

Listing Mastery™

Session 3

Building a Powerful Why You Should Hire Me Segment



To your Achievement of Excellence in Life

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OBJECTIVES

During this session you will:

- Understanding the difference between qualitative and quantitative selling strategies.
- Sell more than features in your presentations, as most agents.
- Master selling benefits and competitive points of difference. Align your service, selling strategy, strengths and benefits with the prospect.

QUALITATIVE COMPARISON

Qualitative is; feeling, testimonial and survey based.

- Survey all clients after the transaction.
 - ➔ Mailed surveys
 - ➔ Electronic surveys (Examples: Survey Monkey, Zoomerang)

- Percentage of business from referrals.

QUANTITATIVE COMPARISON

Quantitative is numeric based.

- The Big 3
 - ➔ Average List Price to Sales Price
 - ➔ Average Days on the Market
 - ➔ Average Listings Sold versus Listings Taken

ACQUIRING KNOWLEDGE ABOUT YOUR MARKETPLACE

Collecting marketplace information from key sources

YOUR LOCAL REAL ESTATE BOARD

- The number of agents working in your marketplace.
- The production of the average agent in terms of units and volume sold.
- Experience levels of agents in your field.

YOUR LOCAL MULTIPLE LISTING SERVICE

- Days on the market averages.
- Listing Price to Sales Price ratios.
- Listings Taken versus Listings Sold ratios.
- Geographically active markets inside your service area.

THE NATIONAL ASSOCIATION OF REALTORS

- The National Association of Realtors' monthly web-based publication, *Real Estate Insights*, provides a national view of real estate sales.
- The National Association of Realtors also conducts annual surveys and studies of home sellers and homebuyers.
- The National Association of Realtors also issues reports on second home markets, investment properties, financing options, and many other topics.

LADDER OF COMPETITIVE SUCCESS



ADVANTAGES

“Non-Champion Performers have limited competitive points of difference.”

– Dirk Zeller

“Non-Champion Performers have no competitive advantage or don’t know what it is so they can’t use it.”

– Dirk Zeller

What is a competitive advantage?

It is the use of specific strategy, tactics and resources to gain an advantage over your competitors.

What is a decisive advantage?

It puts us in a more powerful position than competitive advantage. We can change our industry and send the competition in the reaction mode.

MY COMPETITIVE ADVANTAGES

Are there statistics I have that could give me competitive advantage?

Market share in a geographic region?

Market share in a price point?

Do I have the edge in Big 3 stats?

- 1. Average List Price to Sales Price**
- 2. Days on the Market**
- 3. Listings Sold versus Listings taken ratio**

Do my customer survey scores indicate anything?

KEY QUESTIONS

1. **What can we provide our competition can't?**
2. **What are your skills in your business?**
3. **Do you have a volume of lead advantage and where does it come from?**
4. **Do you have an inventory advantage?**
5. **Do you have a statistical advantage?**
6. **Do you have a service advantage?**
7. **What are competitors not providing?**
8. **What is not being done in your marketplace?**
9. **What type of marketplace opportunities are out there?**

BREAKOUT SESSION

BREAKOUT SESSION 3

Take questions 1-9 and discuss where you have strengths or benefits and why. Be ready to come back and share one of the best with the rest of the group.

BREAKOUT DEBRIEF

MARKET KNOWLEDGE ADVANTAGES

A Champion Agent’s knowledge translates for their clients to:

- More money from the sale of their home.
- More efficient transactions
- Better strategic positioning of their prospects to attract more buyers
- Stronger property demonstration to enhance value for the seller
- Effective price versus value counseling

MORE MONEY FROM THE SALE OF THEIR HOME

Big 3

- Average List Price versus Sales Price
- Average Days on the Market
- Average Listings Sold versus Listings taken

Scripts: More money from the sale of your home

Associate: *Wouldn't you agree the real result you are looking for is more net dollars in your pocket from the sale of your home?*

So, if I could prove to you that you will realize a larger net through my representation, we would have a basis for doing business together, is that right?

