Farming Facebook For *MOTIVATED SELLERS* Right Now..

(YES, in this LOW inventory changing market…)

Quick Housekeeping...

1. Can you hear me & see the screen :-)

2. Remove all distractions (turn phone on vibrate, close down other browser, close your door etc.)

3. Take notes...lots of them ;-)

4. Participate! :-)

4. LIVE Q & A at the end…

IMPORTANT: For those who stay on for the entire class… I'll give you instructions on how to get a PDF copy of the slides at the end of our time today (don't let me forget).

PLUS: I'm going to give you a free copy of our Facebook Ad Copy "Cheat Sheet" & a BONUS case study!

Here's what you'll discover over the next 55 minutes:

#1 - The TOP 2 reasons why most real estate agents fail (according to NAR 87% fail in 1st 5 years) PLUS how to avoid becoming just another statistic!

#2 - Our Facebook "Fab 5" campaigns for finding MOTIVATED SELLERS

#3 - 2 simple ways to use A.I. & behavioral automation to identify the most READY, WILLING & ABLE buyers & sellers immediately…

Who I Am?

- Licensed real estate agent since 2007
- Built 2 multi-million dollar companies helping agents with their online marketing
- Amazon Best-Selling Author of *Attract - 4 Simple Steps To Engaging Your Ideal Client With Zero Prospecting*
- Happily married for 18 years, with 4 amazing children
- Went back into active production at the start of 2020 (practice what I preach & amazing business model)
- Personally closing 30-40 deals per year, and built an organization that's closing 40-80 transactions PER MONTH!

The “Elephant In The Room”

Can you still find clients (MOTIVATED SELLERS) on Facebook (& Instagram)?

Despite the 15 mile radius restriction, Special Ad Category, the recent IOS update & FB CONSTANTLY changing the rules?!?

WITHOUT QUESTION THE ANSWER IS:

IN FACT…

But don’t just take my word for it…

(Alison Rizzi, Part of my EXP sale organization in NJ)

4 NEW listings taken (& SOLD) in under 90 days with one of our “Fab 5” Facebook ad campaigns!!

NOTE: For those who stick with us until the end we’ll include a BONUS training breaking down EXACTLY how Alison did it

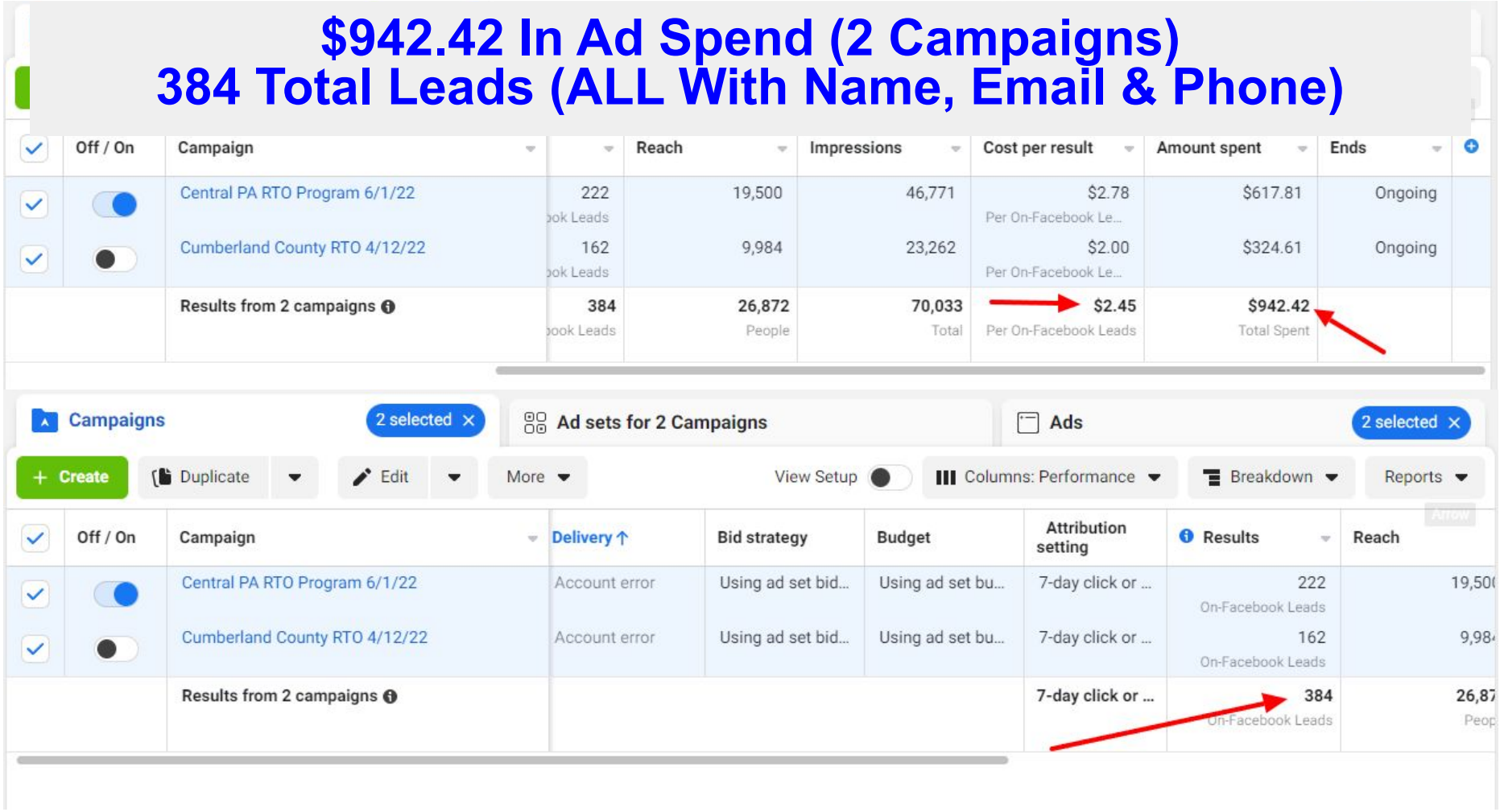
But don’t just take my word for it…

(Eric Barner, Part of my EXP sale organization here in Central PA)

