

Simple Low Cost/No Cost Strategies To Grow Your Estate Agency

-

Perry Power

Get Immediate Listings...

Stick your Mums, Dads, Aunties, Nans (& Anyones else house you can) on the market (with boards)...

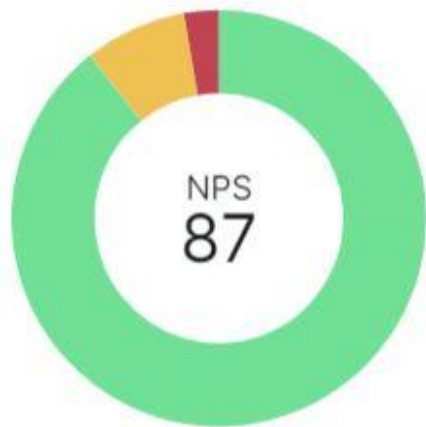
They'll generate a least 10 PTS, NOM enquiries

Make sure you take on 5 of those...

You're out the blocks...

Track How Good You Really Are vs How Good You Think You Are!

How likely is it that you will recommend Power Bespoke to a friend or colleague?



89.3% Promoters

100 respondents

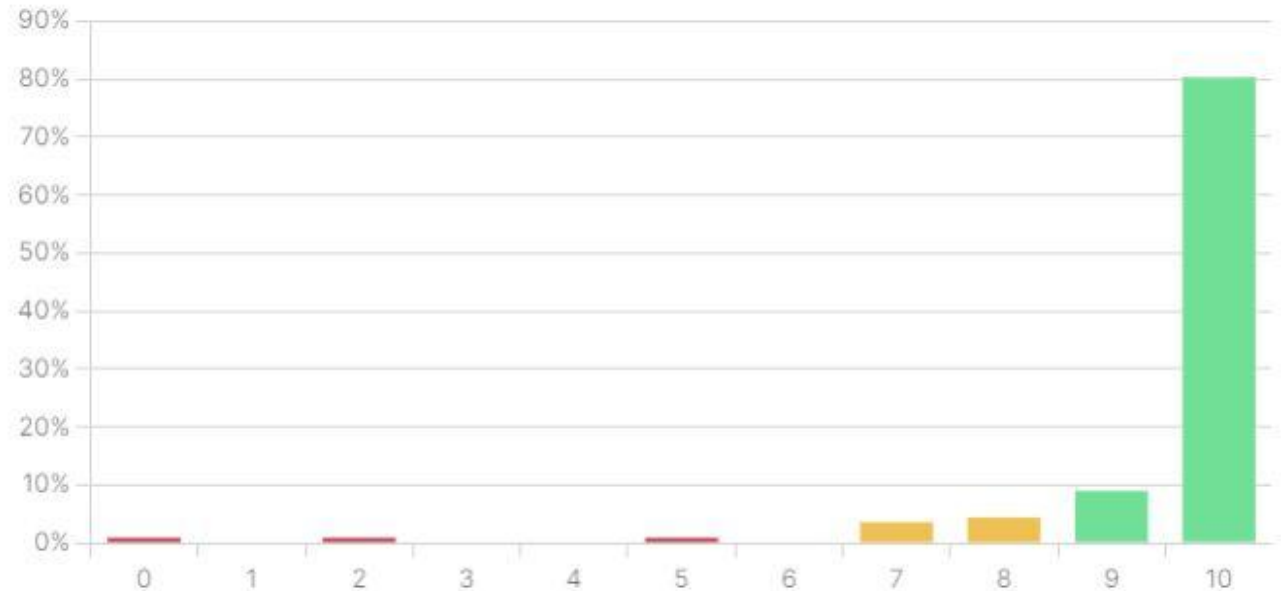
8% Passives

9 respondents

2.7% Detractors

3 respondents

112 in total



A 'Proactive', Automated, Double Ended 😊 Referral Programme

You've received a reply from +447904313462:

