

Eleven Necessary Steps to the Perfect Listing Presentation

Workbook



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Gratitude

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that most frightens us.

We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?"

Actually, who are you not to be?

You are a child of God.

Your playing small doesn't serve the world.

There is nothing enlightened about shrinking

so that other people won't feel insecure around you;

We were born to make manifest the glory of God that is within us.

It's not just in some of us; it's in everyone.

And as we let our own light shine,

We unconsciously give other people permission to do the same.

As we are liberated from our fear,

Our presence automatically liberates others.

*Written by Maryann Williamson
from her 1992 book "A Return to Love"*

You have my sincere wishes for an exceptionally successful career and an extraordinary life.

*With gratitude,
Rich Levin*

Four Major Goals

1. List the house...
 at a salable price... with the cooperation of the Seller.
2. The house sells.
3. The listing generates salable leads.
4. The Seller refers the Agent more business.

Does your listing presentation measure up?

Eleven Necessary Steps to the Perfecting Your Listing Presentation

Rate these on a scale from zero to three. Zero-you don't do it, One-your not very good at it, Two-your adequate, Three-your good at it and confident in your ability.

1. Ask Questions Over the Phone..... _____
2. E-mail or Send a Pre-Listing Package..... _____
3. Prepare Price Recommendation & Marketing Plan..... _____
4. Arrive, Enter, and Subtly Take Control..... _____
5. Establish Rapport & Ask Questions..... _____
6. Present Your Marketing Plan..... _____
7. Present Market Value & Recommend Price..... _____
8. Review the Seller's Net Sheet..... _____
9. Complete Paperwork and Obtain Signatures..... _____
10. Answer Questions and Address Concerns..... _____
11. Speak to Them Within 24 Hours..... _____

NOTES: _____

Six Sales Skills

Rate these on a scale from zero to three.

Basic

- 1. Asking Questions..... _____
- 2. Paying Sincere Attention..... _____
- 3. Confirming and Reinforcing..... _____
- 4. Addressing Concerns & Overcoming Objections..... _____

Advanced

- 5. Embedding Commands & Priming Words..... _____
- 6. Creating Conviction on Key Points..... _____
- 5. Answer Questions and Address Concerns/Signatures
- 6. Speak to Them Within 24 Hours

Your System for Learning

- 1. Choose one hour each day of the week...
- 2. Choose a quiet, private place to work...
- 3. Rehearse as if it were real

Right now, pause the webinar. Choose the hour each weekday and put it in your calendar. Choose the quiet, private place to work. Work on it for at least two weeks.

When? _____

Step 1: Pre-Listing Questions Over the Phone

Preparation

This is a compilation of the best questions that the highest producing Agents ask before making the listing appointment. Pick and choose among them. Try them out and make adjustments to discover the best questions for you and your client.

If you get a response on the telephone that the person wants to speak to you about making a move, ask:

Why are you considering a move?

Where are you thinking of going?

Ideally, when do you want to do that?

How important is it for you to get this done in that time frame?

May I ask you a few questions about your property?

- *What style house is it? (Colonial, Ranch, Split, 2-Story, 1-Story?)*
- *What is the parking arrangement? (Garage – 1 or 2-Car, Attached, Detached?)*
- *How large is your lot? Is that normal for the area?*
- *How many bedrooms are there? - Baths? - Family room? - Fireplace? Where?*
- *Do you know how much square footage you have? Is it larger or smaller than the other homes in the area?*
- *What else is there that may make your house distinctive or more appealing?*
- *Are there any obvious drawbacks?*
- *How long have you owned the property?*
- *What improvements have you made in the past 5-10 years?*
 - *Did you do those yourself or hire them out?*
 - *What was the approximate cost?*

Who else are you talking to about the sale of your home?

What are your major concerns in considering this move?

What is most important to you regarding the sale of your home?

This is a tough one. What would it do to your plans if you just couldn't sell?

When is the best time for us to get together to look at the marketing proposal that we use to sell properties for the highest price?

