

Chapter 9 Selling Land on the Internet – The ONLY Way!

Remember from earlier - You make your money when you buy it, not sell it. (We only buy when we know we are going to at least double our profit today (often much more!).

Follow along with the DVD as Jill talks about land sales.

9.1 Sales Pointers

- Goal is to drive traffic to your website, and create excitement. Your website should tell your story. You want your customers to trust you and your company. Post positive feedback if you have it!
- Define your business, answer questions in an FAQ area (frequently asked questions) to save you time and money. Be accessible. Make your phone, email, and business address available for credibility.
- Make your list of available properties accessible from website (your time is valuable so let them shop).
- Let potential buyers know you are the owner and you are not a real estate agent. (Unless you are, of course.) They often are confused at first and love hearing that you are the one to make the decisions.
- Don't sound like a salesman, but listen for buying signals. Know your product (your properties) and describe all the best attributes.
- Be available. I first respond to potential buyers over anyone! Be friendly and helpful and make them feel valued.
- BE HONEST. If there are back taxes, tell them, and move on to next point. (That is only a big deal if you make it one.)
- Be open to all offers. Sometimes it is better to sell today for a little less money than carry for a lengthy time. Or maybe they want multiple parcels and you will entertain a discount?
- Assume everyone wants your property and they can all afford it. Let them ask - if there are terms or payments available. Up to you!
- Don't be afraid to jump in and offer to send a purchase agreement and arrange payment. Again, they reached out to YOU.

9.2 Selling Wholesale or to end user?

Wholesale: Another investor will reach out to you like you are just filling an "order". These go fast and often little communication.

End user: They are buying for personal use and need to "feel" their way through the transaction. They might have been saving up for this. Be courteous and plan on spending a little more time with them.

Follow along with the DVD as we listen to some of Jill's calls from "end user" type of customers.

9.3 Cash or Terms?

Follow along with the DVD as we review options, ROI (Return on Investment), and how it all works.

9.4 How to Overall Price your Property

Follow along with the DVD as we discuss "the psychology of half".

- Already know it is worth double or would not have acquired property.
- Mark up to mark down. Tricky here - don't want to overprice and scare folks away from making an offer.
- Put "comps" in your ad to show that you are priced way below other similar parcels.

9.5 How to present your property online

Follow along with the DVD as I explain how presenting your property online will make or break your sales effort.

You need the following to capture and hold your potential buyer's attention:

- 1) Eye popping pictures - For first few properties (until you KNOW the area) we suggest visiting and taking your own photos.
- 2) Tell an exciting story - describe the property to create excitement and avoid answering the same questions. Tell a story; make your buyers see themselves retired, camping with family, dreamy views...
- 3) Video
- 4) Custom Maps

- 5) A brief presentation of the legal information and the process to close the deal

9.6 How & Where to Advertise – Goal is to drive traffic to your website.

Set up a System so you are doing the same tasks for each property.

Our strategy:

Website, direct email, eBay, Facebook, Twitter, Instagram, Snapchat, Pinterest, LandWatch, Postlets, Craigslist. Always changing, growing, don't discount any format or way to reach your customers! Use social media to advertise, share industry information, build a following. Only makes it easier and faster to sell.

We still create a press release! Great strategy! Builds excitement!

Jill's recap: Set up a System so you are doing the same tasks for each property. You will succeed! (This is one of the many tips we are sharing with you to save you time and energy!)