3 Homes Sold ($18,880 in GCI) This Quarter From $942.42 In Ad Spend!

NOTE: More coming on Eric’s results coming later in this training

$942.42 In Ad Spend (2 Campaigns)
384 Total Leads (ALL With Name, Email & Phone)



Off / On	Campaign		Reach	Impressions	Cost per result	Amount spent	Ends
	Central PA RTO Program 6/1/22	222 ook Leads	19,500	46,771	$2.78 Per On-Facebook Le...	$617.81	Ongoing
	Cumberland County RTO 4/12/22	162 ook Leads	9,984	23,262	$2.00 Per On-Facebook Le...	$324.61	Ongoing
	Results from 2 campaigns	384 ook Leads	26,872 People	70,033 Total	$2.45 Per On-Facebook Leads	$942.42 Total Spent	

Campaigns 2 selected | Ad sets for 2 Campaigns | Ads 2 selected

+ Create | Duplicate | Edit | More | View Setup | Columns: Performance | Breakdown | Reports

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach
	Central PA RTO Program 6/1/22	Account error	Using ad set bid...	Using ad set bu...	7-day click or ...	222 On-Facebook Leads	19,50(
	Cumberland County RTO 4/12/22	Account error	Using ad set bid...	Using ad set bu...	7-day click or ...	162 On-Facebook Leads	9,98
	Results from 2 campaigns				7-day click or ...	384 On-Facebook Leads	26,87 Peop

The Numbers:

790 Black Rock Rd - $255,300 ($6,382.50)

838 Admirals Quay Dr - $295,000 ($7,375)

816 Mohn St - $204,900 ($5,122.50)

The Numbers:

$755,200 Volume

$18,880 in GCI

20.25:1 ROI

Over 2000% ROI!!!

Anatomy Of A Deal:

Sale Price: $95,000
GCI: $2,850

*****Already led to 1 more listing and another one coming soon!**

Anatomy Of A Deal:

Sale Price: $343,900
GCI: $6,878

New Construction Home In Boiling Springs

Anatomy Of A Deal:

Sale Price: $172,000
GCI: $5,160

Sale Price: $285,400
GCI: $7,125

TOTAL GCI: $12,285

Anatomy Of A Deal:

Sale Price: $445,000
GCI: $13,350

*****Should've been multiple transactions, but I dropped the ball!**

Anatomy Of A Deal:

Sale Price: $221,000
GCI: $5,525

*****NOW under contract selling it at $299,000 and helping her buy another home at $284,000**

TOTAL GCI: $20,100!!!

1 Ad = 1 Client = 3 Transactions (LONG GAME!!)

HOW?

We'll get that VERY soon, but first…we need to talk about why & what

Audience Participation Requested…

SECRET #1 - The TOP 2 reasons why most real estate agents fail (according to NAR 87% fail in 1st 5 years) PLUS how to avoid becoming just another statistic!

First & foremost: a lack of "Accurate Thinking"

What do I mean “Accurate Thinking”? (glad you asked :-)

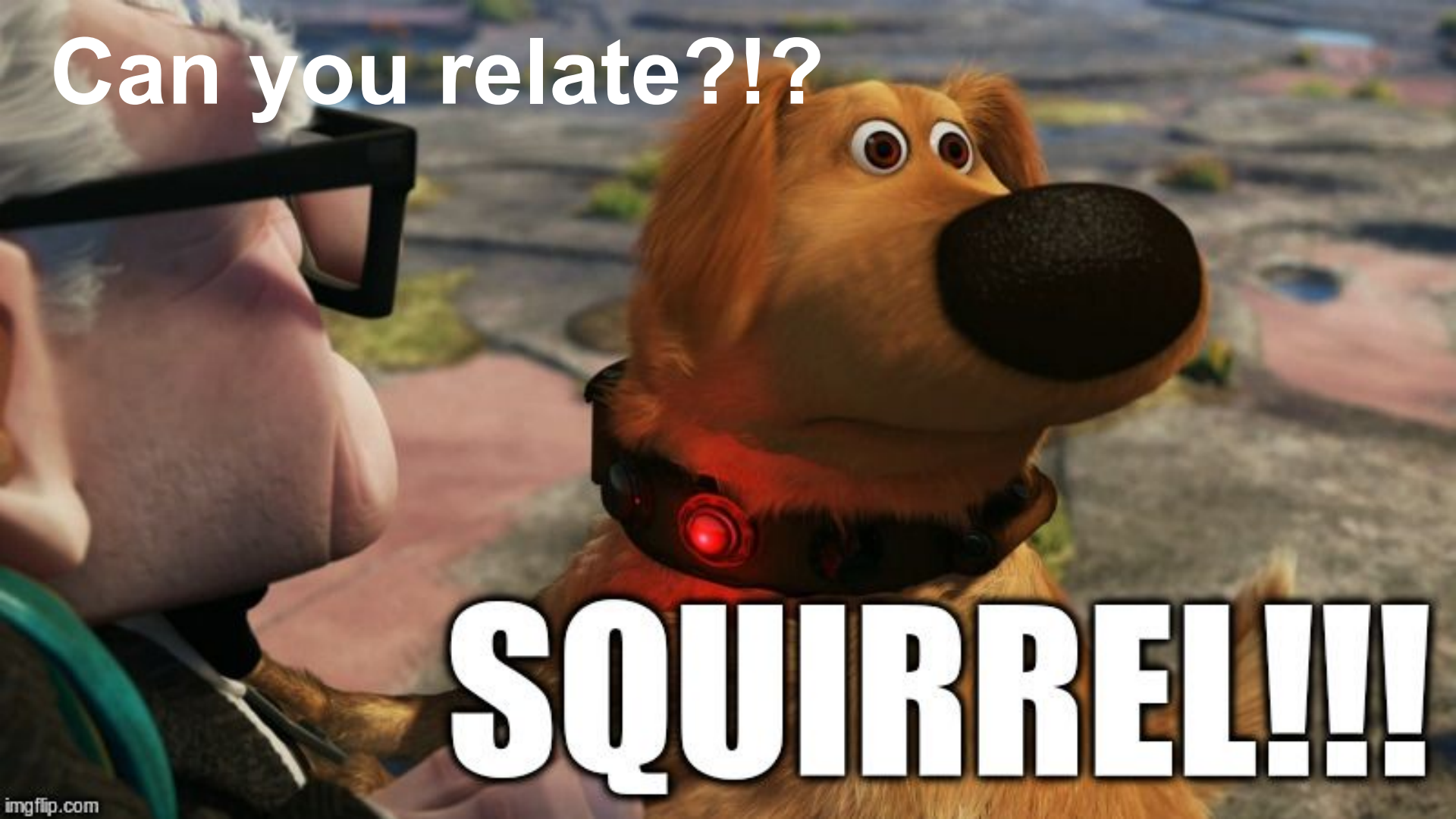
What do I mean “Accurate Thinking”? (glad you asked :-)

