

Crexi Instructions

Crexi is also a very good site to contact Listing Agents. Follow these steps to move forward:

1st Step:

- Go to: <https://www.Crexi.com>
- Don't put anything in the space, just click Search then click All Filters at the top
- In Location, enter the city and/or state
- In Property Type, click the Multifamily arrow then click Apartment Building
- In Price, enter \$1,350,000 to \$9,300,000 then click Exclude Unpriced Listings *(you have the option to lower the minimum sales price but the max remains the same. Remember, 75% of the sales price is the 1st lien loan amount and you are paid 1% of the 1st lien loan amount)*
- In Listing Timeline, select Custom Time Period and enter a date 2yrs back from today's date to 3 months back from today's date. *(Example: If today is 4/5/2023, put 4/5/2021 to 2/5/2023)*
- In Listing Status, Only check On-Market for Active Listings
- Click Show

Now you'll see listings. Click the Show Map button to hide the map. Click on the 1st listing then work your way down.

You should have a separate Ms Word document or MS Excel document for Crexi Listing Agents.

Crexi Instructions - Continues

2nd Step:

* Starting with the 1st listing, click to open, there you'll see Days on Market. [View screenshot below](#).

Address

1732 - 1740 Ocean Shore Blvd, Ormond Beach, FL 32176

[Show on Map](#)

| Date Added | Days on Market | Time Since Last Update |
|--------------|----------------|------------------------|
| Jan 14, 2024 | 187 days | 20 days |



* Click Call Contact to call the Listing Agent and say the following:

*(Remember to edit the **yellow** areas first to reflect the correct information on the listing)*

*Hello **Dino**, I just reviewed your listing and it's been on the market since **187 Days**; that's a long time. Question: Have you receive any calls for this listing? Has anyone submitted an offer, got under contract but the deal fell through? (Wait for a response)*

I am able to help you get this listing sold. What's your cell number so I can text you my information?

Once you get the Listing Agent's cell number, text your landing page to him. This opens the conversation.

Explain the program in detail, answer any questions he may have, encourage him to put **100% Financing Available, call for details** on his listing to get buyers, encourage him to talk to the Seller to agree on a 15% Seller 2nd. Once the Seller is on board, inform the Listing Agent to put **Only 10% Down, call for details** on all his listings to get buyers. Also encourage him to call all that was interested previously to send them your landing page so they can apply.

Crexi Instructions - Continues

Take control of the conversation; let him know if he doesn't use our CLTV Program and put **Only 10% Down** on all his listings, the Listing Agent down the street will.

Say the Following:

Now if a buyer sees your listing and the listing down the street **BUT** the listing down the street is offering **Only 10% Down**, 10 Times out of 10, the buyer will proceed with the listing down the street even if your listing is better.

3rd Step:

Move on to the next listing and follow the same steps above. Continue until you have called all Listing Agents in that city or state then move on to the next city or state.

Be mindful as some Listing Agents have multiple listings so you don't have to call the same Listing Agent for each of his/her listings.

Just inform the Listing Agent that our CLTV Program may work for all their listings so they need to put **Only 10% Down** on all listings and send all buyers to your landing page to apply.

Remember to do follow-up calls, check voicemail periodically, reply to emails and keep your MS Word or MS Excel document updated and organized.