

# Student Learning Guidebook

## LAND VOICE *Learning Series*

**"THE Secret FORMULA for MASTERING the EXPIRED Listing PROCESS" ...where you'll learn a time proven step-by-step process for taking all the Expired Listings you want in any market condition.**

### **TODAY YOU ARE GOING TO LEARN:**

1. A GUARANTEED APPROACH to get you IN THEIR DOOR without PRESSURE
2. WHY using PRICE as the REASON the home DID NOT SELL doesn't WORK
3. HOW to CAPTURE their ATTENTION without Sounding like OTHER AGENTS
4. A SECRET WEAPON that'll get THEM to CALL you before ANYONE ELSE

**Scot Kenkel** is the Founder and President of *Success Learning Institute, LLC* – a leading education provider helping Real Estate Professionals achieve their own level of **SUCCESS** through properly delivered and highly effective **LEARNING**. Scot's unique style of training has been described as high-energy, fast-paced, down-to-earth, easy-to-follow, informative, cutting edge, entertaining, inspiring, humorous and refreshingly educational. Scot's wide range of current topics are mostly focused on achieving Business Growth without suffering from Stress or Anxiety.



**Scot Kenkel, CRS GRI DAD**

**Speaking --- Training --- Mentoring**

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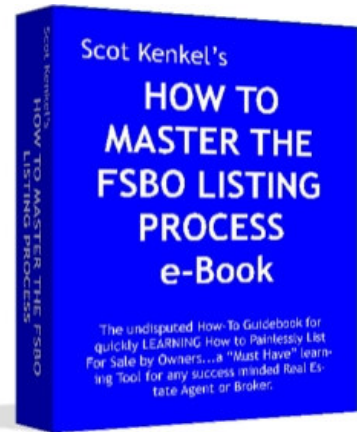
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HOW to MASTER the FSBO LISTING  
PROCESS e-Book by Scot Kenkel

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Why Should you be Working with Expired Listings?

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Why DON'T the Other Agents Work the Expireds?

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## Expired Listing Success Toolkit TESTIMONIAL



### FULL TIME FIREFIGHTER TAKES SIX LISTINGS IN NINE DAYS !!

*"Since putting your Expired Success Toolkit in place I've been taking listings like crazy (I've taken Six in the last nine days) when I'm not busy putting out fires. It's kind of fun to watch how that Marketability Scorecard gets sellers to take their focus off of me and put it on the score they need in order to make sure their home sells in 30 days or less (just like you said it would). It's absolutely the most fantastic tool in the world. I've also been promoting the 'Special Audio Report - How to Get Your Home Sold in 30 Days or Less' and can't believe the reaction (again just like you said it would be). I think the information on it is so valuable I might just start charging money for it. Thanks Scot and please keep doing what you're doing..."*

Steve Titcombe, Realtor  
Full Time Firefighter  
Sterling Heights, Michigan

[www.ExpiredListingToolkit.com](http://www.ExpiredListingToolkit.com)

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# CALCULATING THE RETURN ON TIME INVESTED

Average Value of Home: \$ \_\_\_\_\_ (\$200K)

% To You Listing Side Only: \_\_\_\_\_ % (3%)

\$\$ To You When Closed: \$ \_\_\_\_\_ (\$6K)

\$\$ To You After Broker Split \$ \_\_\_\_\_ (\$3K)

# or Hours to GET ONE LISTING: \_\_\_\_\_ (10)

Average Hourly Income: \$ \_\_\_\_\_ (\$300)

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## **THE EXPIRED LISTING SUCCESS PROCESS**

**Step One: Find Them**

**Step Two: Talk to Them**

**Step Three: Meet with Them**

**Step Four: Get them to HIRE YOU!!**

**HOW LONG WILL IT TAKE YOU TO LEARN THIS?**

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## **STEP ONE: FINDING THE LIST OF EXPIREDS**

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## **STEP TWO: TALKING TO THEM**

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### **Three Ways to Talk to THEM:**

**A:** \_\_\_\_\_

**B:** \_\_\_\_\_

**C:** \_\_\_\_\_

### **CALCULATING THE COST PER APPOINTMENT**

**A:** \_\_\_\_\_

**B:** \_\_\_\_\_

**C:** \_\_\_\_\_

# WHAT IF THEY'RE NOT HOME?

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*Mike and JoAnn,  
I stopped by your house  
today to talk with you  
about a very important  
matter that needs your  
immediate attention. Please  
call me at 865-457-7334  
ASAP!! Thanks,  
Scott Kenkel*

THE ABSOLUTE BEST APPROACH FOR MOST AGENTS – AND THE ONE I TEACH TO MY LISTING BOOTCAMP STUDENTS IS THE “I’M CURIOUS” APPROACH....IT’S DISARMING, IT’S EFFECTIVE, AND IT’S EASY TO LEARN...

