

THE

# MAX PRICE HOME SALE SYSTEM

The 3-Step Formula To Sell For  
Full Price In 5 Days Or Less Every  
Time



# WELCOME!

***This book is the essential resource for super-smart sellers who are open-minded to using a brand-new home selling system that will get them more money, faster.***

***Let's begin!!!***

Welcome to our Seller's Guide where I'm going to teach you how to sell your house for full price in 5 days or less without having to use the traditional home sale process...

***...so that you can get more money, faster.***

You're here because we know that you need to move on to a new house and the next chapter of your life.

In order to do that, you first need to sell your current house and sell it for as much money as possible without it sitting on the market forever.

The problem is...

...you don't know who you can trust to get you the best result possible, so even if you do sell, you still feel uneasy because you never truly know if you actually got as much as you should have.

**Well, we believe that when you sell your house, it ought to be easier to get full price.**

We understand how paralyzing it is to be stuck in a house that won't sell.

And this is why we took experience from hundreds of home sales to design a brand new way to sell a house that virtually

ensures that every home owner can sell for full price in 5 days or less.

Here's how this new system works:

Step 1 - we add scarcity

Step 2 - we create competition

Step 3 - we give buyers a deadline so that they're forced to take action right now

Read the rest of this Seller's Guide to see why this works so well how you can copy this brilliantly simple 3-step plan.

Stop wasting time with outdated agents and methods that don't work that well any more.

Instead, get full price every time and be certain about your home sale so you can confidently move onwards and upwards to the next chapter of your life.

This 3-step framework is a brand-new way to sell that takes control completely out of the buyers hands and puts it all into your hands instead.

When you sell your house this way, you'll be the smartest person in the room. The one playing chess when everyone else is playing checkers. And you'll have been able to move onwards and upwards to the

next chapter in your life, with a huge pile of money in your pocket, even if you've never sold a home before.

Now I'm guessing that you're confused on how to get the best price for your house and you're skeptical about who you can trust, right?

Well, the first thing I want to mention is that none of this is your fault. There's a lot of information out there from a lot of different people and you can't possibly be expected to be an expert in selling a house when you're probably only going to do it 2 or 3 or 4 times in your entire life, right?

If you've ever sold your house before and thought "I bet I could have gotten a higher price" it's not your fault, because you were using a process that's decades old. I'll show you how to fix that.

If you've been concerned in the past that you won't get the maximum price for your house or, worse, that you'll get stuck with a house that won't sell, I want to put those fears to rest. You can do this. You just need the right person to explain it to you.

Every traditional real estate agent out there wants you to believe that they have the best marketing and that it's marketing that sells homes. And every cash-buyer service says that they'll pay you the same market price that a private buyer would pay. And

every For Sale By Owner service says that all you need to do is to be listed on the right websites to sell your home. I'm here to tell you that they're all wrong. They have their reasons for wanting you to think those things, but they're just not true.

If you've ever thought that these people just want you to sign on the dotted line as quickly as possible so they can get a fast commission with the least amount of work possible, you're probably right. Because, to them, you're a number. You're just one of the 5 million+ homes sold every year.

The difference with us is that we care about your success. Why else would we give you a detailed book like this, for free, and give you all our best secrets whether or not you choose to work with us?

So that's what we're here for, to help you succeed. I know that you want to get the most money in the least amount of time so that you can move onwards and upwards to the next chapter of your life. And I'm going to teach you exactly how to do that in this Seller's Guide.

My first goal with this guide is to help two types of people.

For those who want to do it for-sale-by-owner style, I'll show you what to do to get the maximum price so you can simply copy our system.

And for those of you who already know that you're going to hire an expert because you don't have the time, skills, or financial resources to gamble with the biggest investment of your life, you'll get our max price system too. More importantly for you though, you'll finally have the confidence to know for certain what you need to do and who you can trust to get your home sold. We can help you.

