

Listing Mastery™

Session 2

Delivering a Powerful Listing Presentation



To your Achievement of Excellence in Life

TABLE OF CONTENTS

OBJECTIVES..... 2

SALES PRESENTATION MODEL 1 3

SALES PRESENTATION MODEL 2 3

THE SELLERS’ AGENDA 4

MY AGENDA 4

SELLING YOUR HOME:SAMPLE MEETING AGENDA OUTLINE..... 5

MEETING AGENDA INTRO SCRIPT..... 6

SELLING YOUR HOME:MEETING AGENDA..... 7

 1. UNDERSTAND YOUR GOALS 7

 2. UNDERSTAND YOUR HOME 8

 3. DISCUSS THE BENEFITS OF MY COMPANY’S BRAND..... 8

 4. DISCUSS OUR LOCAL MARKET PRESENCE 8

 5. ASSURE YOUR CONFIDENCE IN OUR SERVICE 9

 6. DISCUSS CURRENT MARKET CONDITIONS 9

 7. DISCUSS YOUR PRICING THOUGHTS AND PRICING STRATEGIES 10

 8. SELECT THE LISTING PRICE FOR YOUR HOME 11

 9. EXPLAIN MY PLAN OF ACTION 11

 10. START GETTING YOUR HOME SOLD..... 11

BREAKOUT SESSION 12

 BREAKOUT SESSION 2 SCENARIO 12

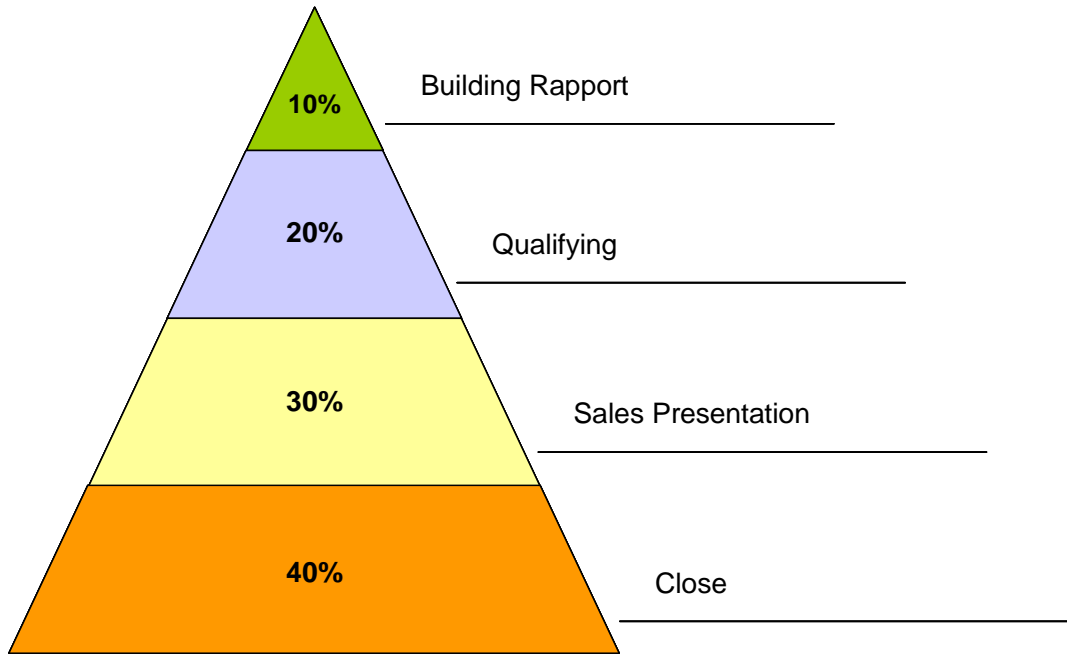
ACTION PLANS – WEEK 2..... 12

OBJECTIVES

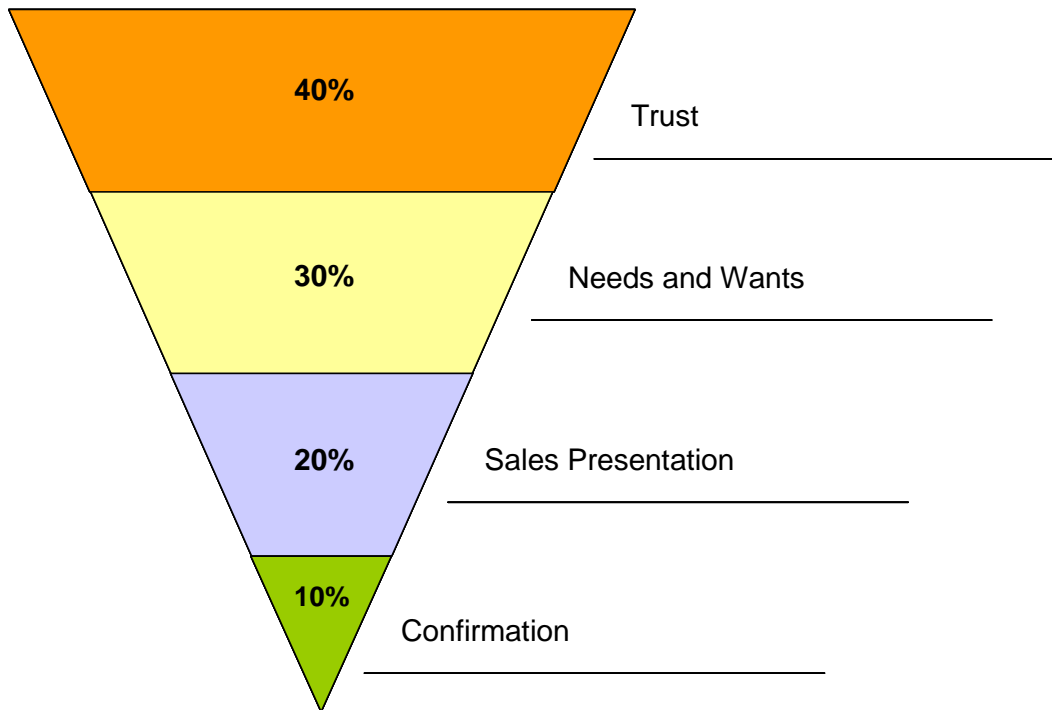
During this session you will:

- Understand and implement the new sales presentation model in today's marketplace.
- Learn to effectively review the pre-listing questions with your sellers to establish trust.
- Create, establish and maintain an agenda in your listing presentations.
- Clearly understand the difference between value and price discussions in your listing presentation.

SALES PRESENTATION MODEL 1



SALES PRESENTATION MODEL 2



THE SELLER'S AGENDA

The seller's agenda is:

- What's my home worth?
- What are you going to do to sell it?
- What are you going to charge me?
- What is my net after we are all done?

MY AGENDA

My agenda is:

- Get to know the seller; how they think, act, evaluate, decide, what they want.

- ✓ Undercover needs, wants, desires

- ✓ Undercover expectations

- ✓ Tell them what is going to happen

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?"

SELLING YOUR HOME: SAMPLE MEETING AGENDA

Bob and Mary, just so you know my typical listing consultation takes about 45 minutes. If you have a lot of questions I will stay as long as needed to completely answer your concerns. I won't tie you up all night listening to me. Is that alright with you?

1. Understand your goals, objectives and expectations.
