

# LoopNet Instructions

Contacting Listing Agents plays a big role in your career. Follow these steps to move forward:

## 1<sup>st</sup> Step:

- Go to: <https://www.Loopnet.com>
- Click Advance Search
- Click For Sale tab
- In Property Types, click the Multifamily arrow and select all except Dormitory and Manufactured Housing/Mobile Home
- In Property Use, uncheck Business for Sale & Vacant/Owner-user Properties
- In Condos, click Exclude
- In Portfolios, click Exclude
- In States, enter a state
- In City, you can put in a city or leave it blank
- In Investment & Sale Types, uncheck Auctions and check Exclude Pending Sales
- In Price, enter \$1,350,000 to \$9,300,000 *(you have the option to lower the minimum sales price but the max remains the same. Remember, 75% of the sales price is the 1<sup>st</sup> lien loan amount and you are paid 1% of the 1<sup>st</sup> lien loan amount)*
- In Date entered, select within the last year
- Click Search
- Click Sort then Oldest

You will see listings now, click on the 1<sup>st</sup> listing then work your way down. It will be best to open a Ms Word document or a MS Excel document to keep track of all Listing Agents.

# LoopNet Instructions - Continues

## 2<sup>nd</sup> Step:

\* Starting with the 1<sup>st</sup> listing, click to open, scroll down to the bottom to see Date on Market. *View screenshot below.*

### ZONING

Zoning Code

RM-20 (Multifamily)

Listing ID: 29348278

Date on Market: 8/23/2023

Last Updated: 7/2/2024

Address: 4103 Riverside Dr, Coral Springs, FL 33065



\* Scroll up and write down the Listing Agent's name and contact number. Click **Message** then copy & paste the following message into the message box.

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

*Hello Ernest, I just reviewed your listing and it's been on the market since 8/23/23; 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?*

*I am able to help you get this listing sold. Go to: <https://bit.ly/JayCBrowningings> for more information then call me to discuss. You will get your full listing price so no commissions lost; you have nothing to lose. CALL ME!*

*James B.*

*779-875-7787*

*BigJames@gmail.com*

\* Pick up the phone and call that Listing Agent and say the following:

*Hello Ernest, I just sent you a message on LoopNet, did you get it?*

This opens the conversation. If he says no, inform him to check his spam. Stay on the phone with him, go over your landing page to explain the program in detail, answer any questions he may have, encourage him to talk to the Seller to agree on a 15% Seller 2<sup>nd</sup>. 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.

# LoopNet Instructions - Continues

Take control of the conversation; let him know if he doesn't use our CLTV Program and put **Only 10% Down** on his listing, 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 sent messages to 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.