My second goal for this guide is to have you understand and believe that adding scarcity, competition, and a deadline are the keys to getting full price in 5 days or less.

And I'm going to show you our proprietary frameworks that virtually guarantee you that when you add these things, you will get the most money when you sell.

**Now, I hope you didn't miss what I just said because I gave you the secret to selling right there... the one big secret is to add scarcity, competition & a deadline when you sell. I'll explain what that means and why you need it in a moment.**



## The 3-Step Formula

# “S.C.D.”

- SCARCITY
- COMPETITION
- DEADLINE

Once you read through this guide, your next step is to find out how much more you can get for your house by selling with this system. Just respond to our text and let us know you want your price. You must do this because you can't do anything until you know how much you can get for your house in today's market. Getting your price is always the first step.

I know that what I'm showing you works because I've been a licensed Realtor for years and have been personally involved in hundreds of home sale transactions.

In all this time, the most surprising thing I've discovered is that marketing doesn't sell homes. Everyone thinks it does, but it doesn't.

In reality, marketing is certainly important and it's important because its main job is to get potential buyers to the front door.

Proof of this is that no one ever was scrolling through a home listing site, saw a house and said, I want to buy that house. Instead, what they say is I want to go see that house. *Buying a house and seeing a house are not even remotely the same thing.*

Again, what marketing does is get people to front door.

Once they're there, the marketing stops and something else needs to take over. What that something else was eluded me for years, until...

It wasn't until I was showing two sets of buyers a house for one of my seller clients. It was a situation where the sellers absolutely had to sell.

The husband had lost his job, they couldn't afford to remain in the house and, to make matters worse, their daughter was about to have their first grand baby and they were trying to move 5 hours away to be near their daughter, but they couldn't move until they first sold their existing house.

Of course, I had done all the marketing I could to get it sold for them. And I mean everything.

Yet still the house sat and I wondered, what if I can't sell this? Will they fire me because they think another agent can do better marketing? More importantly, what is going to happen to them if they can't be near their daughter and what if they can't pay their mortgage? Would their house go into foreclosure?

***But while I was showing those buyers the house, something magical happened that changed everything...***

The buyers' showing times overlapped and both ended up there at the same time to view the property. After a long while, I politely told them I could stay for another 5 minutes, but I absolutely had to leave after that because I had another appointment I needed to get to, so their clock was ticking.

I remember waiting at the island with each couple at opposite ends of the kitchen talking.

And, in an admittedly awkward moment, both couples realized at the same time that they were both very, very interested.

So there we were, one house, 2 very interested buyers, and a countdown clock that was just about to hit zero. Suddenly one of the couples literally ran up to me to express that they were going to call their agent right away and make an offer.

And it was then that I realized what had eluded me for so long. I realized what every house needed to virtually ensure that it would sell quickly and for the highest price possible.

***What every home sale needs is exactly what I had at that moment: scarcity, competition, and a deadline.***

Boom! And just like that, that house sold for full price when most homes in their area sat for months.

My sellers were ecstatic about getting such a great price and, more importantly, relieved about finally being able to move on and be with their daughter and new grandson.

And I was insanely excited about my epiphany that any seller could get a similar result if I just recreated this situation over and over again. So I experimented on how to manufacture that exact scenario and even got help from other agents who were able to help me fine-tune the process. And once we got it down, I started showing other people and they were getting great results, too.

We're now able to apply this framework to any home sale situation.

And what's even cooler is that we can now give every home seller the confidence to know exactly when their house can sell and the likely bare minimum it's going to sell for, so they can make concrete plans to move onwards and upwards to the next chapter of their life, even before their house is sold. And sellers love that.

Remember, after reading this guide, make sure to ask us how much more you can get for your house using this system.

Now that you've got a taste of what we're doing, I'd like to show you the 3 secrets to making this system work...

