Why More Sellers Trust JKL To Deliver Strong Results



Seller Guide 6

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THE PROBLEM

Results Don’t Happen By Chance

Most sellers judge results based on a single outcome.
But one result doesn’t tell the full story.

What matters is consistency.

- Consistent buyer engagement
- Consistent campaign execution
- Consistent outcomes

The difference between an average agency and a high-performing one isn’t one good sale. It’s the ability to deliver strong results again and again.

The Bottom Line

Consistency is the clearest indicator of a strong process.

FRAMEWORK

What Sits Behind Consistent Results

Strong results don’t come from isolated actions.
They come from a structured approach applied consistently across every campaign.

Creating Demand
Attracting the right buyers and generating strong enquiry

Negotiation
Understanding buyer behaviour and guiding decisions

Client Experience
Clear communication and confidence throughout the process

Teamwork
Consistent follow-up and execution at every stage

The Bottom Line

Consistency comes from process, not luck.

CHECK LIST

Where Buyers Actually Come From

Are you reaching every buyer?

Digital Channels

- [ ] Online Portals
- [ ] Social Media
- [ ] Digital Ads
- [ ] Websites

Direct Buyer Channels

- [ ] Database
- [ ] Past Enquiries
- [ ] Buyer Follow up
- [ ] Open Homes

Local & Offline Channels

- [ ] Sign Boards
- [ ] Print
- [ ] Door Knocking
- [ ] Word of Mouth

The Bottom Line

Buyers don't come from one place they come from multiple channels working together.

SCENARIO

What This Looks Like In Practice

The Situation
A seller originally believed that buyers would come from online portals alone

The Strategy
We expanded the campaign to include:

- Database buyers who were already active in the area
- Targeted Social Media campaigns
- Local exposure and direct buyer follow-up
- Nurture plans for enquiries and inspections

The Result
By increasing buyer reach and actively managing enquiries, we generated more inspections than a typical campaign, which created stronger competition between buyers

More inspections led to more competition, which in turn led to stronger offers.

The Bottom Line

The strongest buyer is rarely the first one. It's the one created through competition.

NEXT STEPS

How Many Buyers Are You Missing?

Every Property has a different buyer profile

The key is understanding:

- Where the buyers are coming from
- Which channels matter most
- How to position your property to create competition

If you're thinking about achieving a strong result, the next step is understanding how your property would be positioned in today's market.

Book a quick strategy session or request your free property price update.

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