

“LISTING PRESENTATION OUTLINE”

1. How do I prepare for a listing presentation?

- a. Comps
- b. Filled out Listing Agreement
- c. Preview
- d. Personal Presentation

Opening Script

Let's start by taking a look around the house. Literally gaze around and compliment the home. Never say anything negative about it. Even if it is a total dog, it can be a “very sellable” house. Let them take you around and show you what they want to. Ask them what they really like about the house, what is it that they think should be pointed out to potential buyers.

Get to a table with chairs!!! Stay out of the living room.

Tell me, what are you hoping to do?

What is your story?

Why are you selling?

How soon do you want to sell?

Do you have any specific concerns that you would like me to be aware of?

Well, I think you have a great home to sell. Why don't I share a little of my back ground with you, tell you how I approach home marketing, how I help my clients sell their homes and how I may be of value to you during this process?

I have a specific process I follow to make sure I provide the very best service possible, but before I get into that I want to make sure I do my best to meet your needs. Tell me, what are your expectations of an agent and in a perfect world, what would you like to see from your agent?

First of all (All about your business experience)

I have been in the business since (year). I have had extensive experience in working with buyers, listing and selling homes, short sales, foreclosures, investments. . . .

(Tell your story)

After being in the business for a while, I have developed a real passion for it! I love being able to help people achieve the goals that they have set out for themselves. It is very fulfilling.

Also, selling a home, moving, dealing with tons of details, dealing with hundreds of thousand of dollars all with deadlines that have consequences if they are not met, can be **very** stressful for most clients. It is just a fact of the process, and I get a lot of satisfaction in doing a job well, so that those issues are minimized as best as possible.

I was not aware that this was how I was going to feel, but that is what has happened. A smooth transaction gives me a real sense of accomplishment and value for myself.

Having developed this passion, I obviously want to be the best possible agent I can and provide the very best possible service for my clients.

I want to provide better care for my clients than they could receive from anyone else, period!

I affiliated myself with a network of realtors founded by a gentleman named James Becker. One of the reason I joined this organization is because he too had expressed the same kind of passion for taking great care of his clients and

So . . . one day near the beginning of my career, I sat down and asked myself, “If I were on the other side of this table, right now, thinking about selling my house, what is it that I would I want from the agent I was going to hire? What would be important to me? What could that agent do to make me feel good about the process?”

These are interesting questions that ironically most Realtors I know have never ask themselves. What would I want, (the Realtor) truly want if I was going to hire an agent myself to sell my home?

Knowing as I said earlier that the process can be stressful at times and many items are not necessarily in **one person's** control, I came up with six things that I want from my agent and I feel these are really important.

I will run through them in general and then we can talk about them in more detail if you would like.

The Very First Thing, **I** would want is to have my agent to be totally committed to selling my home as fast as possible for the most money possible with as much ease as possible. The way to do this is to aggressively market the home to as many buyers and agents as possible as quickly as possible.

Second, I want an agent that is a great communicator. Communication makes deals, it saves deals, it reduces stress, and it helps sellers make better decisions. Communication is critical.

Third, knowing that time is always of the essence in real estate both to me and to others, I want my agent accessible, and I mean really accessible. I want them accessible to me when I have questions, accessible to a potential buyer if they need assistance, and accessible to everyone if a deal needs to be negotiated.

Fourth, I want my agent to have the terrific back up and support of a strong stable company and broker. If something should come up, I know it could be handled in the best fashion possible. I want a team of professionals working on my behalf.

Fifth, I want to be charged a fair price for the services rendered. I don't want to feel like my agent is getting rich off of me. I am willing to pay, but it needs to be fair. In addition I want to have all fees disclosed to me so that I have no ugly surprises later on.

And sixth, I would like to be able to cancel my agent's employment if I decide that for some reason I cannot sell the house or I want to hold off. I don't want to be locked into a contract if my circumstances changes.

So these are the things that I would want from my agent if I were to list and sell my home.

These are the issues that would be important to me.

Now I will go into detail about the services I offer, built around these issues but

TIE DOWN

Tell me, are these things:

- Commitment to the fastest sale for the highest price
- Having an agent that is a great communicator
- Having your agent highly accessible
- Strong and stable team to back up your agent
- Being charged a fair price
- And the ability to switch gears if I need to

Are these some of the issues that are important to you?

Are there any other issues that would be important you besides these?

Giving Specifics of your plan

Ok: let me give you the specifics of these items. Stop me any time to ask any questions you may have.

The first item: I want my agent to be committed to selling the home as fast as possible for the most money possible with as much ease as possible.

This means marketing to as many buyers and buyer's agents as possible with as many means as possible: Advertising via the web, networking and prospecting.