While I am in the neighborhood doing the research in preparation for the proposal, is it ok if I just walk around the lot and make some notes? I will knock and let you know I am there first.

Step 2: E-mail or Send a Pre-Listing Package Preparation

The following items are put into a company or personal folder and delivered to the seller at least one day prior to the listing appointment.

Some Agents include a CMA/Sample CMA and/or their Marketing Plan or portions thereof.

This information pre-sells you and prepares them for what you have to tell them.

It must be sharp and professional. It should paint you and the team larger than life.

- Personal Brochure or Personal Information
- Letters of Reference
- Sample Fact Sheets, possibly with a picture or specifics on the prospect's home
- Advertising Worksheet
- Listing Contract (completed)
- Data Input Form/Profile Sheet
- Agency Disclosure Form
- Property Condition Disclosure Form
- Lead Paint Information
- Preparing a Home for Sale Information or Videos
- Pricing Articles or Video
- Tips on Selling Your Home
 - Preparing it for sale, Outside, Inside
 - When your home is being shown
- Tell Us What is Special About Your Home and Your Neighborhood
- Tips For People Relocating
- Moving, Packing, Utilities Checklists
- Garage Sale, Plants, Pets and Kids on the Move Information
- Sample Home Information Book Pages
- Getting the Highest Price Form
- Competitive Market Analysis
- Your Marketing Plan
- _____
- _____

Step 3: Prepare Price Recommendation & Marketing Plan System for an Accurate Market Analysis

Preparation

1. Get information from the Owner
2. Get the tax information on the Subject Property
3. Get the maximum number of Comparable Properties sold in the past 12 months.
(Note: Appraisers use 6 months) Use MLS data for Sold, Pending, Active and Expired Information. Use Tax data for non MLS activity. Choose as many properties as possible based on:
 - a. Proximity to the Subject Property (Watch for similarity and differences in neighboring blocks and streets. Be aware of natural barriers, main streets, railroad tracks, etc, which often divide subdivisions)
 - b. If there are not a sufficient number of comparables in proximity, go to style of home (one-story, two-story, split level, etc.)
 - c. If there is still insufficient data, get help or use other methods of valuation
4. Drive by the Subject Property. Then drive by and/or inspect the Comparable Properties. Stop to visually examine each and make notes on each comparable printout of differences affecting value.
 - a. Size of home or lot
 - b. Exterior features
 - c. Location and position of structures
 - d. Adjacent positive or negative features (commercial buildings, main roads, railroad tracks, parks, schools, and many others)
 - e. Condition (be careful, a lot may have changed since your data was recorded)
 - f. Other differences affecting value
 - g. Optionally and recommended, go through the Subject Property while you are in the neighborhood. Make notes of the information needed to complete your Market Analysis.
5. Take time to examine all of your research and choose the Comparable Properties to be used in the Market Analysis
6. Prepare the Market Analysis. As you prepare it, rehearse in your mind how you will present the information to the owners.
7. Inspect the Subject Property. (It is best to have done this as part of step 4 above while you are in the area.) If you do this after you have prepared the Market Analysis, then at this point make adjustments based on your Subject Property Inspection

Presenting Value and Price

1. Reinforce the pricing message
2. Review the noted printouts
 - a. Sold Comparables
 - b. For Sale Competition
 - c. Expired Failures
3. Review the analysis (CMA)
4. Recommend an asking price
Ask them to choose asking price
Agree on an asking price

Tips on Pricing Language

1. The Agent does not have a price. The owner always chooses and owns the price.
2. Your job is to recommend a price. Then, if you choose to take the listing, your job is to market the property and get the highest price possible.
3. It is not a good price, if after thirty days on the market with normal marketing it is not sold.

Step 4: Arrive, Enter, and Subtly Take Control

Presentation

- Ring the doorbell or knock on the door
- Smile and greet
- Thank them for the opportunity or pay a sincere compliment
- Ask and chat about them and their plans
- Adjust to their pace and style
- Go to the kitchen/ dining room table
- Watch and match the pace and style of the seller.
- Outline how this meeting will go.

