

Take More Listings Using Jeff Glover's P.L.A.C.S. Method

Jeff Glover, Detroit, MI

Jeff and his team have kept the title of #1 team in the state of Michigan for 10 out of the last 11 years in the highest volume closed category. His team averages 75+ listings monthly using the P.L.A.C.S. approach. No gimmicks, no guarantees, just a straightforward and proven method to increase listings taken. Jeff is known for his listing models and has personally taken over 2,500 listings in his career. He is still in the trenches working with sellers at an average of over 100 sales a year!

The P.L.A.C.S. method is a mix of old meets new when it comes to generating more listings. Often, agents have one or two pieces that they've nailed but it is mastering all five steps that will set you apart from your competition and position you to take more listing market share. Jeff suggests this method:

(P) Pre-Appointment & Marketing Routine

The Pre-Appointment & Marketing Routine puts a heavy emphasis on social media marketing and branding that positions you as the obvious choice for sellers. This also includes having a pre-appointment package that gives the impression that you are the best at what you do for properties just like theirs. This is important because 50% of a seller's decision today is made before the appointment.

Jeff's team focuses on the following marketing to solidify their brand:

1. Online Reputation
2. Social Media Perception
3. Reviews
4. Mass Advertising
5. Social Media Lead Spend
6. YouTube Channel
7. Facebook Group Activity
8. Database Marketing
9. Hybrid Farming
10. Physical Pre-Appt Package

(L) Listing Lead Generation

The Listing Lead Generation in P.L.A.C.S. heavily emphasizes what Jeff calls a "listings first" mentality. Meaning, that before internet leads, before open houses, and before accepting buyer referrals, Jeff and his team put a daily focus on making at least 20 contacts a day to sources that are proven to turn into seller opportunities.

Jeff's top five sources to work daily are:

1. SOI/PC Database
2. Expireds
3. FSBOs
4. Hybrid Farming
5. Circle Prospecting

To achieve 20 contacts per day, Jeff recommends 2.5 hours of prospecting (7-10 contacts per hour) using the following methods:

1. Call, text, and email in a TCPA-compliant way
2. Direct Message on Instagram/Facebook
3. Direct to the door prospecting

(A) Appointment Process & Presentation

The Appointment Process is half of how to be effective with sellers. Thanks to social media and savvy consumers, the value of a great appointment has dropped to somewhere near 50%, in Jeff's opinion. That said, it's still a major reason why someone will or will not do business with you. Why? Because consumers decide who they are going to hire based on how you make them feel. How do you make someone feel a certain way? By what you say! That's why a practiced presentation is necessary. Jeff recommends following his 12-Step Listing Presentation so that no part of the process is missed.

The more dialed-in and polished your listing presentation is, the more likely you are to spend the time you need each day to make those 20 contacts because you will have the confidence to do so!

(C) Close & Handle Objections

While "closing" should be a natural ending to a great conversation or appointment, Jeff recommends you close at least three times for an appointment or a signature as most of his sales happen after the third ask. When you close, inevitably you will be met with some resistance, and that resistance is almost always in the form of an objection. Jeff recommends you take his objection handlers (TEXT LISTING TO 55444 TO GET THEM) and write them, chant them, and role-play them once a day for 30 days. This will not only commit them to memory but you'll have them internalized so your responses to the seller's objections sound confident and natural. Follow Jeff's rules for handling objections:

1. Always agree, never argue.
2. Always smile and maintain a strong posture with consistent eye contact (if in person).
3. Always restate their objection in a positive manner using a statement of agreement.
4. Always link your acknowledgment of the objection to the actual handler with "and" instead of "but", "yet" or "however."
5. Always close after handling an objection.

(S) Spread the Word

Spreading the word about your new listing and listing sold will lead to new opportunities. Sellers want to do business with agents who are successful in getting listings sold, so showcasing your success with sellers is essential. So, how do you effectively communicate that you are an expert in? Here is the list of things to post about regularly on social media, in your email blasts, and in mass advertising if you are able:

1. Market stats (specific stats that appeals to sellers)
2. Your results with sellers (days-on-market, list price to sale price, etc)
3. Before and after photos of listings you had staged
4. Sold sign placements
5. Closing photos with clients
6. Marketing plan of action
7. New techniques you use to sell homes
8. Door knocking footage of you pounding the pavement
9. Open houses (before, during, and after results)
10. Prospecting (assume the position and capture it!)
11. Measuring and photos (you or those doing it)

Scan for ALL of Jeff's FREE resources!



After you take a listing, Jeff recommends you follow his **2:1 Checklist** and **3/3/3 Social Strategy**. These are the same tools used on Jeff's team today every time they take a listing.

1. **The 2:1 Checklist** refers to the fact that for every listing you take, there are two sales available to you and the checklist outlines how to get that second sale.
2. **The 3/3/3 Social Strategy** is a simple formula that you can follow to spread the word about your new listing or sale, which is exactly the goal of the final step in the P.L.A.C.S. approach.



TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.