LockedOn

WEBINAR 3 OF 3

THE SHIFTING MARKET PLAYBOOK

101 sales in 12 months.

Implementation workbook

19 November 2026

How Kyle Garrahy keeps listings moving

Work through one live campaign. Find the right buyers, give the vendor evidence they can act on and turn a purchase anniversary into your next appraisal conversation.



SPECIAL GUEST

Kyle Garrahy

McGrath Armidale

Hosted by Aaron Shiner, co-founder of LockedOn

Type into the shaded fields or print a copy and write by hand.

START HERE

Which lever needs your attention?

Kyle looks at time, conversion and leverage when he reviews his results. Start with one listing that needs a decision and work out where your effort will count this week.

1 **Time**
Look at last week's diary. How many hours did you protect for conversations with buyers and sellers?

2 **Conversion**
Pick a conversation you have often. Out of the last ten, how many led to the next step you asked for?

3 **Leverage**
Find one job you repeat by hand. Kyle uses a purchase-anniversary SMS to open the conversation, then calls the owner.

Which listing will you work on? What decision does the owner need to make?

The lever I'll work on first

The result I want by next week

Go straight to the work

Turn owner records into appraisal conversations 03–04
Plan the launch and prepare the vendor report 05–08
Call buyers and work through an offer 09–11
Run the seven-day plan and review the result 12–13

DATABASE / OWNER RECORDS

Get the owner and the date right

An anniversary text only makes sense if the person still owns the property and the date is right. Use dates your agency collected itself, for owners who've agreed to hear from you.

1 **Choose a small batch**
Start with one street or estate. Match each contact to a property and check who owns it now.

2 **Fill the gaps**
Check the purchase date, mobile, email and permission to message. Use dates from your own sales and appraisals, or ones owners told you. Don't use paid property data for this.

3 **Decide which records are ready**
Set aside conflicting matches for a person to check. Mark confirmed owners who can receive SMS for the anniversary sequence.

Audit three records

Property or record ID	Missing or conflicting detail	Fix / ready for SMS?

Source I'll check against

Who will review uncertain matches?

BEFORE YOU SWITCH IT ON

Only add owners whose purchase date came from your own records and who've agreed to hear from you. Each text should say who it's from and give an easy opt-out. Keep paid property data out of AI tools and marketing lists.

DATABASE / APPRAISAL FOLLOW-UP

Make the anniversary call

Kyle sends an automated text on the anniversary of each owner's purchase, then follows up by phone. He estimated it helped him book three to four appraisals a week from about 1,400 potential sellers.

EXAMPLE ANNIVERSARY SMS

Hi Sam, happy anniversary of buying your place on Moore Street. Hope you're still enjoying it there. Would you like an updated idea of what it's worth?

What happens after the text?

1. **If the owner says yes**
   Ask what has changed at the property. Agree on an updated appraisal or a time to visit, then put the appointment in the diary.

2. **If you hear nothing**
   Call while the anniversary is still relevant. If you've seen the home, ask what's changed since your visit. If you've never been inside, offer to pop by and give them an update.

3. **If they're staying put**
   Ask when an update would be useful. Record their preference and the next contact date in the CRM.

Write an SMS you would be happy to send under your own name.

Who will follow up replies?

When will you call the non-responders?

For this batch, count the messages sent, conversations held and appraisals booked.

VENDOR COMMUNICATION / BEFORE LAUNCH

Agree on the signs to watch

At the set-to-sell meeting, Kyle asks how candid the owner wants him to be. The team follows up in writing so both sides can recognise when a campaign needs attention.

> "How honest are you happy for me to be with you?"
>
> KYLE GARRAHY

Two things to give the vendor

1. **A welcome to the marketplace**
   Outline the preview, the public launch, when feedback will arrive and how you will handle a tough comment or a quiet inspection.

2. **A short expectations email**
   Use comparable local campaigns to set a benchmark for early attendance, second inspections, contract requests and offers. Agree on the review date.

Which recent campaigns are a fair comparison for this property, and why?

Write the sentence you'll use if the first open falls short of that benchmark.

Who will send the expectations email?

When will you review the first results?

CAMPAIGN / PREVIEW AND LAUNCH

Who will come to the first open?

Kyle often starts with a one- or two-week off-market preview. Early inspections give the owner feedback before launch. For the first public opens, the team calls ready buyers across the office.

Build the invitation list

Audience	What to do	My list, area or owner
Preview buyers	Invite people you know will inspect and give specific feedback.	
Active buyers	Match the listing to current briefs. Call with a reason to inspect.	
Local owners	Use suburb or estate tags for a personal invite, local SMS or flyer.	