2. Understand your home and its valuable features and benefits.
3. Discuss the benefits of my company's brand.
4. Discuss our local market presence and my professional representation services.
5. Assure your confidence in our service.
6. Discuss current market conditions and market data to establish the market value of your home.
7. Discuss your pricing thoughts and pricing strategies.
8. Select the listing price for your home.
9. Explain my plan of action.
10. Start getting your home SOLD!!

MEETING AGENDA INTRO SCRIPT

Mr. and Mrs. Seller, I have found that by using this agenda order you, as sellers, you become much more informed about our services, the marketplace, and your home's value. Additionally, my presentation will take less of your time.

Let me explain the agenda briefly to you. First I will review questions we discussed the other day on the phone and _____, I want your input because we didn't have a chance to speak. I will want your insight on your home's best features because I will need that knowledge to help position it well in the marketplace, okay?

Then we will discuss my company and my qualifications to represent you in the sale of your property. We will look at the most important elements which are my results and what you can count on from me.

We will then go over our service guarantee and assure you of how you will be served by myself and my company. At this point here you will probably know if we should engage in a business relationship.

Then we will review the value of your home based on today's marketplace conditions. We will look at the marketplace competition, trends, buyer levels, absorption rates as well as review the competitive market analysis that I have prepared. Once we arrive and agree on a value then can discuss the pricing strategies to implement on your property and then select the list price for your home.

As a team working toward our common goal I will then outline our immediate action steps so you know what we will be starting to work on right away. The final step, number 10 on the agenda for tonight will be getting started with the process. I will get the paperwork rolling and make sure everything is done so we are off to the right start in representing your interest so you reach your goals. How does that sound to you?