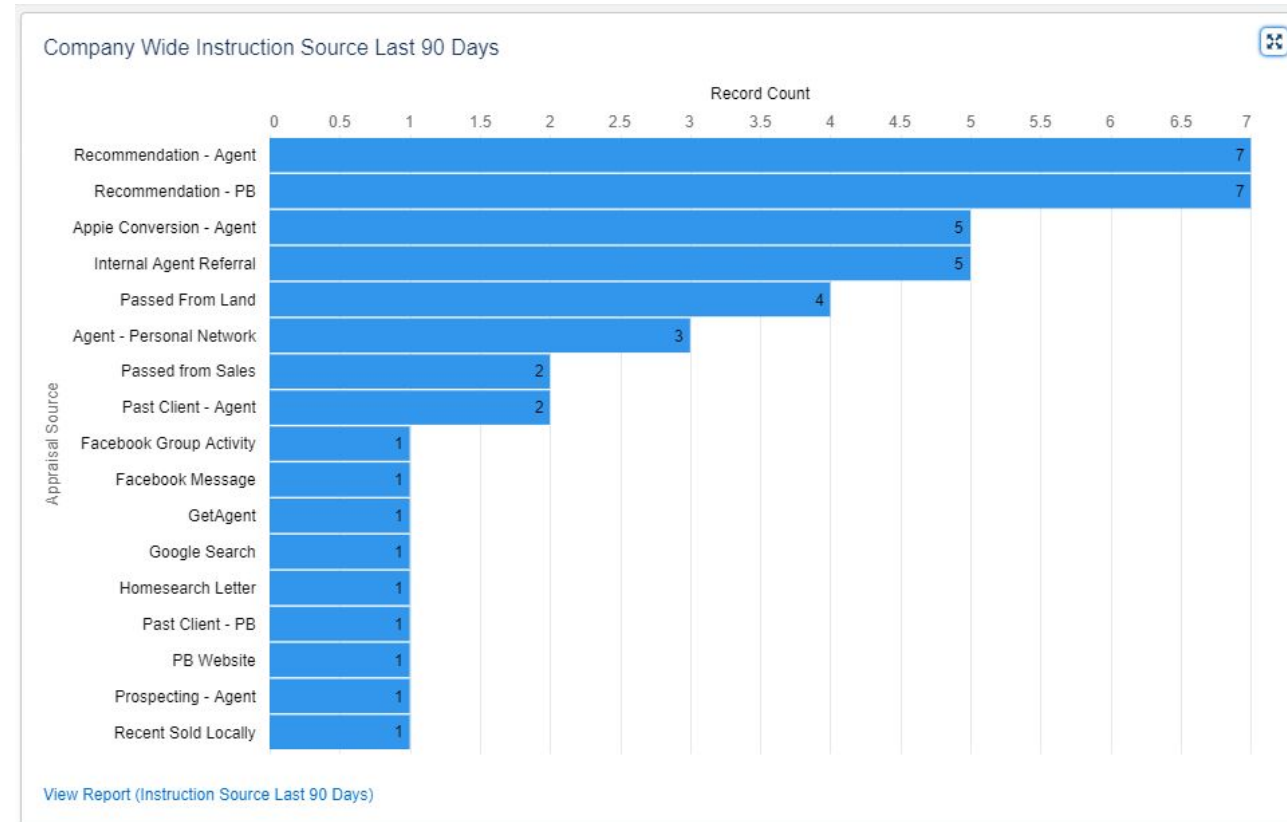
Hi Perry - honestly you guys are amazing Simon I can't tell you how amazing he is. He took the brunt of my ex's crap and I can't tell how much that meant to me and how much difference it made. He needs a bloody medal!

Will always recommend you guys! J said you were putting together a poster/flyers which I'm more than happy to put in my bar - we get so many people asking for recommendations! Just let me know. Thank you all [again.it](#) was a really hard situation and you guys and the solicitors made it so much easier thank you