A PREVIEW GIVES THE VENDOR A REFERENCE POINT

In Kyle's example, the owner hoped for $700,000. A genuine $600,000 preview offer gave them a point of comparison when a $650,000 offer came in the following week.

Which two buyers suit this listing? What feature makes it worth their time?

Open-home date and time

Another time worth testing locally

Kyle trialled Sunday mornings in Armidale when fewer agencies were opening. Record neighbours and active buyers separately so the vendor can see where the interest came from.

VENDOR COMMUNICATION / WEEKLY REPORT

Your weekly vendor report

Kyle combines the Ignite listing report with buyer comments and local market activity. Give the vendor time to read the report before you ring to discuss a decision.

Property

Week ending

Campaign signal	Local benchmark	This week	What does it tell us?
Open-home attendance			
Second inspections			
Contract requests			
Genuine offers			
Online enquiries (Ignite)			

Which buyer comment has come up more than once? Record the actual words.

Is the issue presentation, marketing or price? What evidence supports your advice?

Decision or next action

Time of the vendor call

EXAMPLE WORDING FOR YOUR CALL

Eight groups came through on Saturday. Three mentioned the same repair and none asked for the contract. Shall we get a quote for the repair before next weekend's open?

VENDOR COMMUNICATION / LOCAL EVIDENCE

What changed in your patch?

Take a baseline of competing listings, then check it each week. Work from public listings and your own records, and never paste paid property data into an AI tool. A weekly summary shows vendors the competition they face.

AN EXAMPLE FROM ARMIDALE

Kyle reported an average asking-price reduction of 13% among the adjustments he tracked locally. For your vendor, calculate the figure for comparable properties in your own area and state the period and sample size.

Build a weekly comparison

Measure	At launch	Now	Source / date
Competing listings available			
Listings with price reductions[1]			
Average reduction[1]			
Recently exchanged comparables			

[1] Use the same look-back period each time. For each reduction, divide the cut by the previous asking price. Average those percentages across the listings that reduced.

ADAPT AARON'S RESEARCH PROMPT

Using public information, compare [area and property type] this week with [baseline date]. Prioritise exchange dates and identify any settled sales used. Show sources, dates and sample sizes. Explain the changes in plain English at a Year 5 reading level.

Your vendor says, "We're happy to wait." Which local figures would you show them?

BUYER WORK / FRIDAY CALL BLOCK

Work the buyer hitlist

On Friday afternoons, Kyle's team calls assigned buyers ahead of the opens. He described a two-hour block to work through the next 100 buyers as a team. Choose a number you can follow up properly.

> "What's the last property you made an offer on?"
>
> BUYER QUESTION · ADAPTED FROM KYLE'S DIALOGUE

Ask what appealed, what held them back and whether they have bought since you last spoke. Then match the answer to one property and offer an inspection time.

Plan three calls

Buyer / initials	Last offer or sticking point	Property and invitation

IF THE CALL GOES TO VOICEMAIL

Hi Jo, are you still looking for a place with a level garden? I've just listed one that fits what you described. Give me a call and I'll talk you through it.

My next buyer call block

Who owns the list and the callbacks?

NEGOTIATION / FIRST OFFER

What happens when an offer lands?

Kyle clarifies the buyer's position, takes the offer to the vendor and agrees on the next contact. The other buyers who inspected get a chance to say whether they want to participate.

> "Is this where you intend to start the negotiations or is this where you're hoping to finish them?"
>
> KYLE GARRAHY

1. **Clarify the offer**
   Record the price, terms and buyer's position. Pause after asking the question above so the buyer can answer in their own words.

2. **Speak to the vendor**
   Present the offer, including one below expectations. Get the owner's instructions and agree when you will report back.

3. **Recontact the campaign buyers**
   Once negotiations are under way, contact people who inspected. Call those who want to be involved and take the responses back to the vendor.

EXAMPLE BUYER SMS

Negotiations have started on [property]. If you'd like to be included, reply YES and I'll give you a call.

What instructions has the vendor given, and who needs a call now?

Who will make the calls?

When did you promise an update?

NEGOTIATION / PRICE EXPECTATIONS

Give the owner the choice

A buyer describes your listing almost exactly, but their budget is below the guide. Kyle asks the vendor whether to bring them through. The answer tells him more than a guess about what the owner might accept.