That's the step-by-step process or agenda that I found works well for my clients for a presentation...if you don't have any questions would it be alright if we followed this agenda?

Just so you know we should be able to complete this all in about _____.

SELLING YOUR HOME: MEETING AGENDA

1. UNDERSTAND YOUR GOALS, OBJECTIVES AND EXPECTATIONS...IT'S ALL ABOUT YOU!

Gather information

- ➔ Review the qualifying questions.
- ➔ Confirm the service they expect and want.

Scripts:

Mary, Bob and I have a chance to talk the other day and walk through these questions, but Mary, I certainly want to understand your expectations, desires and goals in the sale of your home. Bob, you shared with me that you want to be in Lake Placid this spring because you want to enjoy the summer on the Lake. Is that your goal and timeframe Mary?

The Keys in selling is building trust. The greatest trust building strategy is:

- ➔ Asking the right questions
- ➔ Paying attention
- ➔ Making sure that both parties feel they have been heard

Scripts:

Mary, Bob said that you want to move to Miami and your timeframe is getting your home sold in the next 90 days. Is that consistent with your desires as well?

Bob, when Mary and I spoke the other day, she said her three most important services I could provide were _____, _____, and _____ . Can you tell me the three most important for you?

LISTING MASTERY SESSION 2 – DELIVERING A POWERFUL LISTING PRESENTATION

2. UNDERSTAND YOUR HOME AND ITS VALUABLE FEATURES AND BENEFITS

Scripts:

“Bob, Mary indicated when we spoke on _____ that the two best features of your home are _____ and _____. I want your input as well. What are your thoughts?”

3. DISCUSS THE BENEFITS OF MY COMPANY’S BRAND

4. DISCUSS OUR LOCAL MARKET PRESENCE AND MY PROFESSIONAL REPRESENTATION SERVICES

5. ASSURE YOUR CONFIDENCE IN OUR SERVICE

Scripts:

Do you believe I can sell your home?

Do you believe that I should be the agent who sells your home for you?

Are you as convinced as I am that I should handle the job of selling your home?

I am ready to start working for you, would you like me to?

6. DISCUSS CURRENT MARKET CONDITIONS AND MARKET DATA TO ESTABLISH
THE MARKET VALUE OF YOUR HOME

The CMA:

- The purpose
- The length of time it is good for

Value is one issue, pricing is another.

Scripts:

Bob and Mary, based on today's market conditions, the marketplace is determining the value of your home is _____.

Bob and Mary, due to all of my research and market knowledge that I have shown you, the value of your home today is between _____ and _____.

Trial or Confirmation Closes:

Do you see why the marketplace numbers are directing us to that value number?

If you ended up selling for the value would that be enough to accomplish your goals?

Have I explained the marketplace properly so you are with me on the value of your home?

Are you in agreement with the marketplace?

Bob and Mary, I am happy to discuss price and pricing strategy once we have come to an agreement on the value. Would that be okay?

Bob and Mary, the price of something is fundamentally a marketing decision. The price as it relates to value creates an attraction of interested buyers for what you are selling. Before we can set the correct price for your home we have to determine the value.

7. DISCUSS YOUR PRICING THOUGHTS AND PRICING STRATEGIES

LISTING MASTERY SESSION 2 – DELIVERING A POWERFUL LISTING PRESENTATION

8. SELECT THE LISTING PRICE FOR YOUR HOME

9. EXPLAIN MY PLAN OF ACTION

10. START GETTING YOUR HOME SOLD!

Scripts:

At the end of my presentation tonight, provided we're all in agreement, we'll finalize the paperwork so I can begin to work for you right away. Does that make sense?

This should be no surprise. I told you I would ask for your business. You want me to follow through on what I commit to you, don't you?

Or

I'm proving to you right now that I follow through, right?

Or

Listen, Mr. and Mrs. Seller, homes are sold, not bought. The reason conversion of leads is so low is because many agents lack assertiveness with the buyer. So my question is: Do you want an agent that you know for sure will ask every buyer to buy or an agent you hope will do that? Which gives you more comfort?

BREAKOUT SESSION

BREAKOUT SESSION 2

Agent: You are in front of the seller ready to start your presentation. Use your opening script to build trust, engagement and gain approval for the agenda.

Seller: Throw an objection or two in to try to take them off their agenda.

BREAKOUT DEBRIEF

ACTION PLANS – WEEK 2

1. Create, edit and adjust to build your meeting agenda.
2. Role-play introducing your opening and agenda with your Role-play Partner this week.
3. Start thinking about why someone should hire you and bring a few ideas to next week's class.