# WHAT TO SAY WHEN YOU DO TALK TO THEM:

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## COMPARE WHAT YOU KNOW:

1. \_\_\_\_\_

2. \_\_\_\_\_

## TO WHAT YOU DON'T KNOW:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**THE EXPIRED LISTING SUCCESS PROCESS**

**Step One: Find Them**

**Step Two: Talk to Them**

**Step Three: Meet with Them**

**Step Four: Get them to HIRE YOU!!**

**GETTING THEM TO TALK SOME MORE...**

**A. What did your agent do to expose to market?**

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**B. What did you wish your agent did?**

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**C. How did you SELECT your LAST agent?**

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**D. How are you going to SELECT your next agent?**

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**STEP THREE: GET THEM TO MEET WITH YOU...**  
(aka – OFFER THEM SOMETHING THEY WANT!!)

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**Sample Dialogue:**

**AGENT:** “So....how did your home do when your agent completed the MARKETABILITY SCORE CARD?”

**HOMEOWNER:** “Uhhhh, what’s a Marketability Score Card?”

**AGENT:** It’s a TOOL we use here at ABC REALTY to MAKE SURE OUR LISTINGS SELL!!” – So they DIDN’T DO ONE FOR YOU?

**HOMEOWNER:** “Well, not that we know of...”

**AGENT:** “Sounds to me like that might just be the problem...let’s do this, I don’t mind...Let’s get together and I’ll \_\_\_\_\_”

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# STEP FOUR: GET THEM TO HIRE YOU

Dealing with “HOW MUCH DO YOU CHARGE?”

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**BROKER COST COMPARISON WORKSHEET**

Company Name	Listing FEE%	+	Avg % Markdown	=	Total Cost %
Nat'l Broker A	6%	+	(95.7) 4.3%	=	10.3%
Nat'l Broker B	6%	+	(95.2) 4.8%	=	10.8%
Discount Broker	3%	+	(91.6) 8.4%	=	11.4%
Mom & Pop Realty	4.5%	+	(93.4) 6.6%	=	11.1%
Local Brokerage	5%	+	(94.8) 5.2%	=	10.2%
S Collective	5%	+	(94.6) 5.4%	=	10.4%
		+		=	
		+		=	
		+		=	
MY COMPANY	7%	+	(98.6) 1.4%	=	8.4%

The **LOWEST FEE CHARGED** to sell your home doesn't really **COST** the **LEAST!!**

What do Sellers Really CARE MOST About?

- How Much **YOU** End Up With?
- How Much **THEY** End Up With?



BROKER NAME	BROKER FEE %	SALE TO LIST %	SELLER KEEPS %
<b>A</b>	<b>6%</b>	<b>97%</b>	<b>91%</b>
<b>B</b>	<b>6%</b>	<b>95%</b>	<b>89%</b>
<b>C</b>	<b>3%</b>	<b>91%</b>	<b>88%</b>
<b>YOU</b>	<b>7%</b>	<b>98.5%</b>	<b>91.5%</b>

WHO WOULD YOU PICK?





# EXPIRED LISTING Success Toolkit

All The TOOLS You Need to Master the Expired Listing Process

## Here's a Complete List of what's INCLUDED in the Expired Listing Toolkit:

A Customizable Version of the Marketability Score Card



An Unlimited Reproduction License of the 'Special Audio Report' -

BROKER COST COMPARISON WORKSHEET				
Company Name	Listing FEE%	+	Avg % Markdown	= Total Cost %
Real Broker A	6%	+	(95.7) 4.3%	= 10.3%
Real Broker B	6%	+	(95.2) 4.8%	= 10.8%
Discount Broker	3%	+	(91.6) 8.4%	= 11.4%
Mom & Pop Realty	4.5%	+	(93.4) 6.6%	= 11.1%
Local Brokerage	5%	+	(94.8) 5.2%	= 10.2%
M.S. Collective	5%	+	(94.6) 5.4%	= 10.4%
		+		=
		+		=
MY COMPANY	7%	+	(98.6) 1.4%	= 8.4%

The LOWEST FEE CHARGED to sell your home doesn't really COST the LEAST!!

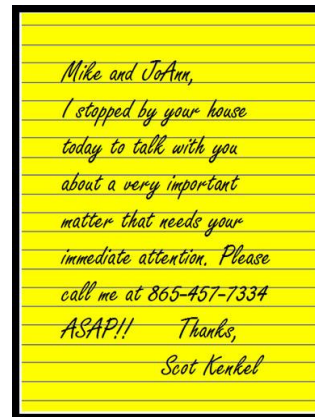
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### The BROKER COST COMPARISON

### PLUS YOU'LL RECEIVE:

- A Complete Set of Tracks, Scripts-n-Dialogue and Cheat Sheets
- An Audio Learning Library of the Entire Mastery Process
- The Complete Collection of Word-for-Word Transcripts
- Instructions for Customizing your Marketability Score Card
- Secret Sources and Tools for Duplicating the Special Audio Report

You'll also get the Label Template, instructions for duplicating the CDs, and our secret sources for purchasing supplies inexpensively --- everything you need to duplicate your own.



### The "Yellow Pad" Leave Behind

**LANDVOICE SUBSCRIBERS SAVE 50%**