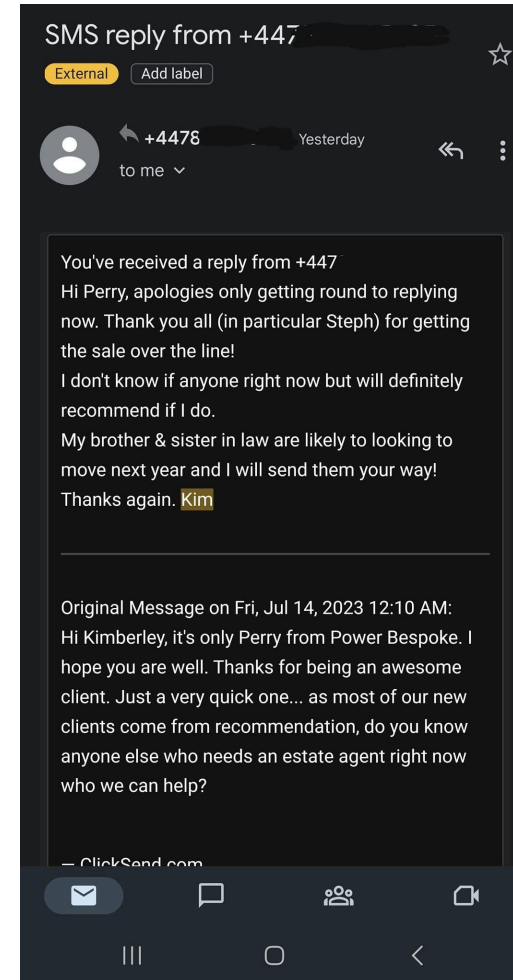
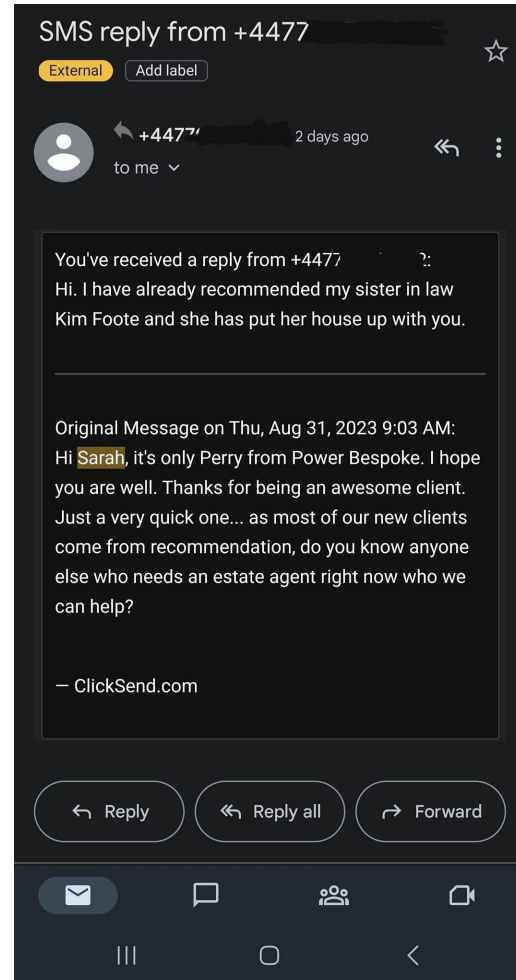
Original Message on Tue, Oct 10, 2023 12:07 AM:

Hi Louise, it's only Perry from Power Bespoke. I hope you are well. Thanks for being an awesome client. Just a very quick one... as most of our new clients come from recommendation, do you know anyone else who needs an estate agent right now who we can help?

— ClickSend.com



A 'Proactive', Automated, Double Ended 😊 Referral Programme



Knowing Your Numbers... (like seriously)