1. **Help stage the home so that it looks the best it can for buyers**
2. **Take 20 to 30 pictures of home in the best lighting possible for emails, MLS and other web advertising.**
3. **Enter the property in MLS with maximum allowable photographs, photographs with detailed written descriptions that create positive interest in the home. (Most agents just drop in the photo.)**
4. **Include directions and complete instructions on how to get to the property.**
5. **Put a professional sign in the front yard with a phone number that goes directly to me.**
 - a. **At the large companies the call goes to the floor agent. The floor agent is there to get prospective buyers for them, not to sell the listing. Most of the time the floor agent wants to direct the buyer to another home so they can become their Realtor.**
6. **Provide a lock box for easy of showing for buyers agents.**
7. **Place home on Realtor.com, the most effective website for reaching buyers directly. Nine out of ten buyers use Realtor.com and 50% use Realtor.com exclusively. Realtor.com listings will be enhanced with several photographs and will appear near the top of searches.**
8. **If home is listed for over \$300,000 we will post a virtual tour on MLS and Realtor.com.**
9. **If the home is listed for over \$250,000 we will create its' very own webpage with its' own URL for buyers to view.**
10. **We will create a professional web flyer for emailing and web advertisements.**
11. **We will advertise in several web listings: Craigslist, Zillow, Trulia**
12. **We pull a reverse prospect list and personally call and directly email all agents with buyers looking for this type of property to encourage showings and offers.**
13. **Open houses if we feel that they could be effective for you situation.**
14. **Daily follow up on each showing for feedback and to encourage offers.**

Is there anything else that would be important to you as far as marketing that you would like me to do?

Second item: I want an agent that is a great communicator. A great communicator gets deals done, they make sure people understand, and they give feedback that is important, they are good listeners, they are able to talk through issues and find resolutions, and they keep deals together. Communication helps the seller make better decisions and it keeps the stress level down.

I believe that this is one of my greatest assets. I believe it is one of the main reasons why my clients refer me to their friends. I work very hard at letting my clients know what is going on, what buyers have expressed about their properties always listening for potential problems or misunderstandings so that they can be cleared up right away.

I can tell you all about it, but ironically when you come to this issue talk is cheap. Showing how I communicate is what will make the difference.

Third item: Knowing that time is always of the essence, I want my agent accessible to me when I have questions, accessible to a potential buyer if they need assistance and accessible to everyone if a deal needs to be negotiated.

Many agents will state on their voice mail that they return calls between 11 and 12 and again between 4 and 5 in the afternoon or something similar to that. I have personally left messages myself for over a thousand agents and have never ever gotten a return call during the time indicated.

In fact the industry teaches agents that they are the most important person. They are taught that they need to be treated with the respect a doctor or an attorney or a CPA would command. They are taught that being available at nights or during the weekends is an indication of unprofessionalism. Therefore many listing agents are NOT available during the most crucial hours when their clients or the buyers need service.

I view it differently. I am no doctor, nor am I an attorney or a CPA. The education required to practice this profession is basically two correspondence courses with an open book test and then the state test which most people pass. What you learn during this process has absolutely nothing to do with selling or servicing the general public.

I am in the service industry. My experience makes me better than a lot of agents in some ways but what really sets me apart is that my work ethic and my dedication to serving my clients is EVERYTHING to me. When agents call me I call them back as soon as I can. When buyers call, I call them back as soon as I can. I can be reached often, in the morning, during the day, in the evening, on weekends. I am available. This is why people hire me. I believe clients hire me because I value their time!!! It is my job to make things easy, not to create some illusion that I am so great and busy that I can only return calls after hours.

Fourth item: I want my agent to have terrific back up and the support of a strong stable company and broker. If something should come up, I know it could be handled in the best fashion possible. I want a team of professionals working on my behalf. When you hire me you hire these people as well:

Gwen Scott, Broker and In House Counsel
James Becker, Managing Partner
Lynne McCullough, Escrow Manager

Fifth item: I want to be charged a fair price and in addition have all fees disclosed to me so that I have no ugly surprises later on.

I OFFER THE VERY BEST IN SERVICE, THE VERY BEST IN MARKETING, I DO MORE THAN 99% OF ALL AGENTS YET I DO NOT CHARGE MORE. IN FACT IN SOME CASES I CHARGE A LOT LESS.

I offer a no risk, flexible commission schedule that varies to insure that you have the most potential upside.

- I will list the home and if you find the buyer and you handle the contract and all terms we will cancel the listing and you will be charged ZERO.*
- You find the buyer and if there is no other agent involved we will handle the contracts, disclosures and walk it through escrow for 1%. (minimum of \$1695)*
- I find the buyer and represent both parties, you pay 4%.
- Another agent brings the buyer and your home sells for over \$250,000, you pay 5%.
- Another agent brings the buyer and your home sells for \$250,000 or less, you pay 6%.

*This does not apply to any buyer who is exposed to the property by marketing efforts of mine, my team's or any other agent.

And sixth, I would like to be able to cancel my agent's employment if I decide that for some reason I cannot sell the house or I want to hold off or just cancel the listing. No problem.

As far as a complete package of marketing, level of service, commitment, pricing flexibility for those services, in your mind, am I missing anything that you need or want?

Pull out the listing agreement and review all of the pertinent items with them.

Do you have any questions on this?

Well the last thing we need to talk about is what price we should list your home for and what proceeds you will obtain.

Pricing your listing. Never tell them what they should do. Instead, Educate, Educate and Educate, give histories and examples and then let them make the decision knowing what the consequences are.

Give Feed Back, throw ideas to them.

OK, let's talk about how you want to price your property.

Let's look at all the homes that have sold and closed recently.

Now let's look at all the homes that are in escrow now.

Now let's look at all the homes that you are competing with.

One important factor to consider is that we will most likely need to get an appraisal that supports your sale price and has to be based on closed escrows within the last six months of your appraisal.

If you price the property to low you may leave money on the table.

If you price the property too high, it can sit and then when you lower the price, if it still doesn't sell, buyers may think something is wrong with the property.

So based on this, what are you thinking you should list the property for?

Ok, if we can obtain that price here is what your proceeds would be . . .

Closing statement:

When would you like me to get started?