# The SECRETS

**Secret #1: How to get more money, more certainty, and more convenience during your sale, without bowing to buyers' demands**

**Secret #2: How to copy our 3-step framework so that your own success is virtually guaranteed**

**Secret #3: How to use the local demand to your advantage, no matter if your real estate market is super hot or super cold**

Let's start with Secret #1: how to get more money, more certainty, and more convenience during your sale, without bowing to buyer's demands.

Remember before when I told you about the selling framework? Well, here's where you want to start taking notes because I'm going to walk you through it.

**I call it the Max Price Home Sale System: The 3-step framework to selling for full price in 5 days or less.**

It all starts with throwing away the old way to sell a house and completely replacing it with a brand new system that includes scarcity, competition, and a deadline, which is something that no traditional agent is doing.



When I was first figuring out how to do this, I knew that I had to have all 3 of these things but I didn't know how to manufacture each of them on demand. I mean, how do you guarantee that there's going to be competition for a house if the market is cold or it's a weird house, right?

So I took everything that I knew and then started talking with other agents to get some more ideas.

David was an agent I knew who was doing a special event where he was getting roughly 100 people to see a house when the average for other agents was about 5.

Paul was an agent who said that whenever he had multiple offers, he gave each buyer one chance and one chance only to have the winning offer. In real estate terms, we call this a "highest and best" offer.

And I talked to a bunch of other agents from whom I got even more ideas.

I experimented with these ideas, found the winning strategies, and forged them into a bullet-proof framework that you now know as the Max Price Home Sale System.

Here it is in its purest form, so take note of this.

**Step #1: Put your house on the market on a Monday, do as much promotion as possible for it, but do NOT let people come and see it until your scheduled Velvet Rope Parties on Saturday and Sunday. This step adds the scarcity.**

**Step #2: Let buyers see your property only during your Velvet Rope Parties. These Parties are a 2-hour block on Saturday and a 2-hour block on Sunday. That's it. No one can come before or after those times to see the house. If they can't make it, too bad. This step adds the competition.**

**Step 3: Tell every buyer that their highest and best offer is due at 4pm Monday. After that, you pick an offer to either accept or further negotiate. This step adds the deadline.**

**With those 3 steps, you can create scarcity, competition, and a deadline no matter what house you're selling**

**That's the framework. It's extraordinarily simple and remarkably effective.**

Now you might be thinking... *what if this doesn't work?* Ok, what if it doesn't? Worst case scenario is that you start again and use the traditional home sale process, which is what you would have used



anyways. In other words, you have nothing to lose in doing this and everything to gain. As we'll see more in secrets 2 and 3 though, using the Max Price Home Sale System definitely works way better than the old-school traditional way, so this is what you want to do.

Now you might be thinking... *adding scarcity, competition, and a deadline can't actually sell a house*. Well, actually, adding these 3 things will help to sell anything, not just a house. For example, imagine you're in a store and you see something that would make the perfect birthday gift for your spouse or best friend. It's absolutely perfect and it's affordable. But their birthday isn't for another 3 months so you say to yourself, well, I'll think about it and come back later to get it. Just as you start to walk away, someone else comes up to that item and picks it up and is staring at it. Their interest has now raised your attention. Just then, a salesperson comes up to the other customer and says "that's great, isn't it? The manufacturer only made 100. 99 have already sold and so that's the last one ever." You're now very tuned into this conversation knowing that there is only one left of this very perfect gift that your very special person would absolutely love. And then the salesperson adds, "actually, this one is already sold. A gentleman came in a minute ago to buy it but forgot his wallet in his car. He went out to get it and should be back shortly. I told him I

couldn't save it for him. So, if you want it it's yours, otherwise he should be back in 5 minutes to purchase it." It's at this point that you realize that, in just 30 seconds, you went from feeling like you had the luxury to think about it for as long as you wanted to knowing that you had to act right now or lose it forever... and that maybe you might even need to pay more than the retail price to get it. So, yes, as soon as you add scarcity, competition, and a deadline to anything, the likelihood that you will sell it more quickly and for more money goes up instantly.

