
DO NOT CALL LIST



Memorize and practice the following techniques:

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Today's lesson: Understanding the Do Not Call List

On February 18, 2005 the Federal Communications Commission (FCC) issued an order addressing certain issues raised in NAR (National Association of Realtors) petition for reconsideration of the Commissions 2003 Telephone Consumer Protection Act, also known as the Do Not Call Rules.

Specifically, NAR requested that the FCC clarify that the calls For Sale By Owner (FSBO) and Expired Listings fall outside the scope of the Do Not Call Rules.

The FCC did clarify that calls to FSBO's by Real Estate Professionals representing a potential Buyer are not a telephone solicitation so long as the purpose of the calls are to discuss the potential sale of the property to the potential represented Buyers.

Now what did they just say to us?

- They said in order for you to be able to call them you have got to represent Buyers.

Now let me ask you a question?

- If you have a signed Buyer Agreement signed by your Company, with a pre-approval as a cash Buyer. And they have

signed the Exclusive Authorization to Acquire Property now known as the Buyer Broker Agreement. And they have given you good or valuable consideration. Does that give you the right to call a For Sale By Owner and tell them, “I would like to see your home so that I could tell potential Buyers about it?”

The answer is absolutely right with an asterisk.

- You must have a Buyer Broker Agreement signed by your Company as all listings are property of the Broker.
- So if any one in your office has a listing from a Buyer, then you have the right as being represented from the Broker to pick up the phone and call and say:

I am calling about your property. If I have a qualified Buyer willing to pay a price that was acceptable to you would you accept such an offer through our Company?

- You get the idea?

Great it will take a few minutes to see enough of your home I could tell a potential buyer about it. And there is no such a thing as a qualified Buyer until I know what the Seller has and what the Buyer needs, I need to match the needs.

Now what the FCC has done for us is they have actually encouraged us to sign Buyers from our company on the Buyer Broker Agreement. So now that we have a potential Buyer represented, we now have the door wide open.

I want you to go into your company and make sure that you not only are taking Buyer listings, so you can call For Sale By Owners and Expired but also for the purpose of getting control and capturing your market place.

UNTIL NEXT TIME...SEE IT, SAY IT, AND REPRESENT IT!

Do Not Call List Assignment

1. You can use the Do Not Call List if you have a signed Buyer Agreement signed by your Company; pre-approval as a cash Buyer; signed Exclusive Authorization to Acquire Property now known as the Buyer Broker Agreement and they have given you good or valuable consideration.

2. You can then use this language for your entry technique:

I am calling about your property. If I have a qualified Buyer willing to pay a price that was acceptable to you would you accept such an offer through our Company?

Great it will take a few minutes to see enough of your home I could tell a potential buyer about it. And there is no such a thing as a qualified Buyer until I know what the Seller has and what the Buyer needs, I need to match the needs.

3. I want you to go into your company and make sure that you not only are taking Buyer listings, so that you can call For Sale By Owners and Expired but also for the purpose of getting control and capturing your market place.