SOLD	205 Ozone Park	7/26/12	SOLD	36160 Charlene Dr.	10/19/12	SOLD
121 Woodberry Dr.	1/27/12	SOLD	76476 Hwy 1081	5/9/12	SOLD	16181 Indian Point	7/26/12	SOLD	704 Willow Oak Ln.	10/19/12	SOLD
200 Normandy Dr.	2/3/12	SOLD	10128 Nanterre Ct	5/11/12	SOLD	350 Emerald Forest	7/27/12	SOLD	423 Highwood Dr.	10/19/12	SOLD
1450 Albert St.	2/10/12	SOLD	710 Double J Rd.- 1 sale	5/16/12	SOLD	70267 1st St.	7/27/12	SOLD	56 Belle Vu Loop	10/26/12	SOLD
41564 Rue Chene	2/13/12	SOLD	710 Double J Rd.- 1 sale	5/16/12	SOLD	1137 Springwater Dr.	7/30/12	SOLD	19304 Kenzie Rd.	10/26/12	SOLD
10065 Nanterre Ct.	2/13/12	SOLD	275 Lakeshore Dr. A-1	5/24/12	SOLD	7218 Brookwood Dr.	7/30/12	SOLD	428 Greenfield Dr.	10/25/12	SOLD
10065 Nanterre Ct.	2/13/12	SOLD	46 Oak Park Dr.	5/25/12	SOLD	1326 Belair Blvd	7/30/12	SOLD	81090 Daisy Dr.	10/29/12	SOLD
23190 Pecan Grove	2/23/12	SOLD	70442 First St.	5/25/12	SOLD	1812 Chaucer	8/6/12	SOLD	312 W. 10th St.	10/30/12	SOLD
337 Debouchel Pl.	2/29/12	SOLD	70349 7th St.	5/29/12	SOLD	407 Aloha Ct.	8/10/12	SOLD	201 Trenton Pl.	10/31/12	SOLD
2128 Winghaven	3/2/12	SOLD	70349 7th St.	5/29/12	SOLD	81063 OK Ln.	8/14/12	SOLD	2360 Soult St.	11/1/12	SOLD
329 Debouchel Pl.	3/5/12	SOLD	809 Freedom Ln.	5/29/12	SOLD	106 Parkview Blvd.	8/16/12	SOLD	2360 Soult St.	11/1/12	SOLD
72401 Magnolia Dr.	3/8/12	SOLD	160 Cindy Lou Pl.	5/31/12	SOLD	72161 Formosa Dr	8/21/12	SOLD	Ramon St.	11/2/12	SOLD
40 Belle Vue Loop	3/9/12	SOLD	318 Foxcroft Dr.	6/4/12	SOLD	72161 Formosa Dr	8/21/12	SOLD	1637 Franklin St.	11/6/12	SOLD
344 Brewster Rd.	3/16/12	SOLD	200 Tumblebrook St.	6/6/12	SOLD	2100 Tortoise Dr.	8/22/12	SOLD	126 Cedarwood Dr.	11/6/12	SOLD
664 Cambronne St.	3/22/12	SOLD	61263 Fish Hatchery Rd.	6/6/12	SOLD	261 Carr Dr. Lot 89	8/23/12	SOLD	509 J.P. Ct	11/6/12	SOLD
22290 Savannah Ln.	3/22/12	SOLD	61047 N. 15th St.	6/7/12	SOLD	707 Mirabella Ln.	8/24/12	SOLD	70331 C St.	11/7/12	SOLD
2972 Palm Dr.	3/23/12	SOLD	61047 N. 15th St.	6/7/12	SOLD	188 Golden Meadow Dr.	9/4/12	SOLD	104 Asphodel Pl.	11/8/12	SOLD