Step 5: Establish Rapport & Ask Questions

Presentation

SELLER'S NAME _____ DATE _____
CO-SELLER _____ HOME PHONE _____
ADDRESS _____ WORK PHONE _____
E-MAIL _____ CELL PHONE _____
Do You check Email? _____ BEST TIME TO CALL _____
Children's Name & Ages _____ / _____ / _____

1. *I am going to jot down some information on this form so I have a clear understanding of your situation. Would that be ok?*

Please tell me why you are considering this move. _____

Where are you planning to move? _____

Ideally, when would you want to have the house sold and your move completed?

What is most important to you (in accomplishing the move to _____ or in the sale of the property)? _____

Optional: *If you are simply not able to sell the property, is there an alternate plan?*

What do you presently owe on your property? \$ _____

(Ideally, either record the information from a mortgage payment stub, or get the mortgage account number and name of the bank from the stub to call later for the information or get written permission in case that is required. If necessary, discuss where the funds will come from to pay for the negative equity.)

Any Liens, prepayments penalties or 2nd mortgages _____

Optional but recommended: *If you were to put your property on the market tonight, what would be your asking price? \$_____*

How long have you lived here (owned the property)? _____

Please tell me what you have liked best about this house. _____

Tell me what you have liked least about this house. _____

What are your thoughts about the neighborhood? _____

What is most important to you about the Real Estate Agent that you hire? _____

Additional comments or thoughts? _____

2) Let's take a look at what we want to accomplish together (review objectives).

*3) Now let's look at the **marketing plan** that will get the job done for us.*

4) Let's talk now about the market value of your property and what price you wish to ask for it.

There are three prices for any property.

First, there is the market value, the price that an appraiser would put on the property. That gives us the best idea for an asking price. I have calculated that price for you.

Second, there is your asking price, which I will advise you on but bottom line it is entirely up to you to choose the price we ask for your property.

And third, there is the price a buyer will pay for the property; we'll only know that when a buyer makes an offer.

My job is to do everything in our power to attract that buyer who will pay you the most and complete the sale for you. Part of that job is to advise you on a price that will do just that. Please, remember that the asking price is entirely up to you.

I spent a couple of hours looking into the sale prices of homes in the neighborhood and comparing that information with your home. Then, before I came by, I drove around the area doing an exterior comparison of those comparable properties. Here is my analysis of your probable sale price.

(REVIEW CMA and SPW) *Is that asking price acceptable to you? _____*

(If not), at what price would you be comfortable putting your house on the market?

\$_____ (If you feel it is necessary, ask) Could we agree on \$_____?

5) *To give you a clear idea of what you will realize from the sale, I have prepared this net sheet for you (review net sheet). Will that take you where you want to go? (If not, then ask) What will?*

6) Fill in the balance of the listing contract. Have the sellers check the property data input sheet for accuracy. Review the contract, and ask for their signature. Be sure to complete agency, lead-based paint, property condition and any other mandated paperwork.

Once their signature is obtained, have them help you write an ad or two **and make an appointment to come back in three to four weeks for a follow-up appointment.**

7) Obtain School instructions, Animal instructions.

8) Take pictures inside and out

Whether or not you obtain the listing, if you want it, be sure to call the Seller back within 24 hours to check in and answer their questions. This is a very important call!!! It will save you an incredible amount of time later.

