

ROCK THE MARKET



Jeff
Glover



MIAMI + ORWorld
REALTORS

FREE RESOURCES

Take advantage of all the free resource available to you! You can find all of them at gloveru.com.



GLOVER U AI

Glover U AI puts proven scripts, systems and strategies in your pocket, ready when you need them. The call, the appointment, the objection, the follow-up, the negotiation and the close. On demand, 24/7.



GLOVER U YOUTUBE CHANNEL

Use our videos for expert-led training to elevate your skills and performance. Stay ahead with weekly content from Jeff, top-producing agents, and Glover U coaches.



GLOVER U INNER CIRCLE

Join over 25,000+ other agents in our Private Facebook Group. Find agent referrals, role-play partners, exclusive content and a direct line to our Glover U coaches.



TWILIGHT OPEN HOUSE SUCCESS METHOD

Turn an ordinary open house into a high-impact lead generation event with proven steps, promotion strategies, and follow-up plan to attract more buyers, create urgency, and generate new opportunities.



JEFF'S SCRIPT BOOK

Download the scripts and dialogues Jeff and his team use daily when working with buyers and sellers in the real estate market! Including **NEW** Scripts that include Pricing & Presentation Scripts.



JEFF'S MORNING MESSAGE

Daily real estate sales and business-building messages from Jeff—perfect for staying motivated and taking action. Plus, access premium free resources to help you grow your business.



DOWNLOAD THE
GLOVER U APP



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FINISH Q4 STRONG



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48

4TH QUARTER ACTIVITY



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5 FASTEST SOURCES TO A DEAL



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EXPIREDS



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Hi, this is _____ with _____ ... I was wondering if you're still accepting offers on your property, are you? I was reviewing your listing and I can't believe it didn't sell, what do you think stopped your home from selling?

1. Had the home sold ... where were you moving to?
2. What takes you there?
3. How soon did you want to be there?
4. Just curious... How did you happen to pick the last agent you listed with?
5. What did that agent do ... that you liked best?
6. What do you feel they should have done?
7. How did they utilize social media & video to market your home?
8. What will you expect from the next agent you choose?
9. I would like to apply for the job of selling your home ... are you familiar with the techniques we use to sell over _____ homes a year?
10. When would be the best time to show you ... Monday or Tuesday at 4:00?

(Video Text, SMS or Email)

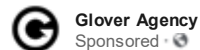
I was wondering if you are still accepting offers on your home on _____ street? If you are, could you give me a call back? Thanks, bye!

Email use subject line of: "I was wondering.."

Body of the email: "If you're still accepting offers on your home on blank street?"

Include your name and number but NO fancy signature.

EXPIRED LISTINGS TARGETED VIDEO



Glover Agency

Sponsored · 

Your home didn't sell? At Glover Agency, we're known for getting homes that didn't sell the first time SOLD. Most of the time, it comes down to a few things that were missed. If you want to know what those are — and what we'd do differently...

**Message "HONEST" and we'll take a look for you.
No pressure.**



Free Resource

Download

 102  31  9



EXPIRED LISTING TARGETING ADS



Glover Agency

All

Your home didn't sell... and you probably never got a clear answer why.

[See more](#)





Form fields for targeting and optimization

Expired Lead Magnet

Active

Start Date: 4/3/2026

End Date: 5/3/2026

Objective: Traffic

Budget: \$50.00/week

Audience: 4169

Summary

Facebook

Instagram

Cost/Click: \$0.73

of Clicks: 145

Amount Spent: \$75.65

People Reached: 1,840

Impressions: 7,451

Video Views: 5,595

Cost/Tk Views: \$11.60

Backend Set Up

What is the goal of running your ad?



Reach & Awareness

Show this ad to as many of the people I choose to target as possible



Traffic

Show this ad to the people I target who are likely to visit a website

Audience

Select who you would like to target with your ads. You can only run your ads to one of the following options.



Home Data

Target specific individuals using data from browser, email for reaching high-intent users directly.



Facebook Location Targeting

Reach people within a specific area using Facebook's location targeting. Great for local reach in your chosen neighborhoods.

Prospects

Saved Filters

Select all

Individual (6023)

☒ EXPIREDS (4169)

☐ GEOLEADS (0)

☐ FSBO (167)

☐ FRBO (549)

☐ FORECLOSURE (1137)



“Your home didn’t sell and look...that’s not random.

