



ESO PLAYBOOK SERIES

ESTABLISHING A GUARANTEED SALE PROGRAM

Marketing a guaranteed sale option can be a compelling strategy for an agent or team to attract potential clients who are looking for a quick and certain sale of their property. Your step-by-step marketing plan is inside.

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Step-by-Step Guide

- 01 ➤** **Identify your target market:** Consider the demographics and psychographics of homeowners who are likely to be interested in the certainty and lower risk of a guaranteed sale option.
- 02 ➤** **Consider the competition:** Are there other brokerages providing a program or will you be unique? If there are others, are they gaining listing-side market share?
- 03 ➤** **Define the Guaranteed Sale terms and conditions:** The idea is to stick as close as possible to the listing process that you know well. You want to get these homes sold and buy as few of the homes as possible. The way you do this is by establishing clear criteria for Guaranteed Sale eligibility, such as property types, condition, location, and pricing.
- 04 ➤** **Determine the Guaranteed Sale price:** Calculate the price at which you're willing to purchase these properties if they don't sell within the specified timeframe. Will you have the backing and the bandwidth to take on an occasional home? You need to be able to answer yes at the price you set with the Seller.
- 05 ➤** **Craft a compelling value proposition:** Highlight the benefits for each of the sellers you expect to serve. Emphasize the advantages of the option - some are seeking certainty and peace of mind, others will appreciate the speed of the sale and what it allows them to do in the next chapter of their life.
- 06 ➤** **Address objections:** Anticipate and counter common concerns that sellers might have about such programs, such as the perceived risk or cost.
- 07 ➤** **Message:** Look in major markets like Atlanta and Phoenix for examples of how large brokerages are making this process work to gain listing-side share. Decide on the message you will use to promote the Guaranteed Sale option to potential sellers.
- 08 ➤** **Compliance:** Provide a page on your website specifically detailing the Guaranteed Sale program. Run the message and terms past your broker for their consent prior to going live. (See Part 2 for ESO Listing Lead Generation Playbook)