Thinking Accurately about:

- The real business we’re all in (hint it’s not real estate)
- How many leads & conversations necessary to sell a home…
- The fact that if you don’t have a scalable predictable way to generate clients from scratch (not SOI or past clients)

Second (& MOST IMPORTANT): Lack Of Focus!

"If you don't like what you are reaping, you had better change what you have been sowing."
JIM ROHN


Can you relate?!?
SQUIRREL!!!
imgflip.com

"What's the ONE *Thing* I can do, such that by doing it, everything else will be easier or unnecessary?"

Gary Keller

So what's the "one thing" you should be focusing on DAILY?

Gary Keller: “The basis of all great businesses is the database”

For example, a database of between 4,000 to 6,000 contacts often eventually translates into a Millionaire Real Estate Agent. “The goal is to be adding people consistently into your database,” Keller says.

Your DATABASE IS GOLD!!!

Not Convinced?
Answer this question?

SECRET #2 - Our “Fab 5” Facebook campaigns for finding MOTIVATED SELLERS, Growing Your Database Daily & Multiplying Transactions

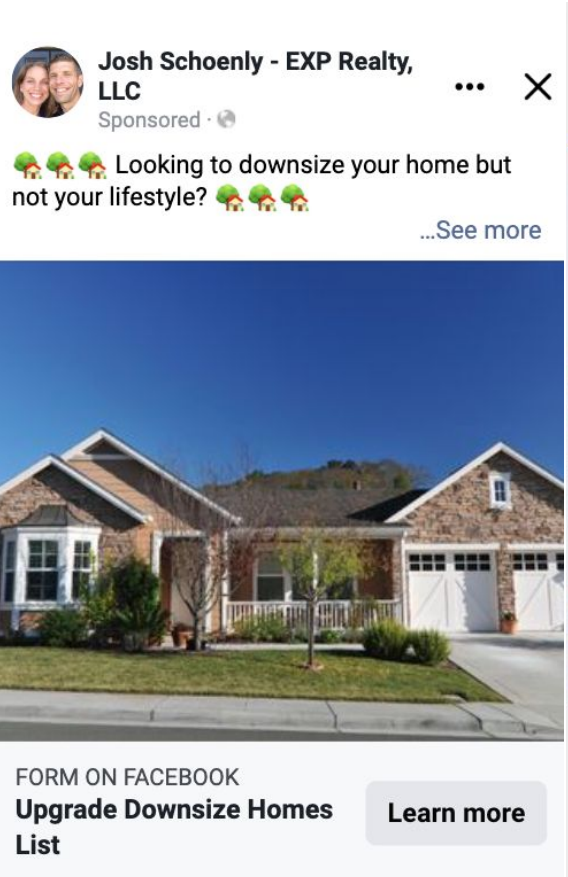
3 Reasons WHY These “Fab 5” Work:

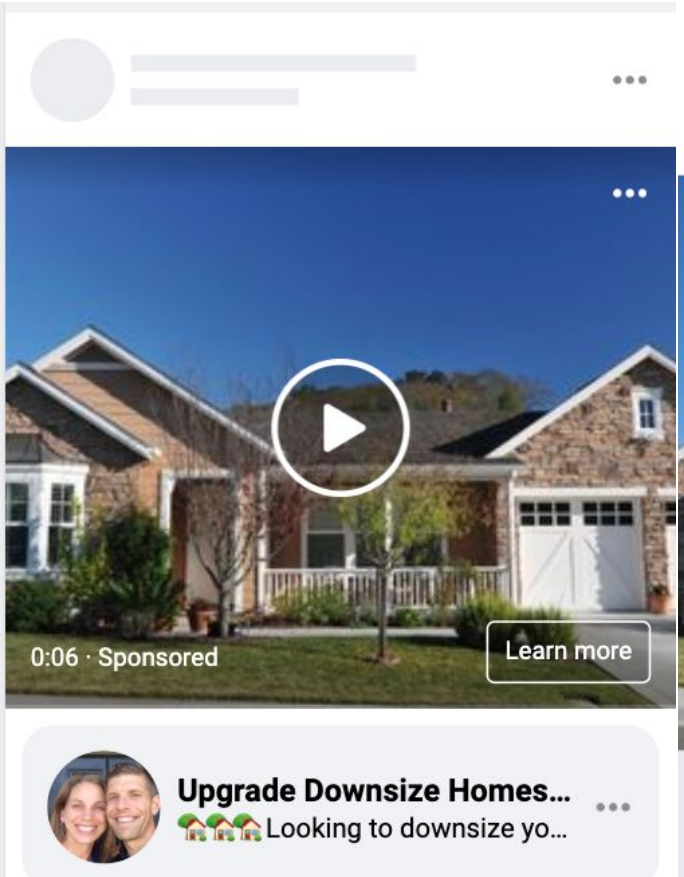
#1 - ***QUICKEST*** (& BEST) way to grow your database both effectively & efficiently!

