

“Specialising In The 30 Day Sale”



 **SETSALE[®]**  **BUYERANGED[®]**  **SURESALE[®]**  **RENTRANGED[®]**
SPECIALIST SPECIALIST SPECIALIST SPECIALIST

1 - What is Pilling Systems?

The real estate industry has separated itself into two camps. Franchisees and independents. On one hand, independent agents join franchises to get brand marketing for listings, training, business development and, essentially, more sales. On the other hand, independents feel either they don't need what the franchisers are offering, or they object to the 8-10% cost involved. This is very often the total profit of the business.

There are agencies, either independent or part of a franchise, that are very successful. However, a huge percentage are not happy with either position. Franchises make promises which remain unfulfilled. Often they provide a name and little else. Whilst independents may resist joining a franchise, they recognise they need a systems solution because they do not have the resources to develop the marketing or the training programs, business development etc. required to remain competitive in today's market. As a result a totally new solution has been developed.

In 1990, David Pilling started to develop new strategies for the industry. In 100 years of real estate only two selling systems had been developed – the auction and a fixed price. David has created two new, very dynamic selling systems that achieve better prices for vendors, quicker sales because of the increased buyer inquiry, and higher commissions for agents so that both vendors and agents benefit from the higher prices achieved.

David has also developed a totally integrated real estate agency system. This has seven separate modules and the whole combined package is called “The Pilling System”. So successful and appealing is this system that, one year after the launch, more than 50 offices were operating under the system in just three states.

The question is “What is Pilling Systems?”

2 - The Six Modules

When the six modules of The Pilling System are integrated and implemented in an office, the office sales often double or triple within a year. This can be substantiated simply by ringing some of the referral offices listed at the end of this document.

Module 1 – The Selling Strategies

2.1 There are three very successful selling strategies, each branded with a trademark and each giving you a unique selling proposition. They are:

-  BUYERANGED[®]
SPECIALIST
-  SETSALE[®]
SPECIALIST
-  SURESALE[®]
SPECIALIST

2.2 Each of these selling strategies has its own distinct features designed to appeal to different customers. However, all of them involve the use of the very popular Buyer Inquiry Range[®].

2.3 The unique, user-friendly selling strategy is pre-sold to the vendor through a pre-listing kit, which includes two vital elements. The first is a 13-minute video/DVD called “Property Sellers Greatest Mistakes” which is a very powerful listing presentation. The second is a professionally produced booklet “Fatal Traps in Real Estate” which provides a short, very readable explanation of how the strategies work, and give examples of the brilliant results achieved.

2.4 The benefits of this unique approach are numerous and have a huge impact on the sales and profit of the licensed offices. They are:

- **More listings.** At least double your current success rate.
- **Greater conversions** at listing presentations. The normal conversion rate for a good sales person is 30 % of all presentations or 1 in 3. Trained Pilling Systems SuperListers are achieving up to 90%.
- **More buyers** call or are attracted to look because of price ranging and vendor paid contributions towards the marketing.

- **Better prices** because far more buyers are attracted to the property, resulting in more offers and a stronger negotiation.
- **Higher commissions** because of the unique bonus negotiated in addition to the service commission. These bonuses are a product of the system to get higher prices and an inviting proposition that is put to the vendor which results in a win-win situation for vendors and you, the agent.
- **More vendor paid.** One agent who joined us in June 2002 had achieved \$1,700 in vendor paid that year. In the first month as a Pilling Systems office, the same agent collected \$8,000 and, in October 2002, gained \$20,000 in vendor paid in that month alone.
- **Quicker sales** because of the greatly increased inquiry. We mostly aim to sell a property after the second open, and 85% of our properties normally sell in the first 30 days, even in a poor market.

Module 2 - Organisation

There are two basic realities in real estate. First, experienced sales people can list but will not seriously prospect. Second, rookies will prospect but cannot list. Within the system, sales people are segmented into three categories. They are SuperListers, Listers and Marketing Reps. Marketing Reps are the rookies and are not allowed to list.