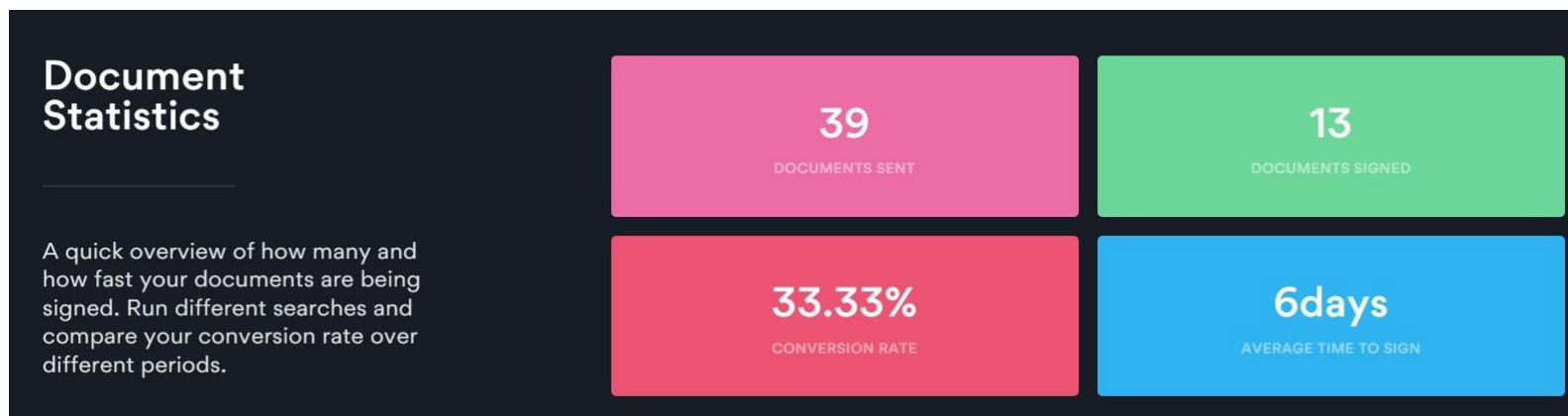
+4.39%

That's how much more our skilled agents have negotiated our clients from initial offer on their property to a sale being agreed, on average, this quarter...

(that equates to £363,000 extra negotiated for our clients)



Use The Right Tech...



Get Skilled in Negotiation, like REALLY good (and shout about it!)



Offer an Onward Negotiation Service

Sales overview > Invoices >
Invoice INV-3513

Paid ✔ Sent & viewed Mark as unsent

[Preview](#) [Email](#) [Print PDF](#) [📄](#) [Invoice Options](#) ▾

To Total
 Date 17,400.00
 Due Date
 Invoice # Reference Online Payments Invoice reminders
 INV-3513 Charlwood Place ■ Power Bespoke On

[Add address](#)

Amounts are Tax Exclusive

Item Code	Description	Quantity	Unit Price	Disc %	Account	Tax Rate	Amount GBP
	Sale of 14 Charlwood Place for £600,000 at 2% sales fee.	1.00	12,000.00		Private Sales - PP	20% (VAT on Income)	12,000.00
	Negotiating purchase price & advising on purchase of Aston House from £950,000 to £925,000 at 10% of saving fee	1.00	2,500.00		Power Negs - PP	20% (VAT on Income)	2,500.00

Subtotal 14,500.00
 Total VAT 20% 2,900.00
TOTAL 17,400.00
 Less Payment 17,400.00

AMOUNT DUE 0.00

**+20% addition
 to your fee...
 for FREE!**

Offer it & they will come...

Requester email: [REDACTED]

Description: n/a

Website address: <https://powerbespoke.co.uk/powerbespoke-buying-agent/>

Entry page: <https://powerbespoke.co.uk/powerbespoke-buying-agent/>

Operator Variables: name = Audrey, phone = [REDACTED]

Labels: Enquiry = Buyer Services, Location = Sales

Variables:

Location: Bath, United Kingdom

Date: 26 September 2023

Chat Time Zone: GMT

Cleo

17:05:07 Hi. How can I help you?

Visitor

17:05:14 Hello, Im interested in putting an offer on a house that I think is overpriced.

17:05:27 Would love to secure the property with the help of a buyign agent?

Cleo

17:06:24 Hi, thank you for advising. May I confirm if this is a property we are selling or if it is with another agent please?

Visitor

17:06:40 another agent

17:08:37 Its with another agent

Cleo

17:08:42 Thank you for confirming.

17:09:08 I would be happy to help and arrange for my colleagues to contact you to discuss how we can help you. Please may I take your full name, contact number and email address?

Visitor

Offer a 0 Week Tie in

“You’re giving them permission to sack you on a certain date... and they will!”

- Reduces the friction for a yes
 - Try me first
 - You can sack them whenever you want
-

Build in the Price Reduction on Instruction... (Plan B)

Pricing & Strategy...

