

A man with a beard and glasses, wearing a white shirt, a grey vest, and a tie, is holding a large red and white horseshoe magnet. He is looking at the magnet with a focused expression. The background is a textured grey wall.

The Bidder Magnet

System



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1 DO THE EARLY WORK

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2 KEEP THE RHYTHM

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A close-up portrait of Albert Einstein, looking thoughtful with his hand near his face.

3 PREDICT WITH ACCURACY

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A scene from a boxing match with two fighters in a ring. One fighter is wearing trunks with the name 'PAULIE' on them.

4 PROMPT EARLY, OFFER LATE

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A close-up of several interlocking puzzle pieces, with one piece being placed into a gap.

5 TRACK TO ADD DEPTH

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The Bidder Criteria Magnet™



The Bidding Criteria™

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Notes

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Buyer Questions

AUCTION CAMPAIGN DAILY BUYER CALL CHECKLIST

WEEK 1

- Invitation to the weekend open home

WEEK 2

- Invitation to the weekend open home
- Do you need any help with your finance ? **(refer broker)**
- Do you have a conveyancer that will help you out if you are successful? **(legal documentation)**

"I just want to know as you have expressed interest in the property, that I met with the vendor yesterday and there were a few things that came up I wasn't even aware of myself. Based upon that information my instructions are that it has to be sold on the day – at this point in time Mr. buyer you are in the box seat to buy this property"

WEEK 3

- Invitation to the weekend open home
- Offer vendor statement separate **(legal documentation)**
- Offer auction contract separate **(legal documentation)**
- Call to see if they have any questions regarding the paperwork **(legal documentation)**
- Face to face meeting to deliver documentation **(bidder meeting)**

"I spoke with the vendor yesterday and they asked about you – if you were still intending to come to the auction?"

WEEK 4

- Would you like me to forward the paperwork onto your solicitor? **(legal documentation)**
- Is there anyone else you would like to view the property before the auction? **(2nd inspection)**
- Auction terms - Would a 60 day settlement suit **(terms)**
- Auction terms - 10 % deposit, is that ok for you? **(terms)**
- How would you like to pay the deposit on the weekend if you are successful? **(terms)**
- Arrange a call or meeting to go over the auction day rules and regulations **(bidder meeting)**

*"I am meeting with the vendors tomorrow to set the reserve. Where would that need to be, for you to be in a position to buy?" **(Reserve conversation)***

KEYS FOR ENGAGEMENT SUCCESS

- At least once during the week, feed the greed and make the bidder feel they are in the best position to purchase the home.
- At least once during the week, be sure the buyer knows what the value of the property is – You want to keep them on the hook, if they think there is not a good buy there to be had.
- Always leave a message if there is no answer with a reason for them to call back, it gives you another reason to call the next day.
- Always speak about post auction bidders on every call- **"At this point in time our other buyer who was interested can't get his finance together by auction day"**

BUYER CAMPAIGN CALLS

- Weeks 1 & 2 of the campaign - call buyers 3 times a week
- Weeks 3 & 4 of campaign - call buyers 5 times a week



BUYER CALL CHECKLIST

Bidder Criteria

BIDDER TRACKER FORM

Utilize this bidder tracker form throughout the campaign to scale interest levels and turn buyers into bidders. Also use this in discussions with vendors to outline bidder interest leading into auction day.

Rule: Below is a total of ten bidding criteria. A score of 6 or above qualifies as a bidder

Buyer	Phone	Date Inspected	Submit An Offer	Refer To Broker	Building Pest	Independent Call	Request Legal Docs	Varied Deposit	Varied Settlement	2nd Inspection	Pre Auction Meeting	Reserve Conversation	Score

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