Now you might be thinking... *this is so different, I'm fine doing it the old way because at least I know that the old way works.* Yeah, the old-school traditional way works. It just doesn't work as well as this way. That's because the old way relies on putting your house up for sale, waiting for people to see it at their convenience and hoping that they like it. In that situation, the buyer has all the power. You have none. This way has been dead and over since 2006 because 2006 is when a little company called Zillow came on the scene with the specific objective of putting all the power and control in buyer's hands. How you take that power and control back is with the Max Price Home Sale System.

Now, you might be thinking... *this is too simple to work.* Well, actually, the more simple something is, the more likely it is to work. So simple is good.

Or, you might be thinking... *this is too complex for me, I can't do this.* Well, that brings us to secret #2, which is ***how to copy our 3-step framework so that your own success is virtually guaranteed.***

You can do this. Here's how...

If you're a for-sale-by-owner, copy what I'm about to show you exactly. If you're going to hire an expert to help you sell, understand how this works so you know what to expect, then we'll do all this for you.

Either way, your first step after reading this guide this is to find out how much more you can get for your house by texting us.

The key to Secret #2 and making this work for your specific house is to follow our process exactly. Why is the process so important? Let me share a story...

I was at a marketing seminar a few years ago. The presenter came on stage and started talking about the 12 Stages of Intimacy, which is detailed in a book by Desmond Morris.

I was thinking, why is this guy talking about sex at a marketing seminar? Well, the fascinating thing about these 12 stages is this... to get from stage 1 (eye contact) to stage 12 (bow-chick-a-wow-wow) is not dependent on anything but *going in order and getting*



*to every stage before you can move on to the next one.* Think about it, to go from stage 1 to stage 12 could take someone an hour or it could take them a year. It doesn't matter, but regardless of the time it takes, they cannot go from stage 1 directly to stage 12. They can't even go from stage 1 to stage 3. Skipping even one step breaks everything immediately. They have to go in order.

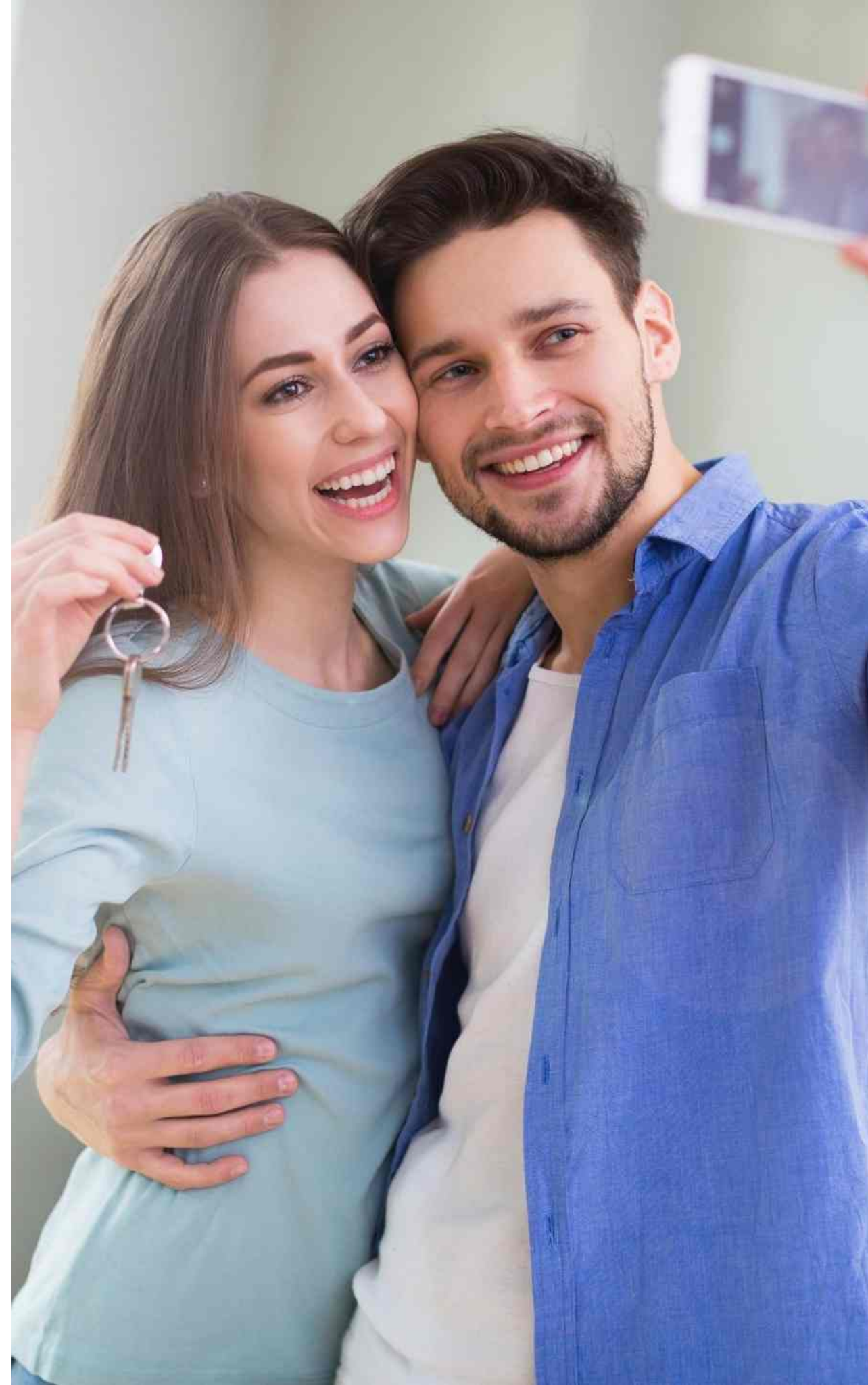
The point is, no matter if you're trying to start a new intimate relationship or trying to have someone buy your house with our system, you have to go in order.