The eventual value/sale price of your property is determined by 3 things:

1. Supply/Competing Properties
2. Demand
3. Your chosen agents ability to negotiate

Below is our advice on how to maximise the sale price and avoid stagnation (the longer a property remains for sale, the less saleable it becomes)

Target Price

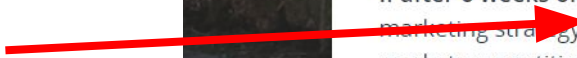
As discussed, looking at comparable sales, current competition and current market conditions, I expect you could achieve in the region of **£800000.00**.

**please note this is not formal property valuation. For that you will need a RICS chartered valuation. This is a estimated price you should be able to achieve based on market conditions and comparables.*

Marketing Price

My advice on pricing strategy to achieve competing interest in line with the property portal pricing bands would be to market at **Guide Price £800000.00**

If after 6 weeks or 8 viewings (whichever the sooner) there is no solid interest, the next step would be to review and amend the marketing strategy and/or marketing price to offers in excess of £750,000 or a guide price of £775,000. That will depend on the market competition at the time.



Properly Add Value to Groups (no links)

Perry Power
6 September 2020 · 🌐

Westvalers... I hope everyone's cool.

I've seen a load of re-sale properties pop up where people are trying to sell so wanted to share my top 10 tips when trying to sell 🙌

1. Price at the portal trigger points... I've seen properties marketed at prices like £305,000 🙌. Offers on excess of £300,000 would be better and mean you'll still be seen (at the top of searches where you want to be) by people searching upto £300,000. At 305k you won't be seen. 🙌

2... See more



👍👍 Emma Fagan, Cherie Horvath and 52 others
23 comments

👍 Like 💬 Comment 📄 Send

Perry Power
6 September 2020 · 🌐

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2. Price to Compete, not based what you 'need' or what you spent on the property. When selling anything, first things first, you need to compete with whatever buyers can buy for a similar amount of money. Don't price 20k higher than the property down the road because you have an upgraded kitchen. Price to Compete with the one down the road, use an offers in excess of or guide price pricing strategy, get the buyers in, let them see and feel your lovely kitchen and appreciate why you're looking for 20k more... Price to Entice always 🙌

3. When choosing an agent. NEVER sign a time bound contract i.e. 12, 14, 16 weeks. The fact they're asking you to commit for so long should get the alarm bells ringing. If they're confident in the advice they've given you and are confident they'll give you a great service, they shouldn't need to tie you in. 🙌

4. MUST have professional photography these days to grab buyers attention online. Especially when there's so many properties available on Westvale now. And by professional, I mean an actual architectural photography company, not a colleague from the estate agents office who's been on a days photography training. 🙌

5. Make sure you're checking things like: Average days on market, average % of asking price acheived, average number of offers per sale (you don't want the only buyer. You need options when selling which mean ideally having multiple offers from different buyers in different positions), sales agreed to exchange of contracts success rate. Some agencies are seeing a 40%+ fall through rates at the moment if they're not financially qualifying buyers correctly. Everyone and their cat wants to buy at the moment. That doesn't mean they can. Especially with lenders getting more and more cautious. 🙌

6. Check the agency is a rightmove premium partner meaning your property will be seen top of search results... Think page 1 of Google 🙌

7. Make sure agents show you their step by step sale plan. Including social 🙌

8. Make sure you see their 'Anti-Stagnation' plan. 70% of interest will come in the first 4 weeks of marketing... What if you're not under offer in that time?

9. Will they help you with the Negotiations on your next property?

10. Are they local? Lots of buyers are moving here out of area so having an agent who knows the area well is crucial.



SCAN ME

Offer a 'Mentioning Authority' (slow it down)

Listing **24 Ruffetts Close** + Follow New C

Listing Type	Property Type	Zip/Postal Code	Listing Price	Commission £	Bedrooms
Sale	House - Semi	CR2 7JS	GBP 650,000.00	GBP 13,000.00	3

✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ **Mention** Signed Low Key Available Sale Agreed Exchanged Sold



Station Road

North Chailey, Lewes, East Sussex
4 Bed | 2 Bath | Equestrian

[SEE DETAILS](#)



Ref: PP - Lambs Green Road

Rusper, Horsham, West Sussex
6 Bed | Equestrian

[SEE DETAILS](#)



It's NOT A F*CKING VALUATION...