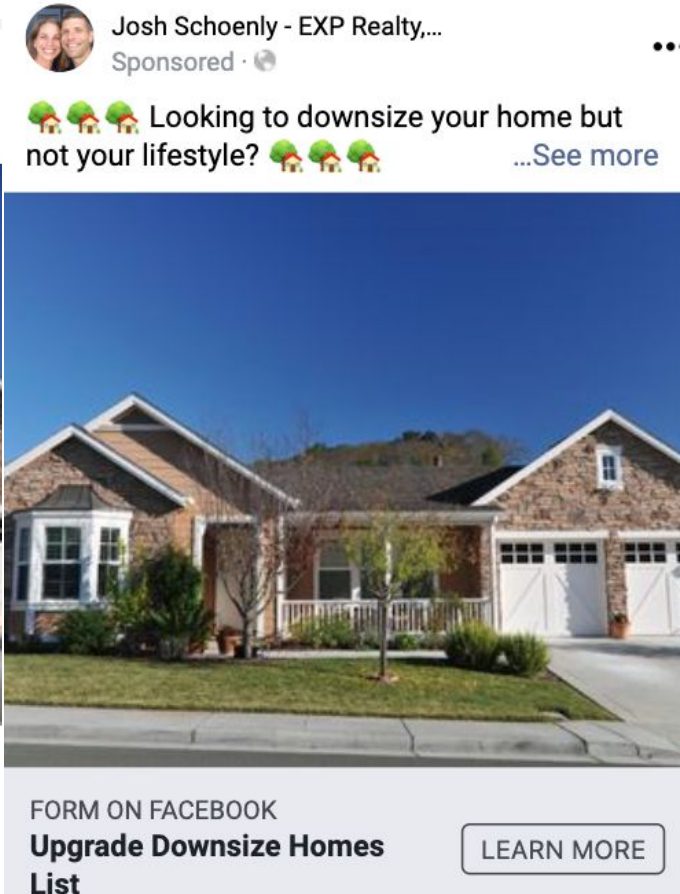
#2 - The data included with every potential client gives us the opportunity to follow up on AT LEAST 5 different media (text, voice, email, social, direct mail)

#3 - The majority of every client generated with our “Fab 5” campaigns has the potential for MULTIPLE TRANSACTION sides!!

Downsizing (“rightsizing”)

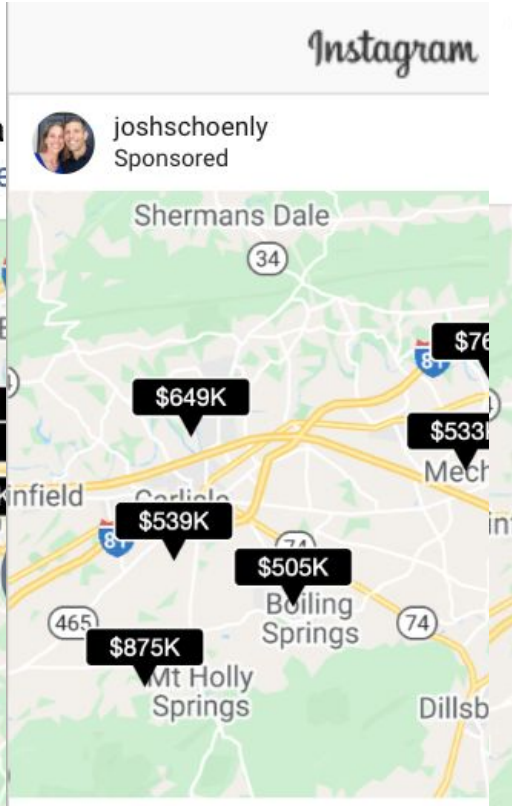


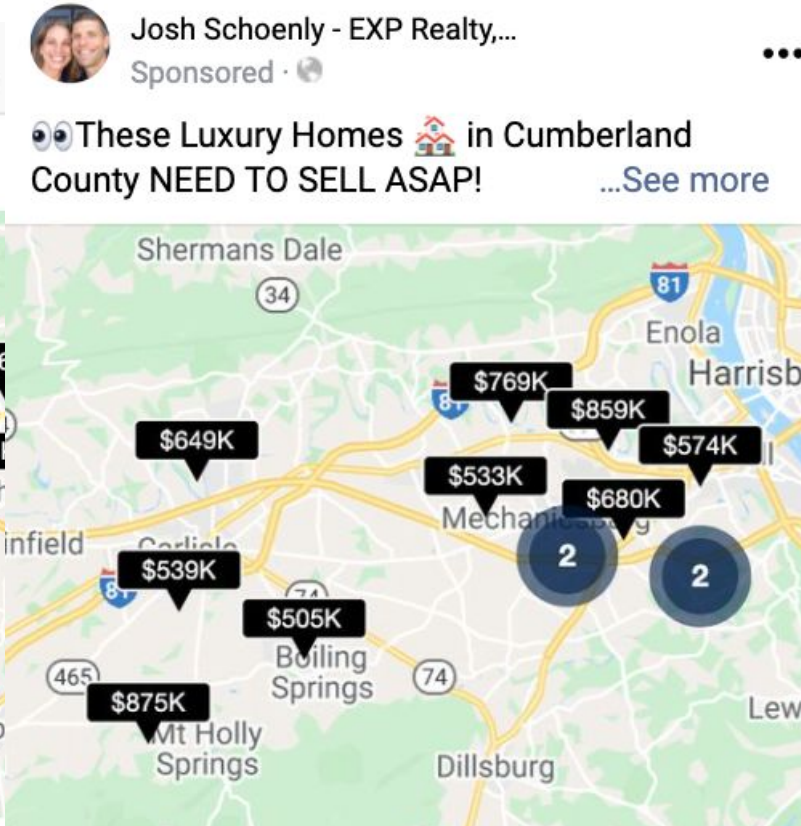




Luxury!