612 Woodridge Blvd.	3/26/12	SOLD	300 Swift Fox Run	6/11/12	SOLD	106 Parkview Blvd.	8/16/12	SOLD	2130 Dupard St.	11/9/12	SOLD
2 Shady Oaks	3/30/12	SOLD	693 Solomon Dr.	6/12/12	SOLD	72161 Formosa Dr	8/21/12	SOLD	633 Bon Temps Roule	11/13/12	SOLD
220 Santos St.	4/10/11	SOLD	344 Brewster Rd.	6/20/12	SOLD	72161 Formosa Dr	8/21/12	SOLD	633 Bon Temps Roule	11/13/12	SOLD
Highway 1084	4/11/12	SOLD	2805 Debouchel Blvd.	6/20/12	SOLD	2100 Tortoise Dr.	8/22/12	SOLD	119 Post Oak	11/16/12	SOLD
101 St. George Cr.	4/11/12	SOLD	2805 Debouchel Blvd.	6/29/12	SOLD	261 Carr Dr. Lot 89	8/23/12	SOLD	1433 Penrose St.	11/21/12	SOLD
3015 College St.	4/12/12	SOLD	31217 Lydia St.	6/22/12	SOLD	707 Mirabella Ln.	8/24/12	SOLD	3838 Pontchartrain Dr.	11/16/12	SOLD
70349 6th St.	4/11/12	SOLD	18 Forstall Ave	6/28/12	SOLD	188 Golden Meadow Dr.	9/4/12	SOLD	63055 Fish Hatchery	11/27/12	SOLD
1431 Marina Dr.	4/20/12	SOLD	144 Richmond St.	6/29/12	SOLD	2320 Destin St.	9/5/12	SOLD	503 Beau Chene Dr.	11/30/12	SOLD
125 Magnolia Dr.	4/20/12	SOLD	70275 7th St.	6/29/12	SOLD	216 Trenton Dr.	9/5/12	SOLD	1714 Third St.	11/30/12	SOLD
23190 Pecan Grove	4/20/12	SOLD	73530 Chapman Dr.	6/29/12	SOLD	221 Surgi Dr.	9/7/12	SOLD	46 Hollycrest Dr.	11/30/12	SOLD
62815 Fish Hatchery	4/20/12	SOLD	930 Forest Loop	7/6/12	SOLD	28270 Loiret Ct.	9/14/12	SOLD	220 Santos St.	12/12/12	SOLD
2426 General Taylor	4/20/12	SOLD	120 W. Beach Pkwy	6/21/12	SOLD	133 Coquille Dr.	9/21/12	SOLD	1543 Chancer Ln.	12/13/12	SOLD
2075 Lakeshore Dr.	4/23/12	SOLD	62485 Judy St.	7/17/12	SOLD	15315 Charlene Dr.	9/26/12	SOLD	108 Blackburn Pl.	12/14/12	SOLD
4242 Ames Blvd.	4/24/12	SOLD	10041 Nanterre Ct.	7/18/12	SOLD	13357 Curran Rd.	9/28/12	SOLD	404 Dummyline Rd.	12/14/12	SOLD
529 Bentwood Dr.	4/27/12	SOLD	67315 Armel Rd.	7/18/12	SOLD	168 Hickory St.	10/1/12	SOLD	40016 Sugarberry St.	12/20/12	SOLD
117 Trenton Dr.	4/27/12	SOLD	28581 Venette Ct.	7/20/12	SOLD	168 Hickory St.	10/1/12	SOLD	104 Pine Oaks Dr.	12/20/12	SOLD