“You’re not allowed to bitch, cry or call the client a dick when you lose it to a higher valuation if you call it a valuation” - Perry Power

...it's an Advice Meeting

Change your Words, Change Your Outcome... WE vs YOU



Let's jump in....

Terminology Shifts/The Language we Use

The words you use are soooo important. Words change lives.


If you want clients to see you differently, you need to speak and act differently.



Sell Your Property	Help You Move
Valuation	Advice
Market Your Property	Manage Your Move
Listed	Asked to Sell (social influence)
Instructed	Asked to Sell
Give you a valuation	Show you how to achieve a premium price
Wide Marketing	Attraction Marketing
Offer	Buyer
Staff	Team
Customers	Clients
Instruct	Employ
Applicant	Buyer

Always Give 2 Pricing Options... NEVER a Valuation

“**We** (not you!) have 2 options here John, guide price £500,000 or offers in excess of £475,000”

If they are seeing 3 agents, they now have 4 pricing options, you are 2 (50%) of those increasing your chances of conversion from 33% to 50% 

Performance Fee Everything, Always, You Never Know!...

£250,000 piece of land

Fees	
Commission %	6.66%
Commission £	GBP 16,650.00
Commission £ (Inc. VAT)	GBP 19,980.00
Performance Fee	<input checked="" type="checkbox"/>
Fee Notes	FIXED FEE = £16500+VAT Email Everything above £280,000 = 10% inclusive of VAT

Agreed at £450,000 (50k less than the highest offer)

£14k performance fee... almost as much as the initial fee

Just change where it ticks in...

Price Promise Guarantee... Why Not?

...



It REALLY is Simple...

If we don't achieve the agreed target price, **we will reduce our standard percentage by an equal amount.**

So let's say your target price is £500,000 and after a thorough 6 week marketing campaign the best offer is £490,000 and our advice is to accept based on the feedback from other viewings & the buyers' position.

That means you accepted 2% less than the target price so we will reduce our standard 2% fee by 2% too meaning a fee of 1.96%+VAT.











Because that's the fair thing to do.

Have a Plan/Strategy For Everything...



- Prospecting
- Advice Meeting Structure

Name

-  The PB 9 Point Negotiation Strategy (sale) 
-  The PB 6 Point, 8 Day Negotiation Strategy (purchase) 
-  Anti-Stagnation Strategy 
-  Pre-Reduction Checklist 
-  Property Sale Strategies & Checklists 

Property Sale Strategies & Checklists

Every aspect of a property sale needs to be well throughout, planned and improved and more important, communicated with your client. Your client needs to know that you have every possible eventuality & outcome covered.

Here are our strategies for each part of the sale (1-6 are part of the 11 Step Sale Plan).

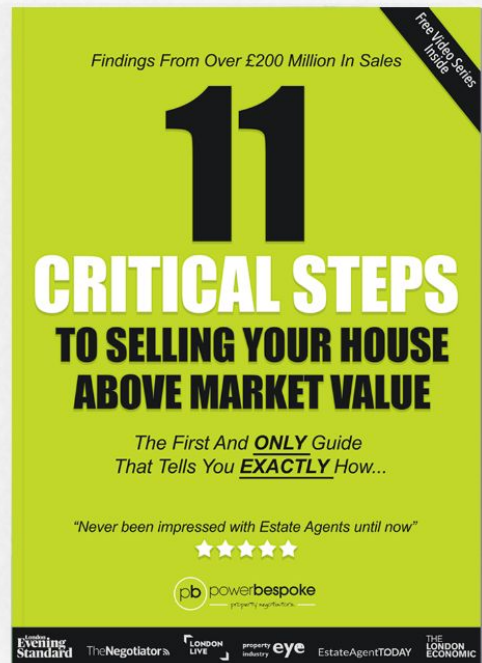
We don't include 7 or 8 in the 11 Step Plan as it's negative, you just pull on them when you need them.

