

Creating Urgency Campaign

Year of Campaign: _____

Overview: Your Creating Urgency Campaign is a comprehensive four part campaign to instill a sense of urgency for converting Prospects to Buyer throughout the year. **Use your Ubix login to access any of the links below.**

Part I: Lifestyle. Portraying your prospect's hoped for lifestyle is the umbrella of your campaign. This will be done using the "stories" of your current owners via video and sponsored content/press release.

The format for the story is as follows:

1. **Problem(s)-** What were the problems your owner was dealing with that led them to build a new home or remodel their current home?
2. **Agitation-** What were the struggles your owner experienced trying to fix their problem(s)?
3. **Solution-** How did you location, process, people and purpose fix their problem(s)?
4. **Call-to-Action-** What should one of your leads do in order to have you solve their problem(s)?

Goal: Tell stories to create urgency through a hoped for, desired lifestyle (i.e. how has everyday life changed for the better since your owner has lived in their new home or remodeled space?)

Management: Identify 1-3 owners who will share their story via video and/or press release/sponsored content. The video will live on your blog, Facebook page and website. The press release may be picked up by local media (check with your local HBA to find a local PR service to assist writing and distributing the release.)

Sponsored content can be purchased through your local newspaper or other media organizations. You'll pay to have this run in print or perhaps just digitally on the media's website/social media outlets.

Sponsored content example:

http://www.omaha.com/sponsored/the-search-is-over-grandview-ridge-estates-has-everything-a/article_dfc0562e-f8e4-11e7-96c4-778d4c89124d.html

Creating a builder story and client testimonial videos:

<http://ww4.gamedaycoaching.com/members/online-tool-chest/unleashing-the-sales-power-of-your-website/website-home-page-and-client-testimonial-videos/>

Sales: Injecting urgency into your sales process starts early and continues throughout the relationship. Here are some tips and when to use them:

1. Take time, at the first meeting, to understand what they don't like and want to change about their current situation. Relate design and location deficiencies back to how it affects their current lifestyle.
2. Don't ask the prospect, "when would you like to get started." Instead ask, "how soon do you want to be living in and enjoying your new home/remodeled space?"
3. Ask the question, "Would it be helpful to establish a budget for your new home/remodeling project?" Of course it is! This is a transition question that will take them to your process for moving forward.

Tools: Utilize the following tools to help build urgency using lifestyle

1. [Needs, wants and wish list](#). Send prior to your first meeting and review with the prospect at the first meeting. Use as a basis for preliminary and final pricing.
2. [Design & Construction Timelines \(Process Map\)](#)- Visual aids when explaining your process, setting expectations, major milestones, etc. Use this in your first meeting.

Part II: Scarcity. Your Lead will begin the relationship with you focused on two things- 'How *much* home (product) can I get for how *little* money (price)?' Yes, no matter their budget, they'll have champagne tastes and a beer budget!

The problem with this scenario is there is no emotional attachment to a floor plan or budget pricing. Therefore, no urgency. To create urgency in this phase we use scarcity; finding the 'one and only' homesite to build their new home.

The format for this part of the campaign is as follows:

1. **Needs analysis-** Identify all the unique characteristics of the type of site they need, want and wish for. You should come up with 1-3 that fit.
2. **Lot-to-home ratio-** Use this ratio to determine where the sweet spot is where they get most of what they want in their home and homesite.
3. **Homesite review-** Walk the 1-3 sites with your prospect and, if possible, get a reservation. Urgency is created by narrowing down to their 'one and only one' site and a deadline to finalize preliminary numbers and design so they move to plan deposit or purchase agreement.

Goal: Find the one homesite that fits the needs, wants and maybe even a wish of your prospect. Reserve the site for 1 - 4 weeks to complete your due diligence prior to the design phase.

Management: All sites you own/control or have access to should be part of your homesite characteristics sheet. This sheet will help create a unique selling proposition and help your prospect see the site as, "one-of-a-kind."

Homesite Characteristics

<http://ww4.gamedaycoaching.com/index.php?s=homesite+characteristics>

Sales: Injecting scarcity into your sales process starts at the 1st or 2nd meeting and is the basis for setting a timeline moving forward.

