

\$9.95

“Presentations are a key ingredient to your success.”

“Confidence in your presentations is a leading factor in your motivation.”

Keys to Perfecting Your 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"*

*Read by Nelson Mandela, South African President
in his 1994 inaugural speech*

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

*With gratitude,
Rich Levin*

Five Keys to Perfecting Your Listing Presentation

1. Build a structured listing presentation.
2. Rehearse your listing presentation once a week if you don't have one with a live Seller.
3. Gain confidence and strength at presenting value and recommending a price.
4. Gain confidence and strength at presenting marketing plan and asking for a decision.
5. Create a steady flow of listing leads.

Listing Presentation Structure

1. Ask Great Questions Over the Phone
2. Prepare (walk through)
Price Recommendation & Marketing Plan
3. Imagine/Visualize, Arrival, Entrance, and Opening
4. Establish Rapport & Ask Questions
Our Common Goals & The Six Reasons
5. Present Your Marketing Plan. Review the Process and Discuss the Six Reasons
6. Present Market Value and Recommend Pricing
7. Review the Seller's Net Sheet
8. Complete Paperwork & Mutual Decision/Signatures
9. Answer Questions and Address Concerns/Signatures
10. Speak to Them Within 24 Hours

Pre-Listing Questions Over The Phone Prior to Appointment

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.



EXCELLENCE IN SERVICE FOR SELLER'S

(1) 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. Do you mind?

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.

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, for me ...

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?

The Six Reasons Why Your Home Will Sell or Not

(This is written as a script that you would speak to a Seller at your listing presentation just before you present your marketing plan. The last page could be handed to the seller before you start your script.)

As I said earlier, I believe our goal is to get your property sold for the most money, in the time frame that works best for you, and with the least hassle. It's important we work together. So, I'd like to share with you the six factors that we have found that will get your property sold or not. This is how I evaluate and how I'd like to suggest we, together evaluate our progress getting the job done.

May I take a moment and go over these with you?

The first factor, that dictates whether your house will sell or not is Marketing. This one is my responsibility. I'm going to review with you marketing plan that I use to get property owners like you everything you hope for in the sale of your property.

I'd like to plan to get together with you in three or four weeks, if your property isn't already sold by then. At that time, we will go over all of my marketing efforts and evaluate what is working and what we'd like to change. We'll talk many times between now and then and I think you and I would both like to have the property sold by then. Would it work for you if the property sold quickly in the first few days or the first few weeks?

Just in case that doesn't happen, before I leave today may we set a day and time to have this marketing update meeting in three weeks or so?

The second reason a property sells and sells for the most money is Condition. This one is in your hands. I'll give you my best advice on this and I must say that I believe that I have helped people add thousands to their final sale price with my help on this. At the same time putting and keeping the property in its best condition is really up to you.

There are a couple of parts to showing your property in the condition that will get it sold and get you the highest price.

First is to prepare the property for marketing, doing small things that bring you big returns.

The second is how you get the property ready for each of the showings.

If you allow me, after we have completed the paperwork to put your home on the market, I'll walk through the house again with you and make suggestions as to how to stage your home to be most appealing to buyers.

A few small things can make a big difference and I promise you if I suggest you spend \$10, it is because I expect you to get \$100 back from that effort and expenditure.

Whether and what you choose to do to get your property in shape for sale is up to you. Again, just like on the price you choose, I'll make suggestions and the final decision as to what you do is always in your hands.

Do you want me to go through the home with you and make these kinds of suggestions?

The third factor to a successful sale is Location. Obviously, neither one of us can change the location. What I can do is this. We will be calling every Agent who shows your home to get their feedback.

One of the things we can ask them about is their prospective buyer's feedback on the location.

Let me tell you how we make this feedback on showing calls because you can have some input on this that can be very important as we work together.

We call each Agent twice to get their feedback. We have found that if an Agent doesn't respond to us after two calls, they end up giving us generic and frankly useless feedback.

I do have an excellent relationship with many of the Agents in town who are very cooperative and we go out of our way to help each other and give each other honest feedback. So, if the property doesn't sell to one of the first people that see it, I expect to get good feedback from many Agents to help us.

By the way, when we call for feedback we have developed a specific set of questions to give us the best possible information.

Most Agents, when they call each other for feedback just ask each other, what did you or your buyers think of the property?

It is a very generic question and they get an equally generic and usually useless answer. We ask these very pointed questions.

“How does the location compare with other houses you've shown this buyer?

How does the condition compare with other properties you've shown?

How does the price compare with other properties you have shown?

And, most importantly, will your buyer be making an offer? If not, why not?"

We get very specific, useful, and valuable feedback this way that sometimes can make the difference between a sale or not. (Use an example, like feedback on a small kitchen was solved simply by clearing the counters and removing the leaf from the table).