In 20+ years of doing this, that doesn’t just happen.

It’s usually one of two things. Pricing or marketing and sometimes both...and most agents won’t tell you that.

I will though.

If you want the truth, message me the word HONEST and I’ll share with you exactly which one it is.”

HYBRID FARMING



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First or Only Time (Circle Prospecting Script)

Hi, my name is _____ with _____ and I wanted to give you a quick update on your home's value. Don't worry, I am not here to sell you anything, I am just informing all of our neighbors that in the last 30 days there have been _____.(share activity)

And we know that when a few homes list/sell...usually one or more go up right away..
so I was wondering ...

1. Who do you know that would like to move into our neighborhood?
2. Can you think of a neighbor, relative or friend that may be interested in making a move right now?
3. I appreciate you taking the time to think about it ... tell me ... when do you plan on moving?
4. How long have you lived here?
5. Where did you move from?
6. How did you happen to pick this neighborhood?
7. If you were to move ... where would you move to?
8. And when would that be?
9. Again, I appreciate your time and would it be of value to you if I kept you on my list to receive equity updates on your home from time to time when a home is listed or sold in the neighborhood?

Great! What's the best number to reach you on? Perfect! And, your email is?

Second Time and Beyond (Hybrid Farm)

Hi, it's _____ with _____ and I'm here with another update on your home's value. Per usual, I am not here to sell you anything, I am just informing all of our neighbors of how our equity in our homes' has shifted in the last month.

In the last 30 days there have been _____(share activity).

By the way, next month we have _____ (event) planned and I would love to invite you and your family. Would you like me to put you down for it? Perfect! Your email/phone number is? (assuming you don't have it yet)

Finally, I am keeping everyone informed of what's going on in the neighborhood via the _____ (Facebook Group Name), are you in there? Scan this QR Code (or "open up your Facebook App" if calling) and that will get you in the group so you can stay in the know for everything happening here in _____ (neighborhood name).

Talk to you again next month!

DATABASE



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THE CALL

Hey [Name], it's [Agent Name] with [Company Name] – got 60 seconds? I'm reaching out because I'm changing how I keep my database in the loop, and I didn't want you to get left out.

Here's the deal... I'm moving a lot of my market updates, home value info, invites to events and special giveaways over to Instagram and Facebook. I'm no longer relying on email because half of it lands in spam anyway. So instead of you missing out on stuff, I wanted to personally make sure you are staying in the know and certainly never missing an invite!

Which do you use more, Instagram or Facebook?

If they say one platform:

Great! Can you pull up [Instagram or Facebook] – takes ten seconds. Search [@IG Handle] or [FB Page/Profile name]. ... Found it? Hit follow (IG) / Send Friend Request (FB).

If they say both:

Great, let's knock out both then – same search either way, just look up [@IG Handle] on Instagram and [FB Page/Profile name] on Facebook.

Perfect – you're in. Now when I post something that matters to you, you'll actually see it.

And just so you're covered either way, I'll keep you on my email list too – what's the best email for you these days?

That's it, that's the call. Talk soon, [Name].

Agent reminder: log the follow (and platform) in the CRM before moving to the next call.

TEXT / DM VERSION

Text 1 – The Reach-Out

Hey [Name], it's [Agent Name] – quick one for you. I'm moving my market updates over to IG/FB instead of email (email's a black hole anyway). Can we be sure to follow each other so you don't miss anything important like home equity changes, invites to events, giveaways, etc? Takes 10 seconds – search [@IG Handle] or [FB Page/Profile name]

Text 2 – Soft Follow-up (if no response in 2-3 days)

Hey [Name] – following up on this, don't want you missing out when I've got info that benefits you. Here's the link, one tap: [link to your FB or IG]

Text 3 – If They Reply "Sure"

Appreciate it. You're gonna get the real stuff – no fluff, no 'just sold' spam. Talk soon.

FSBO'S



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Hi, I'm reaching out about the home for sale...is this the owner? The reason for my call is two-fold...one, to see if you are working with Real Estate agents that bring you buyers...**are you?** And two, because we know... if you are not successful as a FSBO then you'll be hiring an agent...**so my question is**...what are your plans if you can't get it sold on your own? How long do you plan on trying it on your own?...

