

12 Steps to a Fabulous Listing Presentation

1. Pre Listing Interview

Decide if this will be a 1 or 2 call listing presentation

2. Explain the Process to the Seller

Here's what happens next...

Will that work for you?

You are in charge of the process...the seller is in charge of the decisions!

3. Pre Listing Package Delivered

•1 Call vs. 2 Call?

•Check to make sure it has current and relevant information

•Customize marketing plan based on seller interview

•Staging/Pricing Video?

4. Prepare CMA

•Sold/Actives/Expired/New Homes

•Pricing History & Days on Market

•How many months supply of this price range are on the market?

•Absorption Rate

—How long will it take to sell this house?

5. Drive the Neighborhood

•Digital Photo of house for brochure

•Check out similar actives/solds

—Condition/open space/busy streets

•FSBO? – Call and get their information

•Look for changes in the Neighborhood (+/-)

•Become the neighborhood expert

6. What is my pricing strategy?

•What is price range for this house?

•Where would I like to see this house priced?

•Where will we be "in line" to get this house sold in the time frame requested by the seller?

•What are the potential pricing objections they may have?

•What is my walk away price?

7. Meet with Self

- What is the Seller's most important objective?
- What does the seller think is their most important objective?
- What do I know about the seller? (FORD)
- What are 3 things the seller is looking for in a REALTOR®?
- What are the objections they may have listing with me?
- What are the problems with the property?
- What are my strategies to handling their objections?

8. Arrival

- Build Rapport - FORD
- Review their needs
- Establish Common Goals>

The first 5 minutes will set the stage for everything that follows!

One of the most important things you can do for the seller is dress up!

It is a Job Interview!

Set the Agenda

- We will review your needs (phone interview)
- We will review the Pre Listing information
- Show me your lovely home
- Then I will show you the odds of your house selling
- In about an hour, I am going to ask you to hire me
- Then we will correctly price your home to sell
- Will that work for you?

9. Qualify the House: The Property Inspection

- Ask the sellers to tell you the most salable features
- Discover problem areas with the seller
- Have your tool Box
- Ask their opinion of value
- Show your professionalism by offering suggestions for marketability
—Painting, cleaning, repairs etc.>

Questions to Ask During Property Inspection

1. How many gallons is Hot Water Heater?

2. What is the R-Factor of the insulation under the house?
3. When was the last time you had the exterior painted?
4. Would you like to price the house with the house freshly painted or like it is?
5. How old is the roof?
6. Who maintains the yard?
7. Does this fence belong to you?
8. How often do you clean the front door?
9. When was the last time you had the carpets cleaned?
10. Can you show me the property corners?
11. Does your dog bite?
12. Does your cat live in the house?>

10. Qualify the Seller

1. How many properties have you sold?
2. When did you sell your last one?
3. What were your experiences with that sale?
4. What did you like the best/least?
5. Why are you selling?
6. Where are you going?
7. How soon do you need to be there?
8. Do you have any other properties that you need to sell?
- Would you like me to help you with those properties?
9. What will be included with the sales?
- Do you want to price this house with ____ or with ____?

Do they have a gap between what they have and what they want...and are they willing to do what it takes to close that gap?

●Close on the Pre Listing Package

Your presentation continues at the kitchen table (one step)...or in the conference room at your office (two step)!

●I prepared a package of information for you and had it dropped off yesterday. Have you had a change to review it?

—If not review the package

●Do you have any questions regarding the package?

●Based on the information in the package, do you feel I am qualified to market your home?

"Yes..."

"Would you like for me to handle the sale for you?"

●Yes...but

- So...you are concerned about _____?
- ...is there anything else?
- Playback and list all their concerns.
- Write them down.
- If its all right with you, I would like to set these aside for now.

12. Pricing the house

- "My mission is to help you get to where you want to go on time."
- "Would you like to see the odds of selling your house?"