***So what I'm saying is, just follow the process exactly and only as I have laid it out, and it will work for you. It's that simple.***

Remember the 3-step framework of the Max Price Home Sale System is this:

- List on Monday
- Velvet Rope Parties that weekend
- Offers due Monday at 4

Let's break this down. First, why Monday? Because this gives you the maximum amount of time before the weekend for people to see that your house just came on the market. During these first few days, you want to promote your new listing as heavily as possible. That means all the proper websites, direct



mail, door knocking, phone calls, everything! Everyone needs to see that it's available right now. Don't hold any promotional tricks back. Your goal is to be everywhere in the first 5 days so that your Velvet Rope Party is "sold out". So what's a Velvet Rope party?

These are the only times buyers can see your house. They are a 2-hour block of time on Saturday, like from 12-2, and another 2-hour block of time on Sunday, like from 2-4.

Why do we call them Velvet Rope parties? Well, have you ever seen a nightclub where people are waiting in line, and where the VIP's are waiting behind a velvet rope? Well that's what we're doing, we're treating our buyers like VIPs and creating a sense of anticipation, that something special is inside, and that what awaits them is way better than anything else around, just like a popular nightclub would do.

Why do we force everyone to come at one of these 2 times? Because now buyers visually see that there is competition and this increases their interest. Everyone wants what they can't have. Plus, this works just like a luxury auction... you start with a fair price for a valuable product and, because buyers see competition all around them, they expect that the longer they wait, the higher the price goes, which is in stark contrast to the traditional way of selling a

house where buyers expect that the longer they wait the lower the price goes.

Last step - Tell everyone that offers are due at 4pm on Monday. This is your deadline. Do not reply to any offers until you've received them all. After 4pm, you can accept one or decide on one to negotiate with.

***This is the process. Follow the process exactly and only as I have laid it out, and it will work for you. It's that simple.***

Now you might be thinking... *my house is special, this won't work for my house.* Well, actually it will. Your house can be sold. Therefore, it can be sold with this system.

