

Listing Mastery™

Session 1

What Makes a Successful Listing Presentation?



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Familiarize yourself with Real Estate Champions' Live Virtual Classroom using Adobe Connect.
- Address any technical issues you may have.
- Introduce yourself!
- Make a commitment to a greater level of success through Listing Mastery™.
- Understand the importance of strategic sales preparation of the listing presentation.
- Learn to prepare the prospect and the listing appointment.
- Decide on a strategy, tactics and system to out-prepare your competition.
- Pre-sell yourself to your value and benefits.

LISTING MASTERY™ COMMITMENTS

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Client _____ Group: _____ Coach: _____ Date: _____

CLIENT'S COMMITMENTS TO COACH

- I know that the Listing Mastery™ program will help me.
- I know that I must change to improve and achieve my goals.
- I take my Listing Mastery™ sessions and assignments seriously.
- I will put 100% effort into each action plan or task.
- I will thoroughly prepare for each by:
 - Entering sessions in my activity calendar
 - Doing my assignments as given
 - Faxing appropriate material in daily, weekly or prior to each session
- During the Listing Mastery™ session:
 - I will have privacy - free from interruptions
 - I will have my success planner available
 - I will be open minded, honest and ready to change
 - I expect success because I am a Champion!

COACH'S COMMITMENTS TO CLIENT

- I am committed to providing you the tools strategies and techniques that will transform your business.
- I am committed to giving you candid feedback, even if it means telling you what you don't want to hear.
- I am committed to helping you to develop your goals, plans, strategies, skills and systems for greater success.
- I am committed to making you accountable to your goals, plans and commitments.
- I am committed to being prepared for each Listing Mastery™ session.
- I am committed to making the value of your Listing Mastery™ program experience significantly exceed the time you invest and the cost.

Print Name

Client Signature



Real Estate Champions

A SUCCESSFUL LISTING PRESENTATION

A successful listing presentation is:

- Getting the home listed at the appointment.
- Securing it at the right price.
- Getting the seller to commit to 180 days or more in length.
- You have lowered the seller's expectations to a reasonable level.

What do you think is the most important part of the listing presentation?

KEYS IN THE PRE-LISTING PROCESS

The two keys in the pre-listing process are:

1. Asking questions: Right questions, right order, probing answers
2. Taking notes so you can set your strategy, adjustments and strategically sell.

Techniques:

- If you don't completely understand their response or answer:
 - Repeat the question to clarify
 - Say, "I am not sure what you meant by that."
 - Say, "_____ means different things to different people. Can you tell me more about your definition of _____?"
 - Say, "Can you clarify that for me?"
- What the prospect has to say is more important than what you have to say.

PRESENTATION STRATEGY

One-Step Method**Two-Step Method**

OPTION A

Book the appointment...then ask while on the phone

Thanks for the opportunity to meet with you on _____ at _____. Bob, in order for me to be well prepared I would like to get a little more information about your goals, objectives about selling your home. I also want to be clear on your expectations of service for me so I can exceed those expectations. It takes about 15-20 minutes, do you have time now or would you like to do that at another time?

Book an over-the-phone appointment

Bob, I appreciate the opportunity to meet with you on _____ at _____. In order to do the best job for you and your family I need a few more minutes of your time to clearly understand your goals, objectives and key issues as it relates to selling your home. I am heading into an appointment right now, would there be a time later this afternoon or tomorrow where we could spend about 15 minutes so I can provide you with the best service and value?

OPTION B

Incorporate the script into your first step of your two-step listing process

I really appreciate the opportunity to meet with you today about your goals, dreams and objectives for your family. In order for me to provide the highest quality service to my clients I prepare in advance a series of questions so I can clearly understand your expectations and exceed those expectations. Would it be alright if we spend a few minutes working through those questions now?

OPTION C

Ask them a few days to 24-hours before the appointment

Hi, _____, this is _____. I am looking to our appointment on _____ at _____. Are you and your _____ both going to be there? Because I am investing time to be well prepared I need a little more information about some of your goals and objectives as well as a little more detail about your home. I have some questions I need to ask. I need about 15 minutes so I can do the best job for you. Is now a good time for me to ask them?

PRE-LISTING QUESTIONS

TIMEFRAME AND MOTIVATION QUESTIONS

- 1. Where are you hoping to move?**
- 2. How soon are you hoping to be there? (Motivation)**
- 3. Tell me about your perfect timeframe. When do you want this move to happen?**
- 4. Is there anything that would cause you not to make this move?**

PAST LISTING QUESTIONS

- 5. What do you feel caused your home not to sell?**
- 6. How effective was the marketing in generating leads, calls, traffic, showings and offers?**
- 7. Do you think the marketplace had an effect on your home not selling? How much of an effect do you think it had?**
- 8. Do you think your initial asking price had an effect on your home not selling? How much of an effect do you think it had?**

We are trying to probe their views of their property pricing.

- How firm are they with the price?
- How did they select the price initially?
- Did they reduce it over time or not at all?

- 9. If you had to select only one reason or fact why your home didn't sell of all possibilities, what would that be?**

LISTING MASTERY SESSION 1 – WHAT MAKES A SUCCESSFUL LISTING PRESENTATION

10. What was the most frustrating part for you during your previous listing period?

11. Was there anything that you feel was missed by your previous agent?

EXPERIENCE QUESTIONS

12. How many properties have you sold in the past?

13. When was your last sales experience?

14. What was your experience with that sale?

15. How did you select the agent you worked with?

16. What did you like best that they did?

17. What did you like least?

“GUTS” QUESTIONS

18. And, how much do you want to list your home for?

Most people have at least a ballpark idea of value or what they want from the sale of their home. What is your view of value as it relates to your home?