VULCAN 7

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Real Estate leads like FSBO and Expired Leads are changing, and so is the way we contact them.

Would you like to increase the amount of homes you list while decreasing your workload and overhead? Let us help with higher quality leads and innovative ways to contact homeowners that you have never had before. Our products are unique and so successful that we partner only with the right people.

Again, our products are exclusive to a limited number of customers per area. Please click the link below to apply or click the Contact Us tab.

APPLY TODAY!

VULCAN 7
Contact Manager

Tell them Wayne Turner sent you!



Contact Manager



FSBO Leads



Expired Leads



Contact Us

Recent Comments

“ Kai Data Systems has helped me double my listing appointments every month.

-Jim Miller

What's New

Stay up to date with new products, services and updates.

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Categories [[Edit Categories](#)]

- New Contacts**
- My Sellers
- My Buyers
- FSBO - email only
- Expired - no phone
- Expired Listings
- Sphere of Influence
- Commercial
- Call #1
- Call #2
- Call #3
- Call #4
- Practice Calls
- Listing Prospect
- Leads
- FSBO
- Hot Prospects
- Relisted

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New Contacts
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<input type="checkbox"/>	First Name Last Name / Email	Local Time	Date Added	Tag	Contact Category	Last Call	Notes
<input type="checkbox"/>	Robert Klees (new) (504) 279-1130,(225) 294-0698	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Summer Jones (new) (985) 373-2984,(985) 893-8952	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Cynthia Marceaux (new) (985) 370-4600,(985) 386-8241	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Possible Owner (new) (985) 778-0244,(985) 641-8754	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Terry Burlison (new) (985) 386-0811	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Michael Natal (new) (985) 781-4344,(985) 847-0115	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Stanley Patyrak (new) (281) 261-3260,(281) 438-5350	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Tyler Villneuve (new) (985) 643-4045	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	Gena Quest (new) (504) 208-7592,(504) 289-9444	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	
<input type="checkbox"/>	W Gaylejacent (new) (504) 891-8108	10:02 AM	Mar 5, 2013	Expired	Expired Listings	No contact yet	

Yes...
You get their
cell phone
numbers!



Register Page:

When We Are Curious We Click

Example: 7 Things Realtors Never
Want You to Know When Selling

www.SeeingItSold.com



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Show them what to expect, and why it didn't sell.

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Discover Why 38% Never Sell. . .



"Avoid Today's Most Common Mistakes When Selling a Home"

- Cancel Your Listing Anytime and Pay Nothing. - 30 Day Listing Agreements! - Sell it Yourself While Listed and Pay Nothing.

First Name Last Name Email Address Phone

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Pricing Your Home To Sell

Avoid the dangerous pricing mistakes that decrease your home's sale price. Learn the key market principles for establishing your asking price including: What determines value, How the market responds to your price, Answers to the most common pricing questions and How to benefit from this changing market.



Preparing Your Home to Sell

Your home will stand out of the pack when applying these enhancement methods. Learn the key principles of appealing to buyer emotion through: Major repairs, Maintenance, Cleaning out, Cleaning up and Five Sense Appeal. You'll have an organized plan to enhance the value of your home.



Expired Listing

It will show you how to recover market advantage after your listing has expired. You will learn to evaluate the three most common reasons why listings don't sell then establish a plan to increase your home's marketability.



How much is *your* home worth?

Request a no-hassle market assessment!

Special Reports

Save Time & Money on Your Next Transaction

Download Your Reports Today!

- > Buyer Reports
- > Seller Reports

My Blog

- Local Real Estate Community Participates in " ...
- Just Reduced - 118 Marlin Dr. ...
 - Just Listed - 308 Autumn Creek Dr. ...
 - Just Listed - 202 Tallwood Dr. ...
 - Just Listed - 18420 Hosmer Mill Rd. ...



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REAL MARKET REPORTS
COMPARATIVE REAL ESTATE MARKET ANALYSIS TOOLS

Real Market Reports

Sent Weekly with Your Logo

This is my Brother-in-Law's company. It's done from a Realtor's background.

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Home Properties My Listings Buying Selling Communities Home Prices About Blog Videos Press Foreclosures Owner Financed Short Sale

Turner Real Estate Group Market Reports

We update the local real estate market reports weekly to keep you informed of your property values.

***To enlarge the image and view the full report, click on the thumbnail below.

How much is your home worth?
Request a no-hassle market assessment!

Special Reports
Save Time & Money on Your Next Transaction!
Download Your Reports Today!
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My Blog

Local Real Estate Community
Participates in " ...