Now you might be thinking... *what if I don't get any offers?* Well, that's easy because that always means that no one thought it was a good enough value, which is incredibly good feedback to have. Keep this in mind: your goal is to have at least 5 buyers come through during that weekend and, most likely, you'll have a lot more than 5. For reference, in a "balanced" real estate market, it often takes about 10 buyers to see a house before an offer is made. In many markets it only takes 3-6 buyers, and sometimes less when the market is hot. So, if you



have 5-10 people seeing your house and get no offers, the problem is simple to identify: no one thought it was a very good value.

Now you might be thinking... *what if a buyer wants to come before the weekend because I don't want to lose them!* Well, they can't and this actually plays to your advantage. Remember, the order of the process matters. Politely let them know that their only times to see the property are at your designated Velvet Rope Parties. And you won't lose them anyway because everyone who is truly serious will show up during the designated hours. Having someone want to come early is a great sign and they'll be all the more interested once they actually get to see it.

Now you might be thinking... *yeah, this works in other markets, but my market is different. It won't work here.* Well, actually it will. And that brings us to **Secret #3, how to use the local demand to your advantage, no matter if your real estate market is super hot or super cold.**

Because that's one of the great things about this, it can be used in any type of real estate market.

Here are the 3 steps to making it work in your market, no matter if real estate demand around you is super hot or super cold.

Step #1 - Expect to sell on Monday, your deadline day. Don't let your home go unsold because the longer it stays on the market, the less people will pay. It is statistically proven that you have the best chance to sell for the most money when your house is new to the market because that's when the most number of people who are ready to buy right now will see you. So, do everything you can during that first weekend to increase your chances of selling, starting with Step #2 below:

Step #2 - Always promote your home and your Velvet Rope Parties as heavily as possible. This is especially important in a real estate market where demand isn't as high.

I'm going to say that again... in a real estate market where demand isn't as high, promote your home and your Velvet Rope Parties as heavily as possible. This is your number one priority because, in this type of market, your goal might not be to get multiple offers, but rather to ensure you get at least one incredibly great offer. Promotion is the key to letting as many people as possible know that you exist. Your singular goal is to get as many people as possible to your Velvet Rope Parties. The more people you get there, the better chance you have to get the best offer possible.



Step #3 - Always put it on the market once it's as attractive as it possibly can be. This does not mean waiting until you do a remodel or waiting to put in new landscaping. All it means is that your property should be as attractive as it possibly can be in its current state. The easiest way to make sure it's as attractive as possible is to think of the major senses

and ensure that your property smells good, that it looks good, and that it feels good, meaning that it's clean. This is what is especially important in higher-demand real estate markets because this is how you get more money. It makes sense that if your house is perceived to be nicer, you will get more money, right? Right. So, these are your simple three steps to



getting your house sold, no matter what your local real estate market is like

- 1 - Expect to sell on Monday
- 2 - Promote the house heavily
- 3 - Make it as attractive as possible

Common sense, right? *Yeah, that's why this works.*

Now you might be thinking... *this isn't a good time to sell a house.* Well, actually it is. Right now, the number 1 obstacle in the real estate market is a lack of homes for sale. Buyers want to buy but they can't find a house. What this means is that right now is one of the best times to sell.

Now you might be thinking... *my real estate market is just so-so.* Houses are selling, but not quickly. Well, using this system will get you the best result possible. Remember, scarcity, competition, and a deadline help to sell anything, including a house.

Now, you might be thinking... *my market is super hot and lots of houses get multiple offers so I don't need to do any of this.* Well, if you did do this, you'd be capitalizing on your already hot market and getting even better offers. Wouldn't it be nice to get even better offers? Of course. And you will.

That is Secret #3. Now remember to find out how much more you can get for your house by using this system. Just text us to ask.