Associate: *Mr. Smith, right now in the marketplace, the average list price to sale price is ____%. My average list price to sale price is ____%. That means that you will put an extra ____% in your pocket being represented by me compared to any other Agent you are consulting. That's an extra \$____ based on the value of your home. Is that something that you are interested in?*

Associate: *Mr. Smith, the current days on the market for homes is _____. My days on the market, or time of sale, is _____. That reduction in market time is of huge benefit to you. It creates increased activity and showings on your home. It increases the probability of offers and good offers. It reduces your mortgage payments on a home that you don't want to own any longer. Do you see how this benefits you?*

MORE EFFICIENT TRANSACTION

Scripts: More efficient transaction

Associate: *Mr. Smith, it's a fact that only 16% of consumers return to an Agent that worked with them previously. That stat demonstrates that the efficiency level is low and the stress level is high for the customer. Well over ____% of my transactions are with repeat clients and the referrals they send my way. This difference, and my personal guarantee, creates a better, smoother transition for you into your new home. Do you see how this creates an advantage for you?*

Associate: *Mr. Smith, a negative to an emotional, non-efficient transaction is that the buyer and seller can be at odds. That increases the probability of more costly and repair negotiations, late closures, last minute demands to closing. We can save you money through a more efficient transaction process. Doesn't that make sense?*

Associate: *Mr. Smith, the truth is, if the transaction isn't efficient and timely, the closing could be late. With the volatility of current interest rates, this could cost you in the long run over the life of your loan. Because we close over ____% of our transactions on time, we can ensure these costs don't happen to you. For a typical person, a ½% increase in rate equals close to \$50,000 in extra payments over the life of a 30 year mortgage. Do you want to take that kind of risk with another Agent?*

BETTER POSITIONING STRATEGY

Scripts: Better positioning strategy

Associate: *Mr. Smith, since we position your home more strategically, we increase the number of Agents that actually show your home. With the increased showings, we can increase the buyers and potential offers. This creates more buzz on your home, which equates to more dollars in your pocket. Doesn't that appeal to you?*

Associate: *Mr. Smith, one of my primary jobs is to enhance the demand for your home. Real estate at its core is a supply and demand business. My job is to increase the demand for your home over the competition in the marketplace. One way to know if an agent is successful at accomplishing that is to compare the statistics of listings sold versus listings taken. The broad average right now is ____% of homes actually sell. My average is over ____%. Would you agree that we are more effective at positioning your home?*

STRONGER PROPERTY DEMONSTRATION

Scripts: Stronger property demonstration

Associate: *Mr. Smith, often buyers are down to 2 or 3 houses they are trying to decide between. With new competition coming on the market daily, it's important to win when you get on a buyer's short list. The Agent can mean the difference between getting an offer or no offer, through their ability to demonstrate value and benefits of your home. Is that what you are looking for?*

Associate: *Mr. Smith, when an Agent is writing an offer on behalf of a buyer, or when we are negotiating with a buyer, it is imperative that your Agent can demonstrate value of your property compared to the competition. It is clear that we have that skill given my average list price versus sales price is ____% higher than the other Agents in the. Do you see the benefit to you in that?*

EFFECTIVE PRICE VERSUS VALUE COUNSELING

Scripts: Effective price versus value counseling

Associate: *Mr. Smith, many Agents are more concerned with seeing the listing rather than having a real conversation as to the value of your property. They will talk in terms of price, not value. They will get you all worked up about the price and set you up for the big surprise. The question is do you want the truth now or later?*

Associate: *Mr. Smith, let's agree to talk in terms of value – what your house is worth. Once we agree on that, we can talk about price, which is really a marketing strategy. Is that agreeable with you?*

CLIENT BENEFITS

- ➔ Realistic expectations of value

- ➔ Continuity of “real” dollars

- ➔ More competitive positioning of the property

- ➔ Aggressive buyers can be created through value positioning

WHY SHOULD I HIRE YOU?

ABOUT YOU

What is it that you do?

What are you good at?

What skills and services makes you unique?

With the changes that are occurring in consumer demands and real estate, what will make people think you are the best at what you do five to ten years from now?

ADDING VALUE

List the 10 ways in which you add value when you are working with your clients.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

POSITION

How are you positioning yourself?

Create a list of the 10 things that make you different from your competition.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

BENEFITS

What are the benefits that your clients receive from your previous lists of 10?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

EXAMPLES OF A STRONG WHY SHOULD I HIRE YOU SEGMENT

Big 3:

1. Average List Price to Sales Price
2. Days on the Market
3. Listings Sold versus Listings Taken ratio

Benefits: More exposure = higher probability of sales

More successful Company:

Benefits: More exposure = higher probability of sales

Greater showings = higher probability of sales and more net dollars

Security = financial, emotional, physical, legal

ACTION PLANS – WEEK 3

1. Complete the Why You Should Hire Me exercise.
2. Build scripts that incorporate your benefits along with a trial close.
3. Practice with your Role-play Partner twice this week.