Just Reduced - 118 Marlin Dr. ...

Just Listed - 308 Autumn Creek Dr. ...

Just Listed - 202 Tallwood Dr. ...

Just Listed - 18420 Hosmer Mill Rd. ...

CONTACT INFORMATION

Every Person
I Speak With
Goes on the
Market
Snapshot.

The screenshot shows the Turner Real Estate Group website. At the top, there is a navigation bar with social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below this is a hero section with a photo of a man in a suit, the company logo, and the text "TURNER REAL ESTATE GROUP" and "985-626-1313". A secondary logo for "Wayne Turner" is also present. A horizontal menu contains links for Home, Properties, My Listings, Buying, Selling, Communities, Home Prices, About, Blog, Videos, Press, Foreclosures, Owner Financed, and Short Sale.

The main content area features a "Market Snapshot" section titled "Your Homes Value! Get This Week's Local Market Conditions:". It includes a Q&A section with questions on torn paper strips: "HOW DO ACTUAL SELLING PRICES COMPARE TO LISTING PRICES IN MY AREA?", "HOW ARE HOMES WITHIN A 5 MILE RADIUS SELLING?", "UNSOLD HOMES IN MY AREA?", and "WHERE CAN I GET ANSWERS TO ANY PRESSING QUESTIONS I MAY HAVE?". To the right of these questions is an "A: Real-time Market Snapshot" section with a "View Sample Analysis" link and a form with fields for First Name, Last Name, Email, Phone, and a dropdown menu for "I am", followed by a "Next >" button.

On the right side of the page, there are three promotional boxes: "How much is your home worth?" with a house icon and a "Request a no-hassle market assessment!" link; "Special Reports" with a "Download Your Reports Today!" link and sub-links for "Buyer Reports" and "Seller Reports"; and "My Blog" with a feed icon and a list of recent posts including "Local Real Estate Community Participates in ..." and "Just Reduced - 118 Marlin Dr. ...".



Send 4 to 5 Postcards Mixed in with the Letters

Is Your Home Worth More TODAY?



1757 Orleans Dr.



421 Steeple Place



26318 Morning Dove



121 Shaunell Dr.



306 Citation Dr.



219 Nottoway Dr., Mandeville
Beau Chene Subdivision

Pristine Home in Convenient Location... Beautifully renovated with wood floors, high ceilings and crown molding. Kitchen features stainless steel appliances, granite counter tops and updated custom cabinets. The floor plan offers four bedrooms on the first floor and a media/game room on second floor. Perfectly landscaped grounds with in-ground salt water swimming pool and fully fenced backyard.

"...What a pleasure it has been working with your entire staff. They have always been so courteous and professional, and have been totally on the ball. You have a first class staff and I have recommended your firm numerous times already. Thank you for one of the most pleasurable experiences we have ever had. You are a man of your word... selling our house in 30 days was awesome!"

Keith & Sue LeBlanc



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Rules to Live By When Calling Expireds

1. Never end your phone call with a negative caller. The phone will be 10X harder to pick up the next day.
2. Resist the temptation to do the small things first. Do your most \$\$\$ productive task first.
3. Negotiate contracts, list homes, go to closings, prospect for business – Delegate everything else.
4. Treat every call as a positive learning experiment rather than a negative experience.
5. Never get attached to the outcome... It's not personal.





Know Your Numbers:

125 Calls to a Sale

45 Expired Calls to a Sale

Date: _____

125 Calls Equal a Sale!
45 Expired Calls to a Sale.

Today's Dollar Productive Activities

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40

/ = Lf Msg.
X = Contact

Thank You Notes Mailed:

1. _____
2. _____
3. _____
4. _____
5. _____

Five Most Important Things to do Today:

1. _____
2. _____
3. _____
4. _____
5. _____

Best 3 Listings to Sell Fast:

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____

Four Most \$\$ Productive Things I Will Do Tomorrow:

1. _____
2. _____
3. _____
4. _____



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Q & A



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