Most people before they sell start to do at least a little watching of what their neighbors, friends, and homes around them sold to get an idea of their home value. I assume you have done that. What have you found out?

→ **Assumptive Strategy**

Because I sell a lot of homes in the marketplace, have a complete handle on marketplace trends, and provide outstanding service to clients I would assume that when I give you the value for your home that you will list at that price...is that correct?

→ **Backdoor Strategy**

Because I sell a lot of homes in the marketplace, have a complete handle on marketplace trends, and provide outstanding service to clients I would assume that when I give you the value for your home that you will list at that price...is that correct?

19. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?

20. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

I desire, as a professional agent, to give you all the information you need to make the best decision for your family. I always do a net sheet for my clients, so they know the true amount they are going to net out of the sale of their home. To do that, I need to know more information about your current property.

21. How much do you owe on the property?

22. Have you ever thought about selling it yourself?

23. Are you interviewing any other agents?

→ **Company Probe Technique**

Bob, I certainly understand your hesitation to name someone personally. Because companies in real estate vary so much what are the companies you are considering?

Wow, that's great. (XYZ Real Estate) is a very good company...good for you. I have a lot of friends at (XYZ Real Estate); who are you talking with there?

24. Please describe your home for me.

_____ Bedrooms _____ Square Feet

_____ Bathrooms _____ Type of home

Yard, landscape _____

Condition of property _____

What do you love about the house?

What unique activities do you do in the home?

What do your friends comment on when they come to visit you?

What allows you to do the special family activities you enjoy in your home?

(If they built the home):

Why did you select this model or design the home the way you did?

25. Are you planning on listing your home with me when I come out on _____?

26. Did you receive the package of information we sent you?

27. Did you fill out the information that was in the packet? We sent a number of disclosure forms.

Disclosure Form Script

Bob, in order for me to properly value your home I need to review your completed disclosure form. The disclosed information; how, what, where and why about your home can have an influence on the value of your home. Can you please get that done before we meet on _____?

Transition Script

Because my desire is to create long-term successful service relationships with my clients, I need to ask you a few questions with regards to service and your expectation of service.

28. What is your expectation of the agent you choose?

29. What are the specific services that you want from me?

Besides just getting your home sold, are there other specific services you want?

30. What would it take for you to be confident that our service will meet your requirements?

31. How will you measure success in our relationship?

32. So, if I provide you _____ and _____ and _____, what will you do?

33. Do you have any final questions that you need answered before I come out?

BREAKOUT SESSION

BREAKOUT SESSION RULES

Breakout Session Rules:

- ➔ It should be fun so wear a smile!
- ➔ You will perform how you practice so be focused whether you are the agent, buyer, seller, or observer.
- ➔ When you are the buyer or seller provide some resistance that is realistic but don't be a jerk.
- ➔ If your role-play partner goes over the top you have the right to say no and hang up graciously as you would with a prospect.
- ➔ Practice only successful outcomes of appointments booked and contracts signed.
- ➔ Quick 15-30 second debriefs before trading places will lock in learning.

BREAKOUT SESSION

BREAKOUT SESSION 1

Role-Play: Identify a question in the pre-qualification process that you think you might have a tough time asking. In the breakout session, each of you needs to bring up that question to your group and get some input as to how you might deliver it, or help you ask back up questions to gain clarity.

BREAKOUT DEBRIEF

PRE-LISTING PACKAGE POINTERS

CREATE AN EFFECTIVE TEMPLATE

DYNAMIC DELIVERY

ENHANCE YOUR CREDIBILITY

REALTOR PLEDGE AND SURVEY



I am here to provide you the service that you desire. I will always put your interest first before anyone else. To provide you the best and most professional job I would like to know your concerns, so we can jointly achieve the desired result.

Please take a few minutes to complete the survey below.

Concerns about selling your home	Not concerned			Concerned	
Communication with Realtor	1	2	3	4	5
Buyer Qualifications	1	2	3	4	5
Multiple Listing Service	1	2	3	4	5
Marketing of your property	1	2	3	4	5
Advertising	1	2	3	4	5
Open House	1	2	3	4	5
Selling Commission	1	2	3	4	5
Possible unforeseen problems	1	2	3	4	5
Systematic process to the sale	1	2	3	4	5
Time of possession	1	2	3	4	5
Pride of your property	1	2	3	4	5
Closing Costs	1	2	3	4	5
Security of your home	1	2	3	4	5
Salability	1	2	3	4	5
Negotiating the contract	1	2	3	4	5
Repairs after the inspection	1	2	3	4	5



1. How long have you been a licensed Realtor?
2. Do you work as a full-time Realtor?
3. Do you have assistants that work for you?
4. How many homes did you list last year that sold?
5. How many homes did you list last year that failed to sell?
6. How many of the listings you took did you actually sell yourself?
7. How many transactions did you do last year?
8. What was your average list price to sale price for your listings?
9. What is the Real Estate Board average list price to sale price?
10. What are the average days your listing has been on the market?
11. What are the Real Estate Board average days on the market?
12. Where do you advertise and market properties and how often?
13. How do you communicate with sellers and how often?
14. Why should I hire you?

PAPERWORK PREVIEW

INTRODUCE PRICING PHILOSOPHY

POSITION YOURSELF

STRATEGIC PARTNERS AND TEAM

ACTION PLANS – WEEK 1

1. Review your listing presentation delivery strategy.
2. Practice the pre-listing questions several times this week.
3. Meet with your Accountability Partner at least once this week to role-play the questions.
4. Begin designing your pre-listing package. Send a first draft to your Accountability Partner.