TRY THE QUESTION WITH KYLE'S EXAMPLE

We're asking $700,000. I've spoken with a buyer who has $650,000 and your place fits what they're looking for. Would you like me to bring them through?

Prepare the conversation

Current asking price or guide

Buyer's stated budget or offer

What has the buyer told you that makes the property a fit?

How will you put the choice to the vendor? Write it as you would say it.

What did the owner decide, and what will you tell the buyer?

IF THE REMAINING GAP IS SMALL

Kyle breaks the difference down to a weekly figure with the buyer. Ask if they'd like their broker to work out the repayment difference on their terms. Give them time to decide what they can offer, then take that figure back to the owner.

IMPLEMENTATION / SEVEN DAYS

Move one listing forward this week

Kyle's closing challenge was to bring a real buyer or a genuine offer to a current vendor and ask for a decision. Pick a listing, give each action an owner and book the review now.

When	Action for this listing	Owner / date
Day 1	Choose the listing, name the decision the vendor needs to make and book the review.	
Day 2	Check the local benchmarks, online engagement and recent buyer feedback.	
Days 3–4	Call matched buyers. Invite one suitable buyer, even if you need to check their budget with the vendor first.	
Days 5–6	Run the inspection and pass on the actual feedback or offer. Send the vendor a written update.	
Day 7	Discuss the options and record the owner's decision. Review the measures on the next page.	

What feedback have you been softening? How will you deliver it honestly and kindly?

The first call I'll make

It's in my diary for

IMPLEMENTATION / REVIEW

What moved in seven days?

Compare the same listing or contact group over two comparable weeks. A call count shows the work you did. An inspection booked, an appraisal accepted or a vendor decision tells you what changed.

Measure	Previous week	This week	What changed?
Anniversary follow-up calls			
Appraisals booked from follow-up			
Buyer conversations			
Inspections booked from calls			
Genuine offers presented			
Vendor decisions agreed			

What did the vendor decide, and which piece of evidence helped them decide?

Which conversation will you practise or which follow-up will you automate next week?

Person responsible

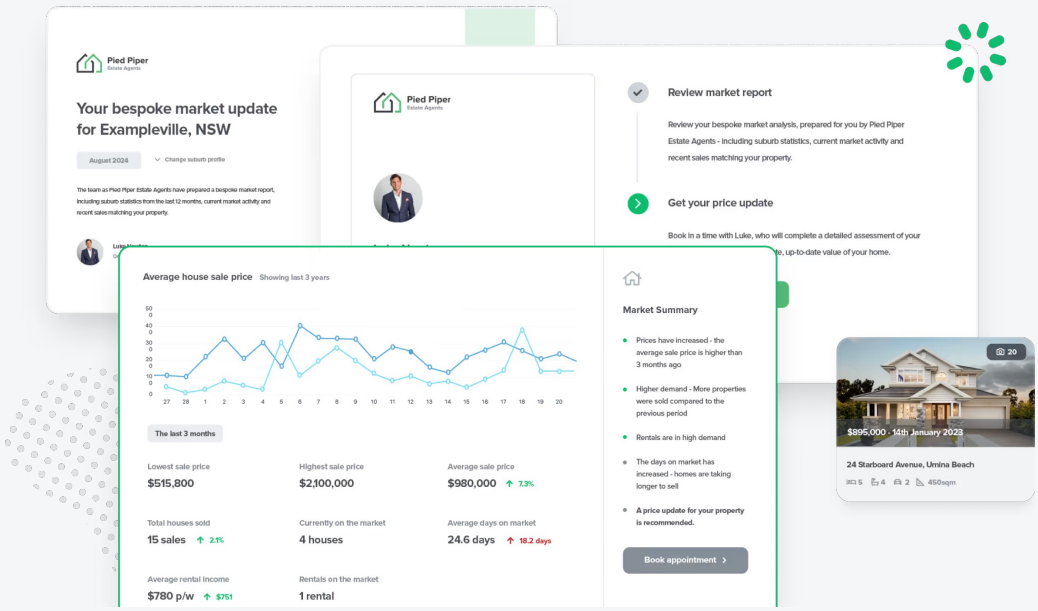
Next review date

LockedOn

YOUR NEXT STEP

Bring one listing to your LockedOn demo.

Choose the workflow that would make the biggest difference this week. Bring it to a free, one-on-one session with the LockedOn team.



See your next workflow in action

Ask the team to show you a purchase-anniversary follow-up, a Friday buyer hitlist or a vendor report for your next campaign.

Book my free LockedOn demo →

lockedon.com/get-started

Scan to book