

Lesson 1.13

A Useful Email Trick

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Lesson time: 4min 41sec.

Key Takeaways:

1. How to find the right agents in your area.
2. How to effectively communicate with agents across multiple touch points, and make it clear what kind of property you're looking for.
3. Why repetition in these interactions is so important.

In this lesson we're going to share with you a very simple trick that can make sure that you're at the top of the pile when any property opportunity springs up. All you need is an email address and a few seconds each week.

After weeks of closely monitoring the "buy" and "sold" sections of those websites, you'll start to recognise the names of the agents that tend to hold the most listings and sell the most properties in your local area. If you narrow things further, you should have a sense of which agents are "best" with the kind of property that you're interested in.

Those are the agents that you want to build rapport with. In most markets within Australia there will be between 10 and 30 of these agents.

Now, what you'll want to do is some research to learn their names and contact details. You may need to physically call their office to get their email address and mobile phone number, but make sure you get them all, because you're going to be using them a lot.

Set up a spreadsheet with these details. It's going to be your best friend soon enough.

Next, set up a BCC email or SMS (NOT CC. When you're emailing people who might be in competition with one another, CCing the rivals is never a good idea). In that email or SMS, you want to include the following details:

1. A list of 5-7 key points from your shopping list to clearly outline your ideal property.
2. A clear statement of your actual buying power & budget. Don't hide or sugar-coat this number, since nothing will kill your rapport with an agent more quickly than them going to the effort to source an off-market opportunity for you, only to realise that your budget can't stretch to the minimum that the property is worth.

Now. Save this email somewhere, because you're going to need to send it each week.

Remember, this is in addition to meeting agents at open homes and private viewings. Between your message showing up consistently in their inbox or on their phone, and your presence at their open homes, auctions and private viewings, the agent will keep you firmly in their sights and they will know that you are a serious buyer. This will earn you opportunities not afforded to other buyers in the market.

Hello Haus Example Tip

So, for example, here's the details that went into an email campaign that I did when buying a property on Mermaid Beach recently:

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Example:

- Scott Aggett
- Mermaid Beach / Mermaid Waters
- Budget \$2m (approved finance)
- Minimum 1200 sqm land
- Knock down only
- Quiet street / cul-de-sac location

It really doesn't need to be any more than this, and indeed, the busy and overworked agent is going to appreciate the brevity. Furthermore, because this kind of email is crystal clear on what I want and where I need it to be located, both I and the agent know that these properties exist so I'm not looking for the "unicorn" and wasting their time. The agent knows that I'm a serious and motivated buyer, which makes me ideal for a quick sale if the right opportunity comes along.

Flipping the script from "Budget" to "Value"

One thing here that comes up often when we talk to buyers is their fear of telling agents their real budget. We totally understand the basis of this, it seems wrong to show your cards at the very start of the search process in case the agents then expects you to spend at that level when you eventually fall for a property you want to purchase.

The trick here though is to turn "Budget" to "value". They are polar opposites and this is one very simple strategy that will flip the negotiation to benefit the buyer if done well. A script we often use in this scenario can be:

"Hi, I'm helping Susie to buy 12 Smith Street, obviously she is shopping up to that \$1m budget she mentioned upfront, actually Susie can probably spend more like \$1.2m, but prefers to keep it around that \$1m range. Susie loves this property and is keen to make it work, however, she is not seeing value at the \$1m asking price you guys are wanting for these reasons"

At that stage we'll discuss other properties she has seen in the market that offer similar or better value to the home we are offering and this is the reason we won't be getting carried away and paying a premium.

As you can see there are a number of ways to engage and build rapport with sales agents. By following our guidance on this, so many Hello Haus clients at differing price ranges all over the country have been able to achieve outstanding results and fast. In fact, most of them had been looking for months prior to engaging our services, once they've chatted with us and started strategically applying our tricks, most acquired their dream property in under four weeks.

Key Reminders

According to the Property Council of Australia, Australia will find itself 163,000 homes short of expected demand between 2025-2032. Therefore, it is even more important that you focus on ways to increase your chances of success. Remember, be consistent, be concise, be front of mind and as always, be buyer ready.

Downloads & Links

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