Great! And, when the home does sell...

1. Where are you moving to?
2. What takes you there?
3. Ideally, when would you like to be there?
4. What methods are you using for marketing your home?
5. How are you utilizing social media & Ai to sell your home?
6. How did you determine your sales price?
7. Did you leave some room for negotiation?
8. If you were to list ... what would you expect the agent to do ... to ... sell your home?
9. How much time will you give it before you consider interviewing agents for the job?
10. Are you familiar with the techniques we use to sell over _____ homes a year?
11. When would be the best time to show you ... Monday or Tuesday at 4:00?

Additional Close: "I'd love to keep your home in mind for buyers and while I am there, I will share with you our listing plan of action, the same one we are using to sell _____ homes a month right now. Worst case, you can take the plan of action and deploy a few of the strategies yourself, what do you have to lose? Us getting together sounds like a win/win to me!"

When speaking with FSBO's always remember that the value is not just in finding a buyer but in getting the sale to the closing table, something that you do everyday and they do not.

(Video Text, SMS or Email)

I was wondering if you are still accepting offers on your home on _____ street? If you are, could you give me a call back? Thanks, bye!

Email use subject line of: "I was wondering.."

Body of the email: "If you're still accepting offers on your home on blank st?"

Include your name and number but NO fancy signature.



FOR SALE BY OWNER GUIDE

HELLO.

There are many reasons that folks choose to go the FSBO route when selling their homes. FSBO means 'For Sale by Owner' in the world of real estate. It sounds like 'Tubos' when said aloud, and the concept most definitely has some serious pros. With the recent appreciation in home prices, this spring might be a good time to sell your home. But, which is the smarter way to do it, hire a real estate agent or list it yourself?

For someone experienced in the purchase, sale, and marketing of a home, selling a home as an FSBO makes good financial sense. On the flip side, for someone who is inexperienced in marketing and real estate, or who is short on time, the FSBO route could cost the seller a great deal of time and money. Making a mistake in pricing, marketing, legal compliance or paperwork can have serious repercussions, both financial and legal.

FSBO listings are more common today than in 2007, thanks to consumer-facing listing platforms such as Zillow and easier access to the Multiple Listing Service (MLS) for non-agents.

But FSBO is no walk in the park. A 2017 Zillow report found that 36% of homeowners attempt to sell their homes without an agent, but only 11% actually complete sales themselves. In other words, more than two-thirds of sellers who try FSBO fail.

Many Real Estate Agents are protective of our "top secret" selling techniques, but I am not your average agent. In this guide, I will map out how to price and prepare your home, the showing process, and what to expect at closing. As always, if you get into this and decide a real estate agent is the way you would like to go, please call me anytime.

Wyatt Hawkins

PROS & CONS OF SELLING ON YOUR OWN HOME

PROS

01

You won't have to pay commission to a listing agent

02

You'll have complete control over the entire sale process.

03

You're already the top expert on your home. You'll have the advantage of knowing the property's best features.

CONS

01

You'll probably still have to pay a commission (typically **6%**) to incentivize buyer's agents.

02

You'll have to do all the work of a trained, licensed **realtor**. If you don't have the time to respond to buyer inquiries around the clock, this isn't for you.

03

You may be overwhelmed with calls from both buyers and agents.



01

PREPARATION OF YOUR HOME

The key is to be properly prepared. If you are not, your home could remain on the market longer than you expect because you are not attracting and getting offers from qualified buyers. This can be the point where many homeowners become frustrated and consider giving up their dream of selling their homes themselves. However, there are sellers who successfully accomplish selling their own homes. You can be one of them!

02

PRICING YOUR HOME

If you want to sell your home by owner, you need to know how to price it correctly and fairly. That means finding a listing price that is neither too high nor too low for your market.

03

MARKETING YOUR HOME

You've done all the work and are ready to hit the market. Don't misstep by not marketing your home in the best and most efficient way possible. In this section, we will guide you through all the most important marketing steps.



04

CONTRACT & CLOSING

Great! You've done all the hard work and found a qualified buyer that has submitted an offer. Now what?

CONTRACT GUIDE

Most lenders can pre-qualify someone in a few hours. If the potential buyer is serious, they will be able to get this to you. If you are dealing with a cash buyer, they should be able to provide you with proof of funds such as a letter from their bank or bank statement.