## **SUMMARY**

So let's recap what you just discovered:

I've given you the Max Price Home Sale System which is the exact 3-step framework to sell your house for full price in 5 days or less so that you can safely move on to the next chapter of your life.

We've perfected this framework of adding scarcity, competition, and a deadline and you now immediately possess it... and all the power it holds.

I've made it perfectly clear that no matter what price range you're in, what condition your house is in, where you're located, how much competition there is, or how good or bad the local market is, you can sell using this system... and sell for the maximum price possible.

Along the way, you've gained the confidence to transition from "no plan" to "no problem", even if you've never sold a house before.

I've sprinkled in tactics, tips, and near effortless things you can immediately use that, simple as they



are to implement, will have a profound impact on your results. All this and much, much more in the less than 20 simple pages.

**So let me ask you a question...**

***If you added scarcity, competition, and a deadline like I showed you in Secret #1...***

***and you followed the step-by-step process I laid out for you in Secret #2...***

***and you set it up to sell on Monday just like I showed you in Secret #3...***

***do you think you could be successful?***

Yes, of course you'll be successful.

So are you excited about this?

And maybe a little overwhelmed because we've covered so much? Kinda like drinking from a firehose, right?

Well here's what I know about selling real estate like this. 10% of sellers believe they have what it takes to sell their house on their own. If you're that 1 out of 10, copy what I just showed you and go for it.



But if you're in that other 90%, and you're with the clear majority of people who already know that you're going to hire an expert to sell your house because you don't have the time, skills, or financial resources to gamble with the biggest investment of your life, I've got something special for you. I hope you don't mind me taking a few minutes to go over it.

What I have for you is an opportunity to have us implement the Max Price Home Sale System for you. We'll do the whole thing, everything as you see here.

With an expert doing this for you, you'll be able to have the best possible chance to sell for the most money possible, and have more certainty about selling, and live with more convenience while your house is on the market.

And you'll be able to get rid of the anxiety of not knowing if or when your house will sell, you'll get rid of the frustration of not knowing what it's going to sell for, and you'll be free from feeling like you're chained to a house that is keeping you from moving on.

When we do this for you, not only will you save the time and money we spent trying to figure this system out, you'll also make money on your house because there's no trial and error period. We just do it right the first time.

Here's the first step to have us help you: find out how much more you can get for your house using this system by texting us.

Even if you're not planning to sell for up to another year, you should still find out your price now.

Once you have your price and you like it, we can chat if you'd like. Of course, there is no obligation to use our services. If you decide to sell some other way, no pressure, no problem. You can still copy and use what you've learned from us. If you decide to use our help, here's what you get...

When you work with us, you'll be in the hands of a licensed, expert agent in your market who will design a Max Price Home Sale campaign designed specifically for your property. Just tell us the date you'd like to sell and we'll take care of the rest.

That includes...  
all the marketing you need to sell out your Velvet Rope Parties. It would take a few pages to describe all the marketing we do for you so let's just assume that we're doing all the right types of marketing that you need. Also...

We'll work with all the buyer's agents...



We'll help you review your offers...

And guide you to the best one.

You can see that this is a totally inclusive program that has everything you need to confidently sell for the most money possible.

And remember, this works for any house in any market.

Now, if all this system did was get you more money, would it be worth it to you to try it?

If all this system did was guarantee you could sell for sure, would it be worth it to you to try it?

If all this system did was help you sell faster, would it be worth it to you to try it?

So At this point you have two choices; you can choose to do nothing. But if you do nothing with the information you've learned, what will you get? Nothing.

Or you can choose to take a leap of faith. Just test it out to see if it will work for you.

And, as always, you never pay anything unless you sell.

**The real question is this: Is it worth gambling a few minutes of your time to check this out?**

Even if it does only HALF of what I've claimed, wouldn't it still be better than the traditional alternative?

So, go ahead and get your price. Start with this because you must know how much your house is worth before you can do anything.

Just text us for your home's price.

Thanks for being an educated, smart seller. We'll talk with you soon.