Here are some tips:

1. Never answer the question, "how many lots do you have in _____?" Instead say, "Tell me what you're looking for in a homesite and I'll see if we have a match."
2. When walking a site use a lot of test or soft closes such as, "On a scale of 1-10 with 10 being the highest, how would you rate this site? What would it take, in your mind, to make it a 10?" It's extremely rare to have any one site rated a 10. That's where you come in to help them design and visualize their home on the homesite.
3. Always get a homesite reservation or scope and range deposit before pricing out the home on the homesite!

Tools: Utilize the following tools to help build urgency using scarcity.

1. [Needs analysis](#) items for narrowing down the type of site
2. [Homesite review and reservation process](#)

Part III: Price. Land, Lumber and Labor will go up year-over-year. These price increase each year are normal and customary in real estate. Instead of raising prices once per year (or at the time of estimating), anticipate and structure smaller increases on a quarterly bases.

The format for this part of the campaign is as follows:

1. **Land-** The interest clock is ticking every day you own land. Make the cost of holding land transparent by raising the price of your lots each quarter.
2. **Lumber-** If possible negotiate lumber prices for set periods of time. Preferably one year and at least by the quarter.
3. **Labor-** As with lumber, lock your labor rates with your trades for a set period of time.

Goal: Using the example of 3% annual price appreciation, break that into (4) .75% increases throughout the year. At the end of each quarter, ask for commitments in the form of a homesite reservation, scope and range deposit, plan deposit or purchase agreement to "lock-in" Land, Lumber and Labor price increases. You set a schedule to move prospects through your process within a set amount of time. If they meet or beat that schedule they avoid the price increase. If they don't, they absorb it.

Management: This takes some doing each year with trade agreements and agreed upon price locks. Even if you can't get your trades/suppliers to give you set time commitments for pricing, use this process to keep prospects from getting hung up in plan design.

Create a slot schedule for design and/or construction. That is, how many prospects can you manage at one time in plan design? How many homes can you start each month? Figure that out and limit the amount you'll take in or start. This creates a backlog and if one prospect isn't ready to go, another should be. You can fill in with spec homes if that's part of your sales strategy.

Sales: Injecting pricing urgency into your sales process starts when you present a preliminary budget. Every pricing proposal should have an expiration date. If the prospect hasn't moved forward by the expiration date, the price is subject to increase.

Here are some tips:

1. "The only thing waiting gains you is an erosion of your buying power."
2. "Unfortunately the exact same home will cost \$_____ more next quarter. How do you feel about converting that price increase to equity?"
3. Every pricing proposal should have an expiration date, preferably 1 week from the date of presentation.
4. The prospect can lock their prices when they move into the next milestone of your sales process (i.e. plan design, homesite reservation, construction contract, etc.)

Part IV: Fear of the Unknown. This is just as it sounds. The fear of the unknown works for every single unknown your prospect has to "know" before moving into their new home/remodeled space.

The unknowns include but are not limited to:

1. **Lending-** We know what rates are now. What about next _____?
2. **Land availability-** Will their favorite site be available if they wait?
3. **Price increases-** How much more will they have to pay for the exact same home? What will they have to give up to offset the increase?
4. **Economy/stock market/company performance-** If they will be cashing out investments or using bonuses to fund the new home, will things be better or worse next _____?

Goal: Use what is known today in contrast to what may happen in the future (e.g. higher interest rates, stock market decline, favorite homesite(s) sold, etc.)

Management: What is the cost of waiting? There's always more to lose than gain by waiting! Your message should be focused on taking advantage of what's available now and not leaving the uncertainty of the future to derail housing plans.

Sales: Lending, Land Availability and Price Increases are the focus in the sales process. Economy, etc. are secondary but should be used when sales progress stalls.

Here are some tips:

1. Every time pricing is presented provide a "cost of waiting...." analysis and show what a .75 - 3%+ price increase along with a .25 - .5% rate increase does to the cost of financing and/or erosion of buying power.

Tools: Utilize the following tools to help build urgency using scarcity.

1. [Download the True Cost of Buying or Waiting a Year Calculator](#)