The conflict between the buying and selling sides is quite common in a real estate transaction especially if you decide not to use an agent. The buyer obviously wants the lowest price possible and you obviously want the highest price possible for your home. The information listed below should help reduce the amount of possible conflict you may experience during the sale of your home.

PAPERWORK

- ☐ COMPLETED PROPERTY DISCLOSURES
- ☐ TITLE REVIEW & COMMITMENT
- ☐ COVENANTS, RESTRICTIONS, AND HOA
- ☐ PURCHASE AGREEMENT
- ☐ COUNTER OFFER FORMS
- ☐ AMENDMENTS
- ☐ INSPECTION RESPONSES
- ☐ DISCLOSURES
- ☐ FINAL WALK-THROUGH FORM



INSPECTIONS

G

The signed contract will allow the buyer to inspect the property thoroughly. The buyers will normally use inspection companies that will go through the entire house from top to bottom looking for anything needing repairs or replaced—and unless your house is brand new, they will find things, trust me! If there are major repairs, you'll need to have those fixed and other findings may cause the buyer to want to renegotiate the price or cancel the sale altogether.

Inspections typically completed are:

- Septic – Is it clogged? Does the size match the number of rooms?
- Well, Water Test – Is it free and clear of bacteria, heavy metals, and other contaminants?
- Termite Inspection
- Full Home Inspection
- Radon Inspection
- Land Survey



CLOSING INFORMATION

7

EXPECTED COST

- Title insurance
- Escrow or attorney's fee
- Transfer tax
- Survey costs
- Home warranty fee
- Mortgage payoff
- Outstanding utility bills
- Recording fee
- Survey costs
- Inspection costs
- Buyer's agent commission

During the closing, you will meet with your buyer and other necessary parties, such as your attorney, to transfer the ownership of your property. Sometimes closing is also referred to as a settlement. All paperwork is signed, agreements completed and details finalized at the closing. Normally, the whole transaction takes about an hour.

Exactly where and how your closing will take place simply depends on the customs used where you live. Quite often, the closing takes place at the closing agent's office. Make sure to stay in touch with this agent to make 100% certain that your seller doesn't get off track.

There shouldn't be any surprises at the closing. All expected costs should already have been covered and put into writing between you and the buyer. Following, you will find a list of items that are commonly paid for by sellers at closing, although this is not set in stone.

READY TO HIRE A PROFESSIONAL?

G

While doing the work yourself can save you the significant commission rates many real estate agents command, for many, flying solo may not be the way to go—and could end up being more costly than a ^{REATOR} commission in the long run. Buying or selling a home is a major financial (and emotional) undertaking.

1. Better Access/More Convenience

A real estate agent's full-time job is to act as a liaison between buyers and sellers. This means that he or she will have easy access to all other properties listed by other agents. Both the buyer's and seller's agents work full time as real estate agents and they know what needs to be done to get a deal together.

2. Negotiating is Tricky Business

Many people don't like the idea of doing a real estate deal through an agent and feel that direct negotiation between buyers and sellers is more transparent and allows the parties to better look after their own best interests. This is probably true—assuming that both the buyer and seller in a given transaction are reasonable people who are able to get along. Unfortunately, this isn't always an easy relationship.

3. Contracts Can Be Hard To Handle

If you decide to buy or sell a home, the offer to purchase contract is there to protect you and ensure that you are able to back out of the deal if certain conditions aren't met.

TWILIGHT OPEN HOUSE



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Step 1 - Select a listing that is not on the market yet and schedule the open for a time between 430-7p on a Wednesday, Thursday or Friday (Thursday 5-7 or Friday 4-6 recommended)

Step 2 - Design the Invite using Canva or similar and have the invite on one side and recent sales on the backside of the invite. We strongly recommend Cheese, Crackers, Beer/Wine and always have a non-alcoholic beverage option available as well & include this on the invite.

Step 3 - (3-5 days prior) Promote the Twilight Open through the internet channels where you can promote manually since it's not in MLS yet (outside of MLS and be sure to follow local rules)

- A) *DO Not allow showings before the open house*
- B) *Utilize a "Open Thursday 5-7p" Type Rider*

Step 4 - (2 days prior) Promote the Twilight Open via social media video while standing in front of the home - ideally if you can shoot this after the listing is signed so you don't have to go back to the home, that's most efficient.