Josh Schoenly - EXP Realty,...
Sponsored ·
👀These Luxury Homes 🏠 in Cumberla
County NEED TO SELL ASAP!
...Se
Shermans Dale
34
$769K
$859K
$649K
$533K
$680K
$539K
$505K
Boiling Springs
74
465
$875K
Mt Holly Springs
Dillsburg


Instagram
joshschoenly
Sponsored
Shermans Dale
34
$649K
$539K
$505K
Boiling Springs
74
465
$875K
Mt Holly Springs
Dillsb


Josh Schoenly - EXP Realty,...
Sponsored ·
👀These Luxury Homes 🏠 in Cumberland
County NEED TO SELL ASAP!
...See more
Shermans Dale
34
Enola
$769K
$859K
$574K
$649K
$533K
$680K
$539K
$505K
Boiling Springs
74
465
$875K
Mt Holly Springs
Dillsburg

Homes With Land

Josh Schoenly - EXP Realty,...
Sponsored ·

🎉 Get a FREE weekly list of ALL available Cumberland County Homes with ...See more

FORM ON FACEBOOK
Access Homes with Land Deals In Cumberland County:

LEARN MORE

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🎉 Get a FREE weekly list of ALL available Cumberland County Homes with Land🏡
...See more

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Josh Schoenly - EXP Realty, LLC
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Learn more

🎉Get a FREE weekly list of ALL available Cumberland County Homes with Land🏡... more

Pool Homes:

Josh Schoenly - EXP Realty, LLC is with **Josh Schoenly** at **Cumberland County, PA**.

Sponsored ·

Looking for a home with a pool?

Check out all the homes available ...See more

MESSENGER

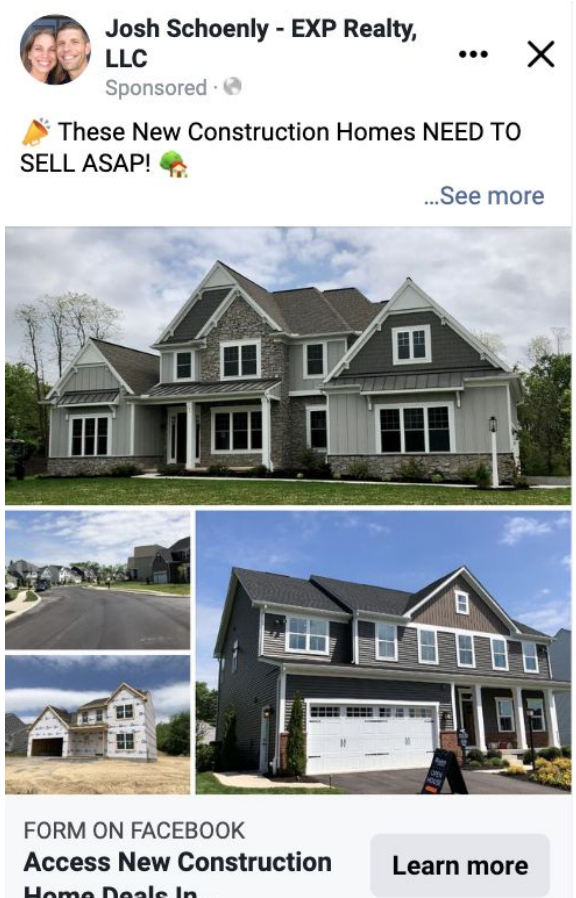
Instagram

Josh Schoenly - EXP Realty, LLC

Sponsored

Send message

New Construction:



Follow Up Process?

Time	Name	Method	From		To	
Immediately	VM #1	Voicemail	agent	→	contact	Edit
MIN 3	Organic Buyer Text #1	Text	agent	→	contact	Preview Edit
MIN 4	Organic Buyer Email #1	Email	agent	→	contact	Preview Edit
HOUR 3	VM #2	Voicemail	agent	→	contact	Edit
DAY 1	Organic Text #2	Text	agent	→	contact	Preview Edit
DAY 1	Organic Text #3	Text	agent	→	contact	
DAY 1	Organic Buyer Email #2	Email	agent	→	contact	Edit
DAY 2	Organic Buyer Email #3	Email	agent			Preview Edit
DAY 3	VM #3	Voicem			contact	Edit
DAY 3	Organic Buyer Text #4		agent	→	contact	Preview Edit
DAY 7	Organic Buyer Text #5	Text	agent	→	contact	Preview Edit
DAY 7	Organic Buyer Email #4	Email	agent	→	contact	Preview Edit
DAY 7	Organic Buyer VM #4	Voicemail	agent	→	contact	Edit

Josh Schoenly

Once Weekly

Cumberland

#CentralPaPoolHomes

BONUS “Secret”: COMPLETELY “disposition” every single lead, contact, & HUMAN in your database…

Who:

Address Only

Email Only

Name, Email Phone

ANY CONTACT you don’t have a full profile on!

SOI (Top 150+)

How:

Skip trace & data append as much info as possible

Immediate, short term & long term follow up plan (use what you have!)

On as many different “channels” as possible!

