



## TOPICS

### SUCCESS STORY:

How To Turn Your Seller Into A "Virtual Assistant" And Win The Listing To Boot! ...

### ANNOUNCING:

Now You Can Watch, Share, Listen, & Learn LIVE On The Web! ...

### ePOWER TIP:

How Your Web Site Visitors Can INSTANTLY Save All Your Contact Information! ...

### VA PROFILE:

This Special VA Understands REALTORS® Better Than Most! ...

### VA CORRIER:

How OTM = More Control, Less Work, & Happier Clients! ...

### MAIN ARTICLE:

Business-Building E-mail Templates On STEROIDS! (PART II)

## SUCCESS STORY: (full story) How To Turn Your Seller Into A "Virtual Assistant" And Win The Listing To Boot!

Steve Kout, leader of [The Kout Team](#) is a top producer for RE/MAX Greater Atlanta and a recent graduate of my 3-Day Advance Online Marketing Workshop. Here is how he was able to take one of the tools I've recently talked about and **a)** increase showing feedback by 400%, **b)** beat competitors to new listings, and **c)** have the seller do the work! Not bad for less than \$10/listing.

Dear Mr. Internet,

My team has recently started using a wonderful internet-based tool called [Homefeedback.com](#). Having learned of so many powerful internet-based tools from you, I thought I would share with you our success with this one.

We have for years struggled with the "necessary evil" of reaching out to other agents for feedback on our listings they have shown. The response rate is always very low, and the process is time consuming. In fact, our assistant charged with the activity has long asked, at almost every weekly team meeting, why we are paying her to do such a fruitless activity. As valuable as feedback can be, with such low response rates the real reason for even attempting feedback has been to meet our seller's expectations.

We recently became aware of Homefeedback.com, and after mulling the concept for a few weeks, we went ahead and decided to test the system for a month with a handful of our listings. Well, we are only two weeks into our "test" and I have seen all I need. I am setting up all the rest of our listings in the system this weekend! Off the top of my head I would say our response rate has increased about 400%. And the best part is that our workload related to feedback has been slashed in the process!

In fact, our sellers are both willing and excited to input the showings directly into the system themselves, right off the cards agents leave in their homes. Our clients, in effect, become unpaid "Virtual Assistants!" Feedback requests go out much more timely, in a way to which the other agents obviously find easy and agreeable to respond. Perhaps best of all, we are no longer the bearers of bad news, as our clients can see that other agents, and more importantly potential buyers, are seeing what we are seeing with regards to the price and/or condition of their home.

I find that it takes just a few minutes to input each new listing into the system, and inputting each showing is even easier. The system is also easily customizable if you wish, and it will help you manage feedback when no e-mail address is available as well.

No system will ever approach a 100% feedback response rate, but so what?! We are now receiving the quantity and quality of feedback we need to effectively service our listings, with much less work on our part. The Homefeedback.com system is worth much more than the minimal price they charge.

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"With Us, It's All About You"

Thank you Steve, and great job in putting these simple yet powerful ideas into action (which is what separates the "top producers" from the wannabes).

Imagine that! Having the seller do most of the work yet you look like the hero --it just doesn't get any better than that.

[Homefeedback.com](#) is an incredibly innovative, easy to use, and highly affordable service I have been sharing with audiences for quite some time now. I even wrote an article on how you can demonstrate its immense potential selling online. Just like a

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demonstrate its power to potential sellers online, just like a souped-up slide show —an awesome listing presentation tool! To see how to do it step-by-step, just go to [Ask Mr. Internet!](#)

Because Steve is our success story of the month, he will receive his choice of either one of my two latest books, or a full year's subscription to the incredible [IMPREV.net](#) online multimedia marketing tools service.

### Share Your Success Story And Win TWICE!

Once when you succeed, and again when you share your story! Just submit your best success story that includes the use of a Virtual Assistant, Virtual Consultant, or any other ideas or strategies you picked up and applied from ePOWER! NEWS or during any of my speaking engagements. Be sure to include the details of "who, what, why, when, and where" and how you and/or your clients directly benefited. All submissions will be judged by Mr. Internet and his (virtual) staff and all decisions are final. Just submit your story to: [success@epowernews.com](mailto:success@epowernews.com).

If your success adventure is chosen for publication, you get your pick of the following:

- ◆ [ePOWER! PRO](#) - the industry's only 'bible' for boosting your online bottom line;
- ◆ [Transform Your Business With Virtual Assistants](#) - the industry's only book, workbook, and tape program specifically designed to find, evaluate, hire, and work with the perfect VA that will help you earn more while working less;
- ◆ [Imprev](#) - one of the most innovative and cost effective online marketing tools service in the industry.

*No purchase necessary, void where prohibited by law.*

Remember, even if your story isn't chosen you still win because you get to see how other top performers do it. Besides, *you can always try again!*

**SPECIAL NOTE:** While the Homefeedback.com service is about as easy as it gets to run, you may want to consider having a qualified VA handle it all for you (freeing you up to do what you do best, list and sell). Be sure to join the free [REVA Network.com](#) to discuss (anonymously) with VAs who specialize in real estate, how they can help you reach the highest levels of your business, while they take care of the details —*from a distance!*

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