- A) *If you own the Facebook group, drop the invite in there and if you don't own the Facebook group, have the homeowner post it*



Step 5 - (1 day prior) If your MLS permits the listing to be live in the MLS in order to hold any public opens, promote the open via MLS at this stage. Depending on your state, if you are doing a “neighbors only” Twilight Open, you may not have to be live on MLS. Check with your broker or state attorney on this.

A) Put the open house day/time in the listing so buyers and neighbors see it

Step 6 - (2 Hours Prior) Place the signs and work the neighborhood right before the open, not the day before or few days before, the day of. We recommend inviting 20 doors to the right, 20 to the left and 20 across the street for a total of 60 invites. This is where you would leave a flyer if the neighbor doesn’t answer. **IMPORTANT:** Use the “your neighbor asked me to invite you” script.

A) Use an obnoxious number of open house signs & balloons if possible

Step 7 - (30 Min Prior) Set the table. The environment is everything. Bring a bluetooth speaker, think high energy. People don't leave a fun party.

Step 8 - (Before Start) Fill out a “dummy” sign in and if you are using an electronic method of capturing their info, be sure to set it up to where they have to put in their info before moving forward. Use the “Seller's requested script”. Consider giving away an item of value (\$25 bucks) to increase the amount of accurate information you receive.



Step 9 - During the Twilight Open use the “Glover U Open House Script” to capture leads & close for a buyer or seller consultation immediately following. Close for a CMA or Buyer Consult for any “hot” leads who show “ready to go” signs, don’t wait until the next day. Ask, “What are you guys doing right after this? What if I swung by to take a look at your place?”

Step 10 - Anyone who you can’t close for a consult should be followed up with THAT EVENING if they are warm to hot leads, everyone else should be followed up with in the morning.

Step 11 - Capture footage before, during and after the open. You should be able to come up with 1-2 social posts and stories per open house.

Step 12 - Share the results of the open house via social media (create a Reel with you in it showing off the property and talking about the results and promote it to the neighborhood).



TWILIGHT OPEN HOUSE

Flyers __

GLOVER AGENCY

NEIGHBORS ONLY

COCKTAILS & MOCKTAILS
VIP TWILIGHT PREVIEW

MAY 10 | 5-7PM
5673 WILDFLOWER RD, PLYMOUTH 48170
#BED 2.5 BATH 2,694 SQ FT \$600,000

BRISTOL RUMSCHLAG
REALTOR

• 810.616.0000
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• bryslr@neighborgroup.com
• bryslr@neighborgroup.com

NEIGHBORHOOD MARKET UPDATE

 5673 WILDFLOWER RD #BED 2.5 BATH 2,694 SQ FT \$600,000	 5673 WILDFLOWER RD #BED 2.5 BATH 2,694 SQ FT \$600,000	 5673 WILDFLOWER RD #BED 2.5 BATH 2,694 SQ FT \$600,000	 5673 WILDFLOWER RD #BED 2.5 BATH 2,694 SQ FT \$600,000	 5673 WILDFLOWER RD #BED 2.5 BATH 2,694 SQ FT \$600,000
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STATUS AT A GLANCE

AVERAGE DAYS ON MARKET: 35
AVERAGE SALES PRICE: \$350,000
MY AVERAGE DAYS ON MARKET: 12

BRISTOL RUMSCHLAG
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Social Media __

TWILIGHT

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OPEN HOUSE

COCKTAILS & MOCKTAILS

MAY 10 | 5-7PM

5673 Wildflower Rd
Plymouth 48170

\$600K
4 BEDS
2.5 BATHS
2,694 SQ FT

NEIGHBORS ONLY

5 RULES



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IF I DIDN'T GO ON AN
APPOINTMENT TODAY, SERIOUSLY,
WHAT DID I ACCOMPLISH?



CREATE A PRODUCTIVE PENALTY



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BROADCAST IT TO THE WORLD



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GLOVERISMS

OWN THE MORNING,
WIN THE DAY.



REAL ESTATE IS A
CONTACT SPORT.



ROCK THE MARKET



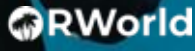
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JANUARY 18-21, 2027

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