How:

Truepeoplesearch.com & Spokeo.com

CRM, MLS, Homebot, CloudCMA, NARRPR, L2L, Direct Mail

DO IT DAILY! (OBSESSIVELY)

SECRET #3 - 2 simple ways to use A.I. & behavioral automation to identify the most READY, WILLING & ABLE buyers & sellers immediately…

Artificial Intelligence:

Definition: The use of algorithm(s) and data points to predict which leads & prospects are most likely to sell (and/or buy) real estate in the next 30, 60, 90 days…

…so you can invest more time, money & energy into the MOST LIKELY sellers!

http://GrowWithJosh.com/likely

LIKELY.AI

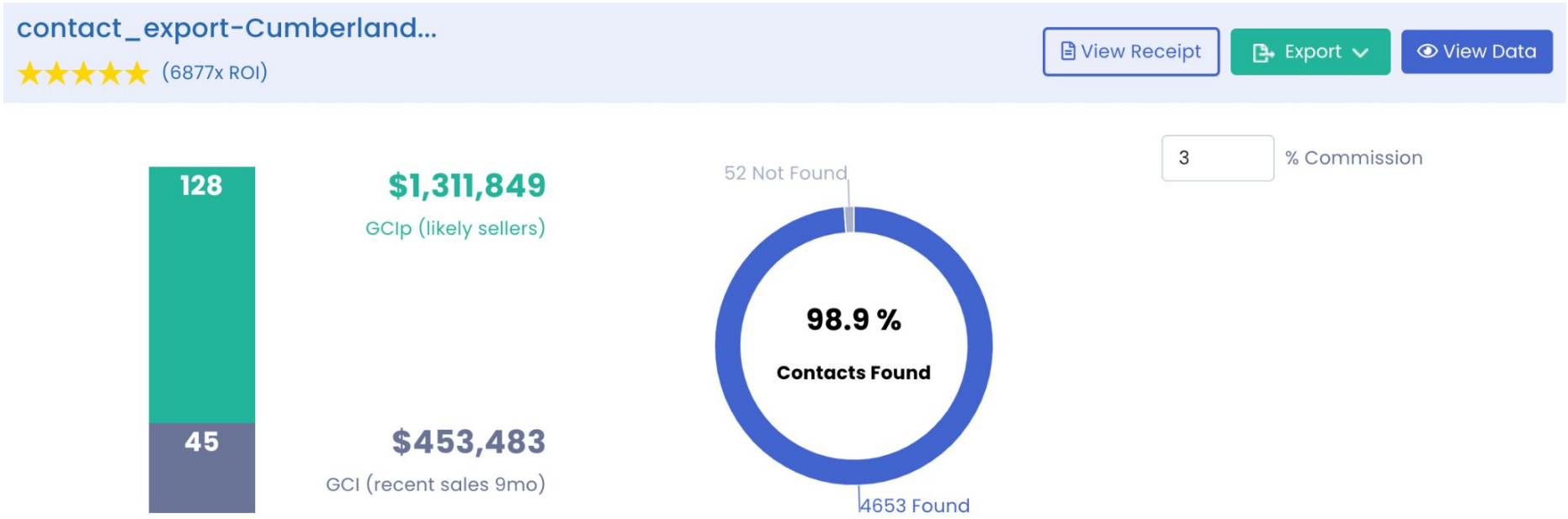
Sellers are Elusive

AI Will Find Them

Finding Sellers Is Hard

Our Artificial Intelligence Makes It Easy

http://GrowWithJosh.com/likely



Behavioral Automation:

Definition: Behavioral marketing automation refers to tools and processes that businesses use to automatically target users based on behavioral data & actions taken by prospects…

Examples:

Opened email, clicked link in email, responded to text, scanned QR code, watched video, looked at a listing(s), returned to search listings for X amount of days in a row, favorited listing, requested home valuation

The Good News: This stuff WORKS!

The Bad News: Setting everything up can be a little tedious and/or overwhelming…

The BEST News: *WE CAN HELP :-)*

And Here’s How…

The Past 50 minutes or so...

- Hopefully you'd agree it's been time well spent.
- Obviously we can't possibly cover everything you'll need to build a consistent & predictable pipeline MOTIVATED high value clients using FB & IG
- We've put together a very special offer so you can have EVERYTHING you need know right now.
- And, if you TAKE ACTION, we're going to give you a smokin' hot deal!

Who wants to copy our systems?

3.0

Here's what you'll be getting:

Facebook "Fab 5" Campaigns (Ad Copy, Step By Step/Click By Click Instructions & COMPREHENSIVE Short Term & Long Term Follow Up Protocols) — **$4,999 VALUE**

LIFETIME Access To Updates & Upgrades (FB & IG is constantly changing & evolving, but you'll always be ahead of the game with LIFETIME Access) — **$1,497 VALUE**

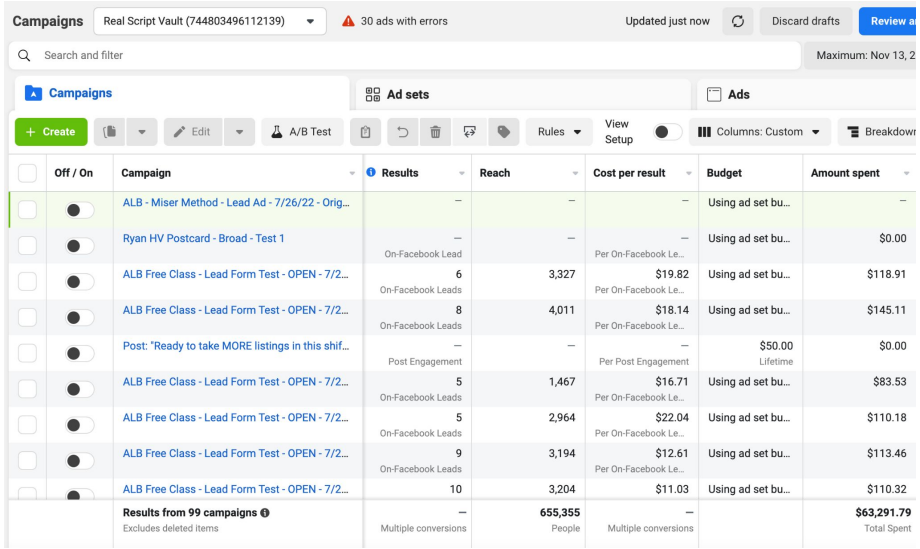
UNLIMITED LIFETIME "hands on" support — **$2,500 VALUE**