In the past offices have struggled to recruit good sales people because their recruits are given a desk, a phone and a month. Far more importantly they are told to go out there and get some listings, which they are incapable of doing against the local gun. In Pilling Systems this does not happen. Rookies are employed as a Marketing Rep with a strict job specification. Their main aim, which is emphasised in the training, is simply to get leads and the standard is they must get at least one appraisal per day. The procedures in the system pre-sell all appraisals, both hard and soft, and sort them into people selling later and people selling now. Immediate vendors are then given a listing presentation conducted only by SuperListers who will list 90% of what they go in for, get a marketing package and a bonus.

SuperListers are compensated for their work by getting part of the commission generated by the Marketing Rep. As a result everyone benefits. It does not cost the office any more commission yet everyone enjoys the benefits of more listings and greater commissions.

Also part of the organisational structure are meetings and targets for the team and formatted procedures for the sale process.

Module 3 - The Marketing System

Because we have unique selling systems we now have something special to promote. Pilling Systems provides the following methods and products to get all the team to generate leads:

- With your Buyer Inquiry, be they at opens or by appointment, each buyer is given the brochure “Property Buyers Greatest Mistakes”. This is the sprat to catch the mackerel. In the process of reading this valuable document they will find, advertised in full colour on the back, the video “Property Sellers Greatest Mistakes”. We are far more likely to find new vendors in our Buyer Inquiry, and, if they ask to view the video, we have not only identified a seller, but we have pre-sold them on the uniqueness of our system.
- The Quad. This is a sequence of four actions directed at the three streets around a new listing.
- Droppers. There is a selection of fifteen droppers within the system, with the majority promoting products like the video and “Property Buyers Greatest Mistakes”.
- Lifestyle Property Magazines. These can be combined with any of the droppers for promotions in your area.
- Newspaper ads are provided to promote the video, “Property Buyers Greatest Mistakes” and “Fatal Traps in Real Estate”.
- An Internet page promoting the products is available for you to download and add to your web site.
- Database Letters. Each month we email you a new letter which you can download and use for your past clients, previous appraisals and loyalty program.
- Telemarketing Scripts. A number of scripts are provided, but the ones promoting the video and “Property Buyers Greatest Mistakes” are by far the most effective.
- When doorknocking, our sales people are able to carry three products – the video, “Property Buyers Greatest Mistakes” and “Fatal Traps in Real Estate” – to offer to home owners, particularly if they are thinking of selling.
- Normally private sellers hate real estate agents ringing them. However when we ring them to offer the video “Property Sellers Greatest Mistakes” they are far more inclined to entertain us.
- Shopping Centre Promotions. Imagine setting up a temporary stall in major malls or shopping centres to offer these products and the resultant leads they will generate.

Module 4 – Recruitment and Training

The full procedure for recruitment and training is provided, even down to the ad to be used to recruit sales people. Peter Mandile recently placed the Pilling Systems ad in Rockdale's local paper at the same time a competing agent advertised for sales staff in both the local paper and the Sydney Morning Herald . Even though Peter's ad was in the wrong section of the newspaper, he received 78 responses whereas the other agent had nil.

Two recruiting procedures are provided. The first is for normal recruitment through interviewing applicants. The second is for staging a careers night in your area.

Short-listed potential recruits have to undergo "The Acid Test", a trial which confirms that they are capable of getting leads. Next they are employed for a few days work experience where they have to perform a series of tests to prove to you they are capable of generating leads. They then go onto the "SuperStart" program, a series of procedures ensuring they start the right way.

A two-day training program covering every aspect of the system is held in Sydney and Melbourne. In Adelaide this occurs every six months.