1. [Pricing Strategy](#)
 2. [Presentation Strategy](#)
 3. [Promotion Strategy](#)
 4. [Marketing Strategy](#)
 5. [Launch strategy](#)
 6. [Viewing strategy](#)
 7. [Anti-Stagnation Strategy](#)
 8. [Pre-Reduction Checklist](#)
 9. [Pre-Sale Agreed Checklist](#)
 10. [Negotiation Strategy](#) (sale)
 11. [Negotiation Strategy](#) (purchase)
-

Have a Plan/Strategy For Everything...



Call 01737 246 777



- FREE REPORT & GUIDANCE VIDEO REVEALS -

How To Sell Your Home For 100%+ Of Its Market Value In 60 Days Or Less

The facts are clear: In 2022 Only 9% of homeowners achieved their homes maximum value, whilst 59% are forced to sell below their marketing price... As a direct result properties are taking up to 4 months longer to be sold! This FREE report reveals 11 fool-proof steps to shatter any risk and allows you the opportunity to sell your home for its full value with ease.

GET MY FREE REPORT

*FREE 11 STEP VIDEO INSIDE

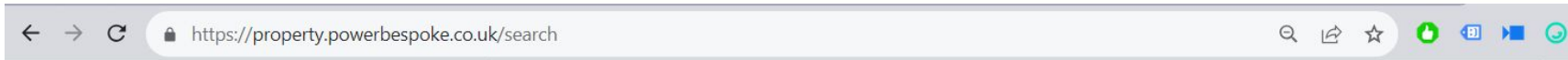


SCAN ME


Take Pre-Contract Deposits... = Committed Transaction

<input type="checkbox"/>	£3,000.00	GBP	Succeeded ✓	pi_3NsoNuAmsx5j5xui0pb2T1jQ	cus_Og8OsxOSDRICD	21 Sep, 16:01
<input type="checkbox"/>	£10,000.00	GBP	Succeeded ✓	pi_3NdqknAmsx5j5xui1mnfcyaJ	cus_OQVT5w74B17LMf	11 Aug, 09:31
<input type="checkbox"/>	£4,000.00	GBP	Succeeded ✓	pi_3MbkBJAmsx5j5xui0fZCkyLd	cus_NMSxvZMpjweV8X	15 Feb, 12:33
<input type="checkbox"/>	£6,000.00	GBP	Succeeded ✓	pi_3MMtUTAmsx5j5xui1uCsXBIH	cus_N77gpdSefqTVLw	5 Jan, 13:28

- More Certain Sales = Less Fall Through
- You (and the seller) Get Paid if Falls Through
- Not Suitable in All Situations but when it is, it's Great



Committed Offer - Sale Agreed for £422,500



9 Lower Road, Sutton, Surrey, SM1 4QJ
Freehold with 2 x Apartments | Great Location | Ideal Investment Purchase | No Onward Chain... ctd...

Introducing a rare opportunity to own a piece of London's vibrant and dynamic property market. This freehold property is located in the sought-after London Borough of Sutton in Surrey, and...

Result: **Sale Agreed for £422,500**

[View Result](#)

Committed Offer - Sale Agreed for £256,000



Flat 10, Hindhead Point Wanborough Drive, London, SW15 4AW
***** FOR SALE BY COMMITTED TRANSACTION - CASH BUYERS ONLY *** Spacious Second Floor Apartment | Two Double Bedrooms | Balcony | Modernised Throughout | Lift Access | Close Proximity to Wimbledon &...**

*** FOR SALE BY COMMITTED TRANSACTION - CASH BUYERS ONLY *** Spacious Second Floor Apartment | Two Double Bedrooms | Balcony | Modernised Throughout | Lift Access | Close Proximity to Wimbledon &...

Result: **Sale Agreed for £256,000**

[View Result](#)

Auction Ended - 23/05/2023 10:00



3 The Ridgeway, Walton-on-thames, Surrey, KT12 1BH
FOR SALE BY UNCONDITIONAL ONLINE AUCTION | CASH BUYERS ONLY

FOR SALE BY UNCONDITIONAL ONLINE AUCTION. CASH BUYERS ONLY A rare opportunity to purchase a freehold three/four bedroom detached house requiring complete modernisation and create a home exactly...