TOTAL VALUE: **$8,996**

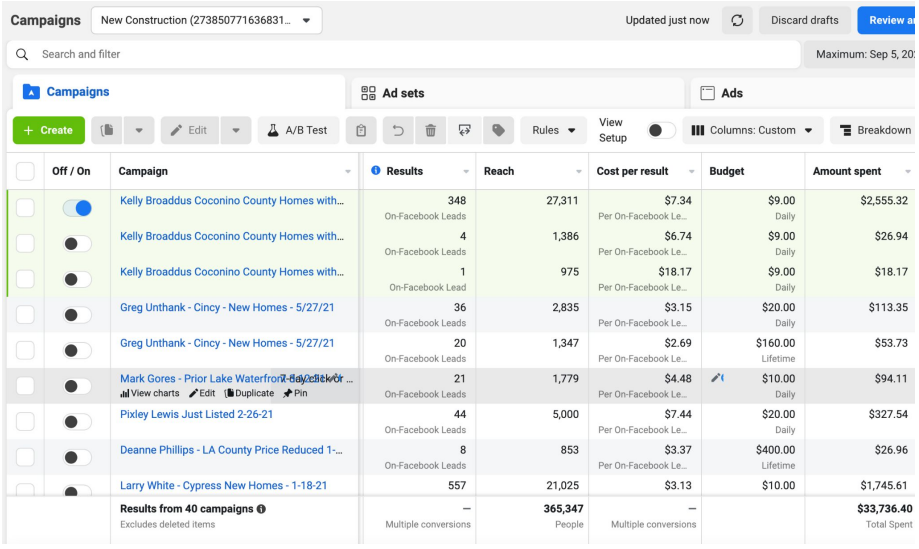
I typically reserve this type of coaching & training for my growing international sales organization...

But, we've decided to open it up for a handful of MOTIVATED agents interested in learning how to effectively farm Facebook for MOTIVATED sellers & high value clients...

I've invested literally $100,000's since the start of 2020 (so you don't have to):

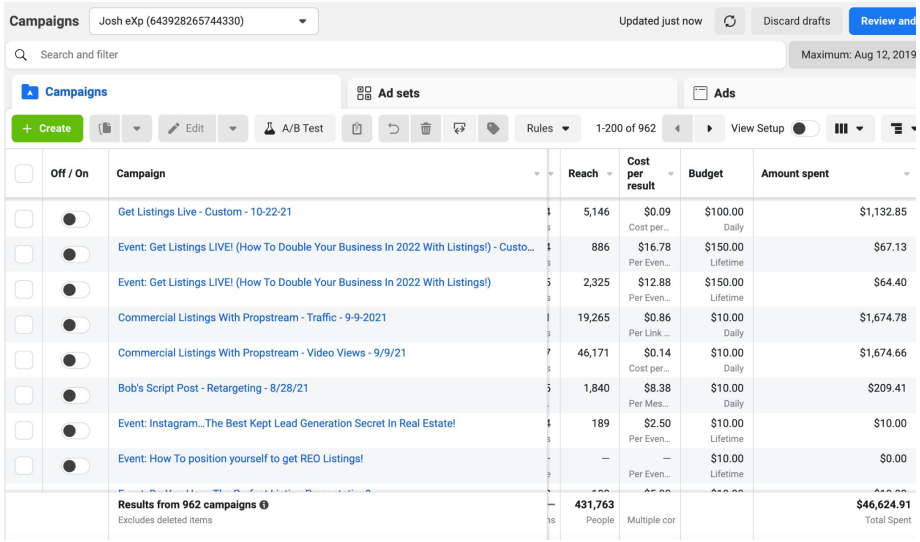


$63,291.79

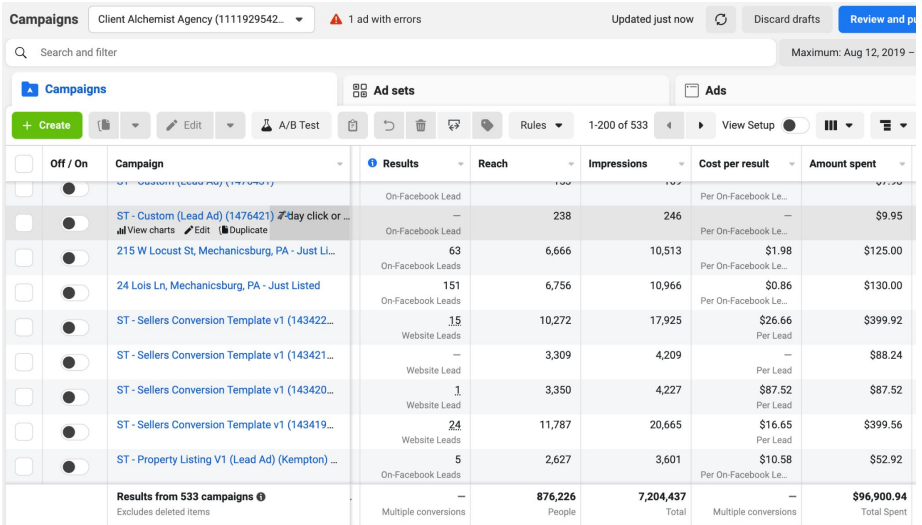


$33,736.40

I've invested literally $100,000's since the start of 2020 (so you don't have to):



$46,624.91



$96,900.94

Is this for you? (you might be wondering):

- New agents who are looking for a scalable, predictable way to grow their database and close more deals (so they don't end up as just another statistic…)
- Veteran agents looking to stay ahead of the curve and working SMARTER not harder…
- Team leads/rainmakers looking for another great source of leads & opportunities for the agents on their team…
- ANY agent or broker who's sick and tired of the "transaction treadmill" and relying SOLELY on their SOI & past clients for business!!!

