



Program Title:

Listing Leverage Accelerator: FSBO and Expired Mastery with Kurt Fadden

Program Overview:

A curated step-by-step system for converting FSBO and Expired leads into listings that sell, growing your pipeline and referral business with proven strategies. Get direct coaching from me, Kurt Fadden, to transform your approach, overcome objections, and build a repeatable framework for long-term success. Learn how to use sales psychology, based on understanding the mindset of FSBO and Expired listing sellers.

- 5 intensive coaching sessions, you'll have everything you need to make this your breakthrough year in real estate.

Program Structure and Investment:

- **Investment:**
- Option 1: \$1,500 for the full program (One-time Payment), 20% referral (On first listing acquired from program techniques)
- Option 2: \$2,500
- **Receive proven FSBO/Expired Scripts**
- **5 Live (Remote) Coaching Meetings:** Tailored, practical sessions for immediate impact
 - **Meeting 1:** 1-hour onboarding session
 - **Meetings 2-5:** 1.5-hour deep dives into strategy, calls, and personalized feedback

Detailed Meeting Plan

Meeting 1: Onboarding & Success Foundations (1 Hour)

Get set up for success with a strong foundation in the basics of dialing and prospecting. We'll cover:

- **Mindset Mastery:** Building the right mental approach for consistent calling
- **Time Blocking:** Structuring your day to maximize productivity and minimize distractions
- **Essential Tools for Success:** How to set up your Vulcan7 dialer, select the ideal headset and mic, and create a distraction-free environment
- **Consistency Practices:** Techniques for staying on track with your prospecting schedule
- **Preparation Strategies:** Methods to mentally prepare for calls so you're confident and motivated each day

Meeting 2: Accounts, Organization, & FSBO/Expired Basics

- **Setting Up Accounts and Organizing Your Workflow:** We'll ensure you're fully equipped to handle FSBOs and expired listings efficiently.
- **Review and Key Takeaways:** We'll Walk through the scripts and strategy together, laying the foundation for successful FSBO and expired conversion.
- **Scripts & Homework:** Receive high-conversion scripts tailored for FSBO and expired leads, along with specific calling assignments for practice between sessions.

Meeting 3: Converting Leads Through Objection-Handling & Pipeline Building

- **Advanced Objection Handling:** Go beyond the basics and learn to turn objections into opportunities with real-time practice.
- **Pipeline Building Strategies:** Discover how to build a consistent pipeline of FSBO and expired leads with follow-up that converts.
- **Live Dial Demonstration:** Watch me make live calls and tackle objections as I demonstrate these techniques.

Meeting 4: Nurturing & Follow-Up for Appointments

- **Effective Follow-Up:** Learn my high-conversion methods for following up with leads and getting appointments on the calendar. Learn to use a mixed follow up method that provokes responses from the pipeline that was built through prospecting.
- **Role Play & Feedback:** Practice your calling techniques live, and I'll provide personalized feedback to help you refine your approach.
- **Guided Practice:** We'll listen to you make dials, troubleshoot, and refine your approach on the spot.

Meeting 5: Objections, Refinement, & Turning Clients into Referral Sources

- **Advanced Objection Resolution:** We'll address specific objections you're encountering and tailor solutions to overcome them.
- **What's Working and What Needs Adjustment:** Review your progress, identify what's working, and refine areas that need adjustment.
- **Leverage for Referrals:** Learn to leverage successful FSBO and expired deals into future business through a structured referral and client follow-up plan.

Exclusive Benefits:

- **Access to High-Conversion Scripts & Strategies:** Receive my tried-and-tested scripts that address the unique needs of FSBO and expired clients and proven strategies for higher success rates.
- **Direct Feedback & Role Play:** In-depth feedback and role-playing exercises in each session help you gain real-world confidence and refine your approach.
- **Success Guarantee:** Secure one additional listing within 60 days of completing the program, or I'll continue working with you until you do, at no extra cost. (Must meet minimum required dials and time blocking noted below)

Is This Program Right for You?

If you're a motivated agent who's ready to tap into the FSBO and expired listing market with confidence, this program will give you the skills, systems, and support you need. With targeted coaching and the support of a success guarantee, you'll have everything you need to make FSBOs and expired listings a reliable part of your business. You need to be ready to commit to time blocking 4-5 hours a week and consistently making a minimum of 100 dials a week, as well as consistent pipeline follow-up.

Take the Next Step: Schedule your introductory call with me, Kurt Fadden, and secure your spot in the **Listing Leverage Accelerator** today.



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