Step 6: Present Your Marketing Plan

Presentation

1. About You – Bring information that includes:

- Your credentials and related experience
- Press releases about you
- Certificates of courses taken
- Professional designations
- Satisfied clients and/or homes sold list
- Pictures of homes sold
- Letters of recommendation

2. About your Team – Bring information that includes:

- Size and benefits of your Company/Franchise
- Collective market share of your organization
- Statistical information
- Office support staff and their roles in your business
- Your personal team – Including Attorney, Lender, Inspector and Assistants

3. Preparing For Marketing (go through with Client)

- Do a thorough appraisal of value and advise you as to how to price the house to ensure a sale.
- Review a list of minor changes you may wish to make on your property to make it's even more attractive to buyers so that it will sell more quickly and possibly for more money.
- Discuss with you how to make your house most appealing to buyers during showings to motivate the buyer to buy.
- Educate you as to the various methods of financing that your buyer may want to use to strengthen your negotiating position.

4. Promote Your Property

- Advertise effectively in newspapers, magazines and other media.
- Install our highly recognized For Sale sign.
- Use our Relocation Referral Service to attract out-of-town buyers from other agents nationwide.
- Develop a promotional piece (fact sheet) to stimulate the interest of prospective buyers.

Step 6: Present Your Marketing Plan (continued)

- Post your property on the most visited Web Sites
- Discuss your property at our office marketing sessions.
- Hold professional Open Houses.
- Send promotional information to people likely to be looking for a property like yours or who may know someone that is.
- Call neighbors to stimulate interest.
- Place your property on the World Wide Web.

5. Multiple Listing Service

- Format the information in the most appealing fashion.
- Submit it to the MLS
- Bring you a copy of the computer printout.
- Provide copies to our sales staff for their awaiting buyers.

6. Feedback and Marketing Adjustments

- Attempt to call all Agents that have shown your house for their feedback and then report back to you.
- Should the house not sell, we will meet in person monthly to discuss the six factors that cause your house to sell... or not.

7. Ensuring A Smooth Process And A Closed Sale.

- Offer the advantages of a mortgage bank that will ensure the buyers obtain their loan and your sale occurs with the least inconvenience to you.
- Be available or have a backup associate available to answer your questions and respond to buyers' inquiries regarding your sale from now until long after you are happily moved.
- Upon presentation of all contracts by cooperating brokers, determine the qualifications of the prospective buyers and help to negotiate the best possible price and terms for you.
- Ensure that your house is shown by appointment only.
- Obtain an adequate deposit from buyer to help secure a successful sale.
- After a contract has been accepted, handle follow-up and keep you informed on all mortgage, title and other closing procedures that could possibly put your sale at risk.
- Provide access to accountants, bankers and lawyers at no charge for input on specific questions.
- Work with you or refer you to whatever people and resources that may help you make your move in town or around the world.

Step 7: Present Market Value and Present Pricing

Presentation

Discuss pricing before it becomes an issue. Do your research so you are confident in the price you recommend. Then be clear with the seller on your price recommendation. Remember, regardless what the seller says, they are listening like crazy. They are hearing your recommendation. Whether they choose the price you recommend right then or you make an impression and they reach your price later, the price you quote must be a price in which you are supremely confident.

Stay confident. Be compassionate, empathetic, calm and firm that you know what it will take to successfully market the property.

Remember, it is human nature to overprice.

You can say no to the listing after you discuss price. So, until you and the seller agree on price say something like,

“I’ve got all the information you need to choose the best price. I understand that the decision on the price of your property is completely yours. My strength is marketing your property, getting the largest number of buyers into your property and getting you the highest price possible. Have you already decided on a price that you want to ask?”

When the homeowner wants to price their property based on what they need to get, or what they paid for it, or what they’ve put into it,

“You said you need at least \$_____ because (their reason). That’s one method of pricing property. We call that seller’s need pricing (or purchase price ad on pricing, or return on personal need pricing or improvement pricing).

Another method is square footage pricing which is using what other houses sell for on a square footage basis. That’s an interesting comparison.

Another appraisal method is replacement cost which is what it would cost to build the property again. Insurance people use this method.”

“For our purpose we can’t use any of these methods. The only method we can use to determine what buyer’s are willing to pay for your property in today’s market is called comparable property analysis. That’s what I’ve got in detail for you.

