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Real Estate Investing Podcast **An Awesome Little Voicemail Trick**

Hosted by: Joe McCall

Hey, what's going on guys? Joe McCall, REI In Your Car. Hope you're doing well. I'm driving home. I spent an awesome day with a coaching client. Martin. What's up, if you're listening to this. Martin is doing to do really, really well and I'm excited to see the number of deals he's going to do. Giving him some leads is not going to be a problem. I'm excited. So excited for him. He's already done deals before. He just needed some consistent marketing and it's going to be cool. So, some of you may be wondering, well, what am I talking about?

So, every once in a while, we'll send some people to St. Louis to hang out with me and my business partner Gavin and we'll just talk to them, set up their business, talk about their marketing plans and get their stuff set up for them. We're setting up a lot of the systems and marketing for Martin. He already has a lot in place, but we're going to help him do some more things and it's more than just like, we're not going to get it all done here. But we're going to provide a ton of support. Follow up and follow through with him as we go along. If you want more information on that, just go to CoachJoe.net. It's not about coaching necessarily, although there is some part of that we really do. We're trying to partner with people on deals and if you're interested in partnering with us and some new markets, go to CoachJoe.net and there's some videos and information explaining more there.

The other thing I wanted to talk to you guys about was a little tip, a little trick that I think you will find. This actually came from Martin who was telling me about something he learned from Claude Diamond. Claude Diamond is a friend of mine, one of my coaches and mentors early on and he's a really, really good sales trainer. He teaches real estate but what he's really good at is teaching people how to sell and how to make money on the phone. So anyway, we were talking and he reminded me of something that Claude does and then I started thinking about that. I remembered Claude saying that to me before, but I'd never done it and I've never really thought much about it since then. The thing is, when so many people get 'em and they get a voicemail, they just leave a message and they say, when you're calling a seller back, for example. So, here's the whole point of my podcast - what do you say to sellers?

What do you put on the outgoing message? Well, most of us would do something like, "Hey John, this is Joe. I'm calling about your house you have for sale," or "I'm calling about your property," or "Calling you back, give me a call when you get a chance and I'll talk to you later. Thanks." Boom. That's it, right? That's like the most boring,



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irrelevant message that you could ever leave for seller. Instead, you should do something like this. I hope I get it right and if I get Claude on my podcast again, I'm going to ask him about this and we'll try to remember. But try something like this instead and you can tweak it, make it your own. But yeah, "Hey John, I got the contract right here in front of me for your house at 123 Main Street. Give me a call right away. We need to talk about the numbers now."

What do you think about that? He's given me a phone number, obviously, right? Do you think you're going to get calls back? Martin was telling me he does that a lot and he gets a ton of phone calls back if people call them back. And I'm like, what are you talking about? Like a numbers contract.? So anyway, when they do call back, Martin says something along the lines of "Yeah, you got a house, you wanna sell, right? Let's talk about it. Tell me about your house. What are the numbers, what do you need to sell it for?" And what a great little tip there, an idea, if you start leaving voicemails for sellers, don't just leave a boring voicemail like, "Hey, how's it going? Or give me a call back. I've been trying to reach you. I want to talk with you about your house."

Tell him you have a contract. Make it sound like you're continuing a conversation, right? Put some urgency into it. Give them a good reason to call you back. You need to increase the curiosity factor. Like, what is he talking about? Really a contract right now? He wants to fill out some numbers. I'm going to call them and figure out what's going on. You see, ain't that cool? Thanks to Claude Diamond. And if you know Claude Diamond, you should go look him up on YouTube. He's pretty funny and he's got a lot of really good sales tips like that. And then use that for yourself. Use that for yourself. Let me know how it goes. That's all I got guys. I will see you all later. Joel McCall out of here. Peace.