If that's you, here's what you'll be getting:

Facebook "Fab 5" Campaigns (Ad Copy, Step By Step/Click By Click Instructions & COMPREHENSIVE Short Term & Long Term Follow Up Protocols) — **$4,999 VALUE**

LIFETIME Access To Updates & Upgrades (FB & IG is constantly changing & evolving, but you'll always be ahead of the game with LIFETIME Access) — **$1,497 VALUE**

UNLIMITED LIFETIME "hands on" support — **$2,500 VALUE**

TOTAL VALUE: **$8,996**

Your Fast Action Bonus #1

4 More “Plug & Play” Campaigns

Dream Home Buyer, Rent To Own,
JUST LISTED, & “Cash Offer” Seller
Lead Gen…

VALUE = $3,995

Your Fast Action Bonus #2

“Organic Onslaught”

How to generate an ENDLESS supply
of FREE seller leads on Facebook!
You get immediate, LIFETIME access.

VALUE = $697

Here's what you'll be getting:

Facebook "Fab 5" Campaigns (Ad Copy, Step By Step/Click By Click Instructions & COMPREHENSIVE Short Term & Long Term Follow Up Protocols) — **$4,999 VALUE**

LIFETIME Access To Updates & Upgrades (FB & IG is constantly changing & evolving, but you'll always be ahead of the game with LIFETIME Access) — **$1,497 VALUE**

UNLIMITED LIFETIME "hands on" support — **$2,500 VALUE**

BONUS #1 - 4 More "Plug & Play" Campaigns (dream home buyer, rent to owner buyer, cash offer seller lead generation & JUST LISTED campaigns) — **$3,995 VALUE**

BONUS #2 - "Organic Onslaught" (how to generate and ENDLESS supply of FREE seller leads on Facebook) — **$697 VALUE**

TOTAL VALUE: **$13,688**

If all this did was…

- Help you get 1 new high value client per month (with 1 of our “Fab 5 Facebook Campaigns”)...Would it be worth it?
- Help you generate new (multiple transaction side) clients QUICKLY and ON DEMAND…Would it be worth it?
- Add a predictable, scalable way to grow your database, sell more homes and FINALLY get off the transaction treadmill…Would it be worth it?

Of course it would, right?

By Now I Think You Can Obviously See Why It's A Good (Great) Deal At ~~$5,000~~

$997 (For General Public)

BUT, Because You've Invested Your Time Here With Me Today I'm Going To Make You A Very SPECIAL OFFER…

3.0

Get Started NOW For Just:

1 Smart Payment Of $497

To TAKE ACTION Get Signed Up NOW Go To:

http://GrowWithJosh.com/fb

fb REAL ESTATE ACADEMY 3.0

That's right you can get started TODAY for

just 1 Smart Payment Of $497

http://GrowWithJosh.com/fb

Still on the fence?

Best Guarantee EVER?

Either you LOVE it or you get to KEEP it for FREE!

Try the course for 60 days. Go through the trainings, download and deploy everything we give you. If you're not TOTALLY amazed by the results you get, just email us & we'll give you a prompt & courteous refund.

PLUS we'll let you keep access to everything anyway. Which means you have ABSOLUTELY NO RISK when you ***get enrolled in the Facebook Real Estate Academy 3.0:***

There's no catch…

No shenanigans of ANY kind...

This is a “no questions asked” guarantee...

Your word is gold…

If you don’t think it’s worth every penny (and then some), that’s good enough for us...

Let’s “Sweeten The Pot”!

Your Fast Action Bonus #3

“Facebook Retargeting Workshop”

Step by step how you can build brand awareness, celebrity status & a sense of omnipresence (so you can sell more home with less competition)**!**

VALUE = $999

Here's what you'll be getting:

Facebook "Fab 5" Campaigns (Ad Copy, Step By Step/Click By Click Instructions & COMPREHENSIVE Short Term & Long Term Follow Up Protocols) — **$4,999 VALUE**

LIFETIME Access To Updates & Upgrades (FB & IG is constantly changing & evolving, but you'll always be ahead of the game with LIFETIME Access) — **$1,497 VALUE**

UNLIMITED LIFETIME "hands on" support — **$2,500 VALUE**

BONUS #1 - 4 More "Plug & Play" Campaigns (dream home buyer, rent to owner buyer, cash offer seller lead generation & JUST LISTED campaigns) — **$3,995 VALUE**

BONUS #2 - "Organic Onslaught" (how to generate and ENDLESS supply of FREE seller leads on Facebook) — **$697 VALUE**

BONUS #3 - "Facebook Retargeting Workshop" (Step by step how you can build brand awareness, celebrity status & a sense of omnipresence & sell more home with less competition)! — **$999 VALUE**

TOTAL VALUE: **$14,687**

Now you have 2 choices…

- **First Option – Do Nothing, and NOT Take This Leap Of Faith (Which Is 100% Risk Free)**
- **Second Option – Pony Up This Small investment Today (compared to all the value you're getting in return, and just give it a shot!)**

Ready to TAKE ACTION?

GO AHEAD and TAKE ACTION right now at:

http://GrowWithJosh.com/fb

What we ask from you in return:

- TAKE ACTION
- Make a commitment to FOCUS and stick with the program for AT LEAST 60 days…
- Replicate before you innovate!

Get Started NOW For Just

1 Smart Payment Of $497

To TAKE ACTION
Get Signed Up NOW Go To:

http://GrowWithJosh.com/fb

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TOTAL VALUE: **$14,687**

WARNING(S):

1. Spots in the class are LIMITED due to the level of personal interaction and support we offer our students...

2. This is a special offer ONLY for this web class (specifically the discount AND the Fast Action BONUSES)

Get Started NOW For Just

1 Smart Payment Of $497

To TAKE ACTION
Get Signed Up NOW Go To:

http://GrowWithJosh.com/fb

fb REAL ESTATE ACADEMY 3.0

Get Started NOW For Just

1 Smart Payment Of $497

mike@growwithjosh.com

Call/Text: 717-912-4446

fb REAL ESTATE ACADEMY 3.0

To TAKE ACTION
Get Signed Up NOW Go To:

http://GrowWithJosh.com/fb

We had 2 choices…

- **First Option** – Go Cheap As Possible And Try To Sell As Many As Possible… (It wouldn't incentivize us to REALLY stack the value…)
- **Second Option** – Requires A Little Higher Investment… (but in exchange we can devote more resources to guarantee your success)