“So, with complete respect to what you paid for it (or what you’ve put into it, or what you need to get out of it, to make the move) we must look at what price is going to attract the qualified buyer who will get you moved on time, and pay you the most money. Does that make sense?”

There is 3 points of pricing for every home

- Wholesale- an investor or wholesaler will be willing to pay
- Retail-market price (not including the sale of your home, time spent on market, costs, etc.)
- Comparable Price-would be your list price
- Explain difference to client and explain why they want 3rd option.

Step 8: Review Seller's Net Sheet (optional) Presentation

Name _____

Property Address _____

Selling Price \$ _____

Current 1st Mortgage Balance \$ _____

Current 2nd Mortgage Balance \$ _____

Brokerage Fee \$ _____

Points/Selling Concessions \$ _____

Title Search/Re-date Abstract \$ _____

Survey \$ _____

Transfer Tax \$ _____

Recording Fees \$ _____

Seller's Attorney's Fee \$ _____

Discharge of Mortgage Fee \$ _____

Well or Septic Inspection \$ _____

Home Warranty \$ _____

Prepayment Penalty (if any_) \$ _____

Interest Adjustment _____ x 30 days \$ _____

Repairs and Miscellaneous Expenses \$ _____

Home Improvement or Other Loans \$ _____

SUBTOTAL..... \$ _____

APPROXIMATE CASH PROCEEDS TO SELLER..... **\$ _____**

The above figures are approximate and are to be used as a guide only. Final statements are prepared prior to closing.

Step 9: Complete Paperwork and Obtain Signatures

Presentation

- Have the paperwork out from the beginning.
- Begin filling it out with their input.
- Ask for a signature...



Step 10: Answer Questions and Address Concerns

Presentation

- Listen like crazy + 4 seconds.
- Agree & empathize.
- Confirm and Verify it.
- Isolate it.
- Address the concern.
- Close for a decision.



Our Common Goals Script

First of course we want....

1. To get your property SOLD and closed.

And certainly we want...

2. To obtain the highest PRICE possible.

And ...

3. To coordinate and complete your move on the dates, in the timeframe, that works best for you.

Of those three things which, if any is the most important to you?

Is there anything else that is important to you to discuss tonight?

Then my job is...

4. To market and find potential and qualified buyers for your property.

And we have to work together ...

5. To get the maximum number of qualified buyers through the property until it is sold.

If I do this correctly you won't even know. I say it is like a duck that looks serene above the water while below it is paddling like crazy. One of my goals is for you to feel like things are going smooth as silk, while I....

6. Productively head off and handle all problems that arise now and until closing and after.

And this is important for both of us.

7. To communicate at least weekly to assure that both you and I are doing everything possible to encourage a sale.

What is the best day and time each week for us to speak? I like to make these calls on (Day of the Week – in the morning or afternoon). Would that work for you? Where could I reach each of you then?

Step 11: Speak to Them within 24 Hours

After You Leave

This call is VERY important. The seller just made a large commitment (to sell their home). This call reinsures them that you are also thinking about their house.

Leaving the Appointment (Driving away in the car)

“I just wanted to say thanks again for the opportunity. I am excited to work with you. I know it has only been a few minutes but if you have any questions at all please don't hesitate to call me.”

Within 24 Hours of Appointment

“I was just working on (adding listing to websites, creating an ad, scheduling an open house etc.) and I wanted to take a moment to check in with you. In the first couple of days I am very active with the listing, I wanted to make sure we covered everything. Did any other questions pop up?”



Six Sales Skills

1. Ask Questions

Stop telling... Start asking.

Don't speak for more than 45 seconds without asking a question.

Four types of questions with four purposes

Open-ended questions: Information Gathering and relationship building questions to deepen the conversation.

Who, what, why, when, where and how?

Why are you considering this move?

Ideally, when would you like to have the move complete?

Where are you planning to move?

Who else is involved in the move?

Tie-downs: These questions are only used when you are very sure you are going to get agreement. This way you build what is called "yes" momentum.

