



The Spider Juicer

Torrance, CA
Tim O'Keefe
Special Report

I have been commenting on the Real Estate Recession of late. However, I don't like calling it a recession. Call it being too half full, in a world of empty.

What is very interesting is that I announced this movement called the **Positivity on Real Estate** about a month or so ago.

I actually have been blogging about it for years. But I thought by mid October it time to really start looking at this.

Then what followed were two major players made a key address to the industry as I continued my Bubble Blogging. (I am under no delusion that these people took action because of me, although I am under the possible delusion that I am the first to have written publicly on the subject of spinning this news more positively)
http://www.houseblogger.com/houseblogger/2004/07/atlas_dmt_relea.html

Bernice Ross wrote a two part series at Inman illustrating the positives in the market. She in some ways mirrored what NAR had to say at the convention in Vegas.

Both pontificated convincing facts and figures that illustrate, and dare I say

reframe some of the ugly numbers being hammered in the popular media and online. First of all this is an interesting phenomena that happens online.

It is a "group think" that happens whereby ideas spread and no longer are your own. It is at the root of what blogging proponents might call "thought



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leadership". I wrote at length about this here:

<http://www.houseblogger.com/houseblogger/2007/10/from-idea-to-se.html>

You can get more Positive real estate news in the Bubble section of the blog

http://www.houseblogger.com/houseblogger/real_estate_bubble/

Let's look at the not so logical side of the debate. NAR can spin all they want but the truth is that the people who need to hear the positive message could not afford to attend the Vegas convention. They are worrying about their next escrow closing. If they even have one!

Logical Arguments Just Aren't Logical

So Ross, NAR, and I are calling on agents to reframe and positively spin the numbers. And this is not an unethical thing. It is a simple spin on logic. Yah the numbers suck year over year. But, over the past five years this town has appreciated. That kind of thing.

But, I think a much more powerful method is taking back the media thru emotion!

How to Take Back the Media

I assume since you are a subscriber that you have a website or blog. Thus, you are a member of the "new media"....if you choose to be.

And most of your future buyers and sellers are not out there reading the bankrupt newspapers. They are online right? And as a member of this new media you have a voice...right?

However, we should have learned in selling and persuasion 101 that people buy with emotion and convince themselves with logic. So we as an industry need to come up with **emotional reasons for the public to buy a home now.**

Arguing the facts about home buying is like arguing religion. All you do is convince yourself and people already on your side. Honestly the ugly reality of this is that I doubt that the people whom are spreading the gospel of doom have any real stake in Real Estate.

Why in the hell would anyone that has property or wants property, spend energy in selling a crash? Even if a crash were imminent?

I was curious about this when I visited Bubble forums and blogs and saw a ton of negative energy towards the professions and its agents. And GULP! I was included in that mix. I got my butt kicked on a couple forums. And honestly, there were some pretty convincing arguments to hang it up.

Most of these arguments are based on the ideas of the **Book Irrational Exuberance.**

I could not help myself but wonder if this is some sort of class envy. The negative energy is just way to high. Sure enough I saw in one post that this one guy has never owned a house. He does not want a house or a car for that matter! He said he rides a bike around town. Yah, in case you were wondering he was from Berkeley.

Interviews with Real Estate Experts

What are the movers and shakers doing to rock and roll during this economy?

<http://interviewswithrealestateexperts.com>

Well we need to come up with reasons that are emotional. The buyers are right there on the fence. I can tell you of all the web logs of which I have access, I see either steady traffic or growth. However, registered leads are down in most cases.

So it is like the public just want **a reason why**.

Why should they buy your listings?
Answer that compellingly and you can move markets.

How to Move Your Market

Sales happen one at a time.

They can happen because of Macro and Micro reasons.

MACRO- Let's look at what happened during the last run up. Eventually the market caught fire as easy financing made way for easy purchasing. A frenzy took place as everything was in order to cause *positive* mass hysteria.

A buyer might go to an open house and find 10 other people trouncing thru. By days end the agent might have 10 offers. This reality only **fueled** the feeding frenzy.

Now, it should be obvious that the party hand to end.

But understanding some of the reasons why it happened may help you know how to stack some of these elements in your favor in today's environment.

Today, the hysteria has gone the other way. Now everyone is reeling back as the experts claim that Subprime has

caused a world crisis. Oh, and the facts these guys have to prove a looming crisis are so convincing.

But again, **a sale happens one at a time**. And the market is a whole bunch of sales happening one at time.

Stacking Your Market into Your Favor

What if in an open house you could set it up to run for just 1 hour? Or you scheduled less showings, instead of more? What if you only you scheduled 10 people at a time per showing?

I recently spoke to a friend about divorces and breakups and such. And we marveled about how human nature dictates to us that when we throw out unwanted items as trash, but when someone else wants our trash then we somehow, even if in a small way, want it back.

Isn't this true in relationships, and certainly in business? Specifically, we want what we cannot have. Or what we may not be able to get.

This is why it is counterintuitive but absolutely true, that if you get broken-up "on", then your fastest way to get your relationship back is to date. It may or may not work, but one thing is for sure you will find out faster.

So creating a **scarcity is a valuable tool** in setting the emotional drivers.

MICRO- What micro or personal drivers crank up a persons **need** to have a home right now?

- Divorce
- Death
- Wedding/Marriage

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- Children
- Tragedy
- Foreclosure

All of these set up very emotional reasons to buy that are so stacked on top of one another they can appear to be a need and not a want.

Of course there are deeper levels of desire that causes one to own a home over renting.

- The Home is a Castle
- Room for children to play and be safe.
- Pride
- Nurturing is important for Gardeners or Do it Yourselfers
- Safety
- A good School is a SMART choice

What other emotional states or drivers can you think might be a reason people buy their home?

Notice I have not mentioned money or equity buildup. As that is the story we tell ourselves to justify the purchase.

You see the current frame that has played out and is either consciously or unconsciously holding your future clients from giving you money is that everyone is agreeing on **the real estate as investment frame**.

The Ross article and the NAR Publicity was all playing within the frame of the Bubblistas. That like a stock or bond, real estate is an investment.

So if you will play in that frame, then *greed* certainly does not work. However, it is the only emotion you can sell to if real estate is an investment- but not in a receding market. But what if real estate

is about a home, and a home is your castle?

This alone will not move most people to buy right away. But creating these emotional reasons stacked on top of one another will get you some positive movement. Add a motivated prospect that is motivated because of divorce, or other tragic life occurrence, then you have a deal in the making.

Unfortunately, you might be in the bad habit of still selling homes like they are stocks since that is how you sold during the run up. Who can blame you?

But understand it was their **greed that sold them**, not the investment.

And until you change their frame of reference, it is their greed that sits them on the fence. Watching your website and your listings, curious if anything is ever going to change.

Tim O'Keefe of Spider Juice Technologies publishes a nationally recognized blog at www.HouseBlogger.com. Agents and Brokerages across the U.S. and abroad read his frequently written online marketing tips.

Specializing in Search Marketing and Lead Creation, Spider Juice Technologies helps professionals get more traffic, more leads, and more sales thru servicing, consulting and in house training.

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