Every month we put out a recruitment and training schedule which gives you a timetable to work to, including when to advertise to fit in with the training programs. Should you need to hire someone out of sequence there is a training program taking place in one of the capital cities almost every month. This means, together with the low cost of airfares today, you can recruit and train continuously if you wish.

In addition, we hold various forums for SuperListers and Marketing Reps, and each year we have a conference at an overseas resort, which is unbelievably inexpensive and can be used as an incentive to meet your office targets.

Module 5 – Rent Ranged®

The system created to increase property sales has been duplicated for use in property management. Called Rent Ranged®, it works on the same principles as the Buyer Inquiry Range®. The booklet “Landlords Greatest Mistakes” is provided to be used in the promotion of new landlords. The benefits of this system are:

- Unique marketing to increase the size of your rent role.
- More tenants applying.
- Better tenants.
- Higher rents.
- Lower vacancy rate.

Please note: There is no additional charge from Pilling Systems for providing this module. This module alone will pay for Pilling Systems fees.

Module 6 – Business Development Consultation

When you are awarded a Pilling Systems licence you are provided with a number of items:

- A prioritised implementation program for the system.
- A recruitment manual providing all the ads, forms, letters and programs required for successful recruiting.
- An office manual providing all the internal systems needed.
- A systems disk with all the documents used within the system.
- A marketing collateral disk with easily applied logos, ads and Internet page.

Every three months, a representative from Pilling Systems will visit your office to help you expand your business and set your objectives for the next quarter.

In addition, each year we have a financial planning and analysis review which includes your projections for the next financial year. A detailed financial analysis of your office is prepared, reporting the profit result of each department, the break-even point of your sales people and property managers, and the desk cost of each one.

3 - Benefits

Fees charged are not a problem because there are so many ways within the system to more than repay the cost involved. Consider the following gains, any of which can handsomely justify the fees:

- **More listings** through superior marketing.
- **More sales people** who are effective and profitable. For example, the first sales person employed by Ian Reid under the system as a Marketing Rep was Nathan Foley. Nathan was 19-years-old and immediately successful. Not only that, but in his 15th month he earned gross commissions for the office of \$56,000.
- **More commission** due to bonuses. We have literally thousands of examples of bonuses but one will always stick in my mind. Kevin Johnson joined Peter Parkes on 1 February 2002 as a rookie Marketing Rep. Using the system, one of his leads resulted in Michael Mamasis SuperListing it for him as a Set Sale[®] and a bonus. The property sold in February with a service commission of \$12,000 and a bonus of \$14,000. In his first month as a rookie, Kevin had a commission of \$26,000 and earned commissions worth \$79,500 in his first six months. Our offices now are paid up to 6%.
- **Greater conversions.** The combination of the system strategies and SuperLister ensures a far greater degree of conversions. Normally a good SuperLister will go from 30% to 90% in a matter of months. All Marketing Reps take their leads to their SuperLister, thus vastly increasing listings.
- **Higher prices** because of the increase in activity and offers, coupled with the unique way we train our people to negotiate.
- **Enormously increased vendor paid**, even in areas that traditionally have not sold vendor paid. Walsh and Sullivan First National, in Baulkham Hills, NSW obtained \$1700 vendor paid in 2001/02. In their first month (June 2002) with Pilling Systems they obtained \$8000. By October they obtained \$20,000, going from two pages of local advertising, which they paid for, to 17 pages paid by the vendors.
- **Clear direction and development.** Pilling Systems promise to you is to keep you three years ahead of your competitor. Not only that, but all the assistance provided saves you enormous amounts of time in trying to think up new ideas, design droppers and motivate your team. As a result, you can devote the maximum amount of your time to the leadership of your business.

- **More sales** due to all of the above. I invite you to read the testimonials provided in the next section.
- **Vastly increased profits.**
- **More property managements.** Build your rent role quicker. Enjoy better rental returns, lower vacancy rates and a better quality of tenants.

Join our Network today for a
SIX MONTH TRIAL