Isn't it? Wouldn't it? Don't you agree?

That is a gorgeous yard, isn't it?

Getting it sold in the next three weeks would be ideal, wouldn't it?

This seems like a very good offer, don't you agree?

Alternative choice: Use when you are testing for a major decision or responding to a negative.

Are you available some evening this week, or would the weekend be better?

This house is in the town of Brighton. Are you looking exclusively in Brighton, or would Penfield or Pittsford work as well?

Would this weekend or next be best for our first ad to run?

Yes/No's: Use when you want closure.

Do you want to make an offer on this one?

Shall I include our first ad this weekend?

Have you gotten a pre-qualification or pre-approval letter from a lender?

If it sells quickly, as in the first 48 hours, would this create a problem for you?

2. Paying Sincere Attention

Listening Actively
Listening Naively
Listen + 4 Seconds

3. Confirm and Reinforce

So you want to...
Anything additional that you are thinking of (to spouse)?
Does that make sense?
Would you agree?
What do you think?
Questions or thoughts about that?
That's a great idea.

4. Addressing Concerns & Overcoming Objections - L.A.C.I.A.C.

Listen like crazy + 4 seconds.
Agree & empathize.
Confirm and Verify it.
Isolate it.
Address the concern.
Close for a decision.

5. Embed Commands & Use Priming Words

... list with me... priced right, accept an offer, cooperation, sold quickly...

An embedded command is a Neuro-Linguistic Programming (NLP) technique for "planting" a thought (state, process, or experience) within the mind of another person beneath the person's conscious awareness.

The purpose of using embedded commands is to move your target's mind in the direction you want it to go without seeming to be intruding or ordering in any way. Embedded commands can be done verbally or in written form.

5. Embed Commands & Use Priming Words (continued)

Verbally:

Use phrases in a certain order.

Pause slightly before or after the “planted phrase.”

Slightly lower your tone after the “planted phrase.”

Repeat the phrase often.

Written:

Leave an extra space before and after the word.

Use a similar but slightly different font of the “planted phrase.”

Repeat the phrase.

6. Create Conviction on Key Points

Make the assertion

Because...

What that means to you...

And what that really means to you...

The reason I say that... (proof)

Ask for agreement.

Improve Step by Step

1. Show up tomorrow at the time you chose. Devote at least the full hour. Before you stop choose what you will work on next.
2. Look back on the eleven steps. Choose one that you want to strengthen and perfect first.
3. Continue to do this for at least a week before you move on to strengthen your priority skill. Then, choose one skill that you want to strengthen or perfect first.

The First Step

1. What hour did you choose for tomorrow?
2. Where is the quiet, private, place?
3. Commit to show up, on time.
4. Work on one skill for the full hour.

Your rewards are enormous. Enjoy the growth, enthusiasm, and success. You are on the fast track to your next level of success in your business and your life.

Addressing Concerns Process

Listen like crazy + 4 seconds.

Smile, and show confidence in the relationship.

Remain calm. Eliminate sarcasm, impatience, & condescension.

Wait the + 4 to see if they have a true concern or are they just pondering a thought.
They may answer their own question if you give them the + 4.

Agree & empathize. + 4.

Give reassurance that you understand their concern and you are interested in them making the best decision.

Show them you understand that their concern is important to you, too.

This actually gives you a moment to pause and think before you speak.

Sometimes the person satisfies their own concern when it is fed back to them.

Confirm and Verify it. Confirm your understanding.

Ask questions so you are sure you understand them.

They may not even realize that there is an underlying question until you probe.

It is very important to verify your understanding.

Isolate it.

This may reveal additional concerns. If... then

This is the ideal trial close. You discover whether to proceed and ask for the major decision after you have addressed this concern or you discover there are other concerns to address.

Address the concern.

Look to give more information.

Consider that concerns are sometimes about what others will think of their decision, so you are giving them reasons and responses they will repeat to explain their decision.

Close for a decision.