Result: **Sold Post for £405,000** 2 bids

[View Result](#)

Direct Mail... (listen to The Gates)

Report: Listings
Homesearch Letter Listings

Enable Field Editing

Add Chart

Edit

Total Records: 4
Total Commission £: GBP 47,000.00
Total Listing Price: GBP 2,600,000.00

Status	Agent	Commission £	Listing: Title	City	State	Zip/Postal Code	Listing Price	Listing: Created Date
Prospect (1)	Steph Briscoe	GBP 0.00	33 The Grove	Croydon	Surrey	CR5 2BH	-	18/08/2023
Subtotal		GBP 0.00					GBP 0.00	
Appraisal (2)	Steph Briscoe	GBP 16,500.00	17 Deerswood Close	Caterham	Surrey	CR3 6DE	GBP 825,000.00	31/08/2023
	Steph Briscoe	GBP 15,500.00	28 Brushwood Road	Horsham	West Sussex	RH12 4PE	GBP 775,000.00	26/09/2023
Subtotal		GBP 32,000.00					GBP 1,600,000.00	
Signed (1)	Steph Briscoe	GBP 15,000.00	18 Ringley Avenue	Horley	Surrey	RH6 7HA	GBP 1,000,000.00	02/10/2023
Subtotal		GBP 15,000.00					GBP 1,000,000.00	
Total (4)		GBP 47,000.00					GBP 2,600,000.00	

Filters

Show Me
All listings

Listing: Created Date
Last 90 Days (16 Jul 2023 - 13 Oct 2023)

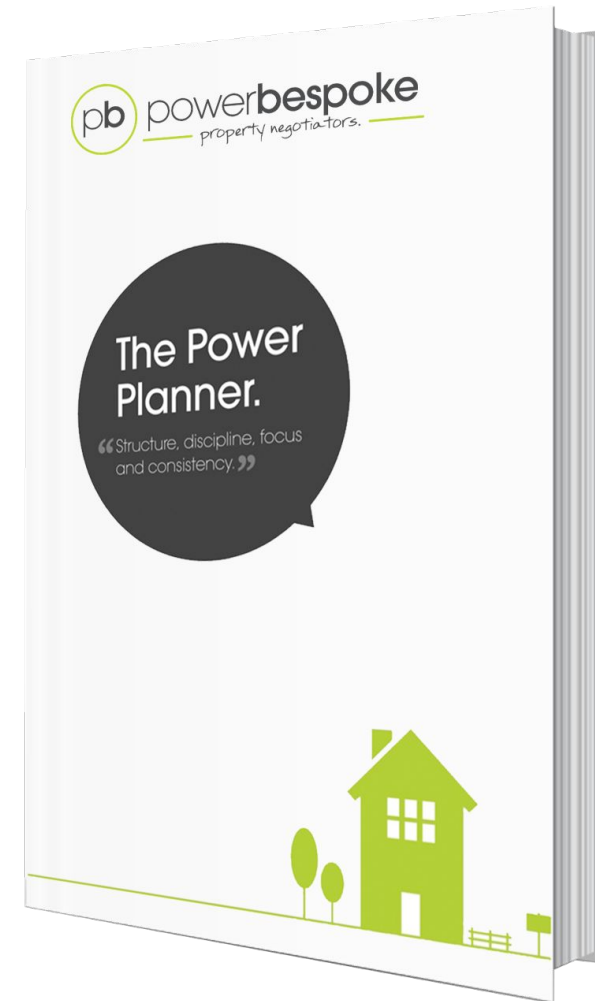
Appraisal Source
equals Homesearch Letter

- Systemise it
- Just sold to every house for sale, 3 mile radius everytime you agree a sale & exchange
- Or better still... everytime you list one too!
- Some people respond on the 6th/7th letter

The Power Planner...



SCAN ME



What Next...

- Spend 2 Intense Days In November Going Deep Working on This Stuff - Built to Grow Bootcamp
- Join The Power Estate Agent Facebook Group
- Join my 4 Part Free Training

