

HOW TO **WIN** IN A LOW INVENTORY MARKET

SELL IT LIKE
SERHANT

SYLLABUS | **PART ONE**

CHANGE HOW YOU WORK RIGHT NOW

CH.	VIDEO	DESCRIPTION	WORKSHEET
1	SO, HOW DID WE GET HERE?	The market is CRAZY. And I know what it seems like...Everyone wants to buy a house! AWESOME! But, there aren't enough homes, it's the world's best seller's market, ever. So, how did we get here?	
2	YOU ARE A MARKET MAKER	To create your own market, start with what you already know.	
3	YOU HAVE CONTROL	You need to separate factors you CAN control from those you CAN'T. Don't waste valuable time and energy focusing on things that won't move the needle for you in this market.	
4	60-SECOND EXERCISE: FACTORS YOU CAN AND CAN'T CONTROL	Spend 60 seconds making your can-control cheat sheet. AND READ THE LIST!	
5	ACTION PLAN: BUILDING AGENT RELATIONSHIPS	Agent relationships are as important as client relationships. Follow these steps to build the agent relationships that will help you get insider inventory information before anyone else.	Agent Relationship Action Plan
6	BUILDING AGENT RELATIONSHIPS: THE ISO EMAIL	Master the art of the strong ISO email to find great properties for your buyers (that you otherwise can't seem to find).	
7	LIVE DEMO RYAN CALLS ANOTHER AGENT	Connection is key. Watch how Ryan calls another agent for an unrelated congratulations and then pivots the conversation to solicit a hard-to-find property for a buyer.	
8	CHANGE HOW YOU WORK RIGHT NOW: IF YOU ONLY REMEMBER ONE THING	If generating leads is your 1A priority, generating strong agent relationships is your 1B priority in this market. If you only remember one thing, make it this.	One Thing

WORKING WITH BUYERS IN A LOW INVENTORY MARKET

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9	WELCOME TO PART TWO!	I'm going to show you how to get your buyer prepared for the wild game that is buying in a low inventory market.	
10	THE FOUR STAGES OF BUYING IN A LOW INVENTORY MARKET	Welcome to the Superbowl of real estate! The stakes are high, but if you bring your A-game, you'll score the touchdown on the journey from search to close.	
11	STAGE ONE: KICKOFF - PREPPING YOUR CLIENT	Setting expectations is crucial. Winning in this market means being prepared to move quickly and assuring your client you've got their back throughout the process.	Low Inventory Market Buyer Checklist
12	LIVE DEMO STAGE ONE: KICKOFF - PREP MEETING WITH YOUR CLIENT	Watch while I guide my qualified buyer through a discussion about wants, needs, price points, and inventory expectations.	
13	STAGE ONE: KICKOFF - PREPARING YOUR CLIENT'S FINANCES	It's crucial to have your client's finances in order before making an offer. Learn how to get your client to move FAST when it comes to the paperwork and what to do if your client's financial picture changes during the home buying process.	Buyer Financing Checklist
14	LIVE DEMO STAGE ONE: KICKOFF - WORKING WITH YOUR PREFERRED LENDER	Watch as Ryan work with his Chase Home Lending Advisor to prepare his buyer for the long road ahead. The key is revealing full, clear, and transparent income, assets, and debt.	
15	STAGE TWO: THE RED ZONE - CONSTRUCTING A STRONG OFFER	The elements of a strong offer include price, timeline, and contingencies. Here's how to get creative with presenting the no-brainer offer the seller will be eager to accept.	Creative Offer Blueprint
16	STAGE TWO: THE RED ZONE - BIDDING WARS	If you know how bidding wars really start, you can stop them in their tracks and come out with a signed contract for YOUR buyer.	
17	LIVE DEMO STAGE TWO: THE RED ZONE - BIDDING WARS	Watch Ryan go back and forth (calmly) between his client and the seller's agent to win a bidding war. Take the exact strategies he uses and apply them to your active deals TODAY.	
18	STAGE THREE: TOUCHDOWN - OVERCOMING POST-CONTRACT CHALLENGES	You haven't really crossed the goal line until you leave the closing table. How to conquer common post-contract challenges such as unfavorable appraisals, home inspection issues, and other offers that come in during the contract process (or even after you have a signed contract!)	Anticipating Post-Contract Challenges
19	LIVE DEMO STAGE THREE: TOUCHDOWN - SOLVING A POST-CONTRACT PROBLEM	Ryan's Hamptons buyer is ready to pull out of a massive deal after the home inspection report discovered the entire septic system needs to be replaced! Watch Ryan walk the buyer back from the edge and negotiate with the seller's agent for closing credit.	
20	STAGE FOUR: TURNOVER ON DOWNS - DON'T SET YOUR FUTURE ON FIRE	A deal isn't always going to go your way – here's how to recover and get your upset buyers back in the game.	
21	LIVE DEMO STAGE FOUR: TURNOVER ON DOWNS, GETTING YOUR CLIENT BACK ON THE FIELD	Ryan delivers a delicious good news sandwich to a frustrated couple who just lost out on their second home.	
22	FOUR STAGES OF BUYING IN A LOW INVENTORY MARKET: IF YOU ONLY REMEMBER ONE THING	Set your expectations with your buyer! Preparation, preparation, preparation!	One Thing

WORKING WITH SELLERS IN A LOW INVENTORY MARKET

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23	WELCOME TO PART THREE!	There are three specific objections to overcome when working to land listings in this market: (1) Why now? (2) But I have nowhere to go... (3) Why you? We'll cover all three in the final part of the course (and even more!).	
24	ADOPTING A SELLER'S MINDSET	To come out ahead in a low-inventory market, practice empathy (and make sure you have a brand that speaks for itself before you even walk into the pitch meeting). Learn what sellers are looking for in YOU and why it's especially important in THIS market.	Evaluate Your Brand
25	CONVINCING YOUR SELLER TO SELL: WHY NOW?	Many would-be sellers don't even want to be bothered. Before you can even land a listing, you need to explain the once-in-a-lifetime opportunity in front of them. Here's how to approach the conversation without sounding "salesy."	
26	CONVINCING THE SELLER TO SELL: OVERCOMING THE "I HAVE NOWHERE TO GO" OBJECTION	Sellers have all the power, but any seller quickly becomes a buyer. The secret is explaining their freedom of options. Learn how to position your seller's options to make the options their idea rather than yours. PLUS, learn about Ryan's Custom Home Plan (and get access to his sample marketing materials to make it your own).	Your Custom Home Plan
27	CONVINCING THE SELLER TO SELL: WHY YOU?	After you've gotten your soon-to-be-sellers excited about their opportunity and comfortable they have options, their next move is to turn to you and say something like, "Homes are selling themselves. Why do I even need you." Here's how to handle that objection and leave your pitch meeting with a signed exclusive in hand.	Low Inventory Market Objection Playbook
28	LIVE DEMO CONVINCING THE SELLER TO SELL: RYAN'S PITCH MEETING	Ryan's camera crew follows him to a meeting on the Upper East Side where he knocks back objection after objection in an exploratory pitch meeting. As Ryan walks the seller through his pitch, take notes on what you can incorporate in your own market.	
29	LISTING STRATEGIES IN A SELLER'S MARKET: LISTING OFF-MARKET	Every seller has a price, and "coming soon" listings can be your best friend in this market, if your market allows for them. Learn how to get "coming soon" listings and, using all the techniques from earlier in the course, find buyers who can make an offer without the craze of the open market.	
30	LISTING STRATEGIES IN A SELLER'S MARKET: EVALUATING OFFERS AND NEGOTIATING CONTRACTS	When things are moving SO fast, being organized and methodical can help you get a deal closed. Here's the best way to keep the deals organized and how to present them to your seller to facilitate decision making without creating more noise in the process.	
31	LIVE DEMO RYAN WALKS A SELLER BACK FROM BEING GREEDY	We've all had greedy clients who want even MORE in this market. Watch Ryan handle this exact situation by reframing expectations to a position of gain rather than loss.	
32	WORKING WITH SELLERS IN A LOW INVENTORY MARKET: IF YOU ONLY REMEMBER ONE THING	You are working for the DEAL. You are in your client's corner, and you'll do whatever you can to close the deal.	One Thing
33	THE OPPORTUNITY IS NOW	When you look out the window you have a choice – you can see rain, or you can see the sunlight just beyond the clouds. In this market, there's so much sunlight peeking through. If you put this advice into action, you won't just survive in this market, you will THRIVE.	