Can you see how these questions get us the best feedback and may be extremely helpful to us?

The fourth factor affecting the salability of a property is the Markets.

This includes the housing market. I'll watch for homes coming on the market while yours is for sale. I'll watch for homes on the market that sell in the area while we are for sale that may affect the sale of your property. When we get together in a few weeks I'll bring all of that information for us to review as well.

Also, I watch the mortgage and financial markets which may affect how easy it is for a buyer to get a mortgage on your property. Over the years we have seen a bump in mortgage interest rates or how easy it is to finance and have a direct affect on how many buyers look at your home. I watch that too.

Also, we keep an eye out on the national and local economy. Layoffs, hiring, and even good or bad economic news can affect how many buyers show up and their confidence in making the best offer.

By watching all this, it helps us understand what is going on and sometimes can help me talk to other Agents and buyers to add that little bit of information that helps them make a decision in your favor. Does this make sense?

The fifth factor is Access to your property. The easier it is for a buyer to get into your property, the more buyers will see it and the best chance of a sale that is going to make you happy.

So, I'd like to ask you to do something extra. May I?

In the first two or three weeks that your property is on the market, the hottest buyers show up, sometimes in the first few days. So, I'd like to ask you for this first three weeks or so that you go out of your way to show the property every time a REALTOR® calls even if you have very short notice.

It is always up to you, I'd just like to ask you to stretch for our first and hopefully only, necessary campaign during the first few weeks. Would that be possible?

Finally, the last factor that affects your sale is the asking Price. I make you this promise I won't even mention adjusting the price unless we are sure we have both done our best to maximize all these other factors first.

If we have done everything, then I will make a pricing recommendation based on what the markets are telling us. Please remember, you always have control of the price. You control the asking price now and you make that decision if it becomes necessary later.

I'll always give you complete and comprehensive information to make a pricing decision. I'll interpret this information with you so you can make the best decision on pricing. If you want my opinion I will be honest with you, the final decision on price is always yours.

Are you comfortable with that?





Full Dress Rehearsal

1. With full preparation materials, filled out paperwork, Power Point Presentation, listing book, etc.
2. Whether you want to or not; whether you feel like it or not; whether you are ready or not.
3. Rehearse the entire presentation with the mindset of a real one.
4. Keep improving and perfecting materials, language and every aspect.

Pricing Message to the Seller

Your main job is to market the property, to work hard to get the Seller the highest possible price and you are very good at that.

Regarding the price your job is to recommend a price. Be clear on the price you recommend.

And that you worked long and hard to prepare it so that you have confidence in it.

Emphasize and make certain that the Seller clearly understands that they are in control of the price. They choose the initial price and, if necessary, any adjustment later.



Pricing Script

“I’ll show you all the information you need to choose the asking price that will get you the most from a Buyer. Then, I’ll give you my recommendation.

Please remember that the decision on the asking price of your property is completely yours.

My strength is marketing your property, getting the maximum number of buyers into your property and getting you the highest price possible.

All decisions about the price now and later are completely in your hands.”

System for an Accurate Market Analysis

1. Get maximum information from the owner
2. Get tax information
3. Get maximum number of comparables
4. Drive by and make notes (Inspect subject)
5. Sort, select, and analyze your research
6. Prepare your Market Analysis
7. Rehearse your pricing presentation for this property & this Seller

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.

Your Home's Market Statistics

Address: _____

Market Area: _____

Total Active Home on the Market _____

Total Number of Sales Last Year _____

Total Number of Sales Year to Date _____

Average Current List Price _____

Average List Price Same Style _____

Average Sale Price Last Year _____

Average Sale Price Year to Date _____

List Price vs. Sale Price Last Year _____

List Price vs. Sale Price Year to Date _____

Average Days on Market Last Year _____

Average Days on Market Year to Date _____

Conclusions and Recommendations: _____

Presenting Your Marketing Plan

About You, Your Company and “Team”

- 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
- 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

Preparing the Property for Marketing

- 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 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.

Marketing & Promoting the Property

- Install our highly recognized For Sale sign.
- Use our Relocation Referral Service to attract out-of-town buyers from Agents nationwide.
- Develop a promotional piece (fact sheet) to stimulate the interest of prospective buyers.
- Post your property on the most visited Web Sites including the MLS
- 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.
- Use Lead Capture Systems
- Social Media Marketing

Feedback, Communication, and 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.

Offers and Negotiating

- 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.
- 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.

Ensuring a Smooth Process and a Closed Sale

- 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.
- Ensure that your house is shown by appointment only.
- Obtain an adequate deposit from a 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.

Tips on Marketing Plan Language

Present A.B.C.
Action, Benefit, Close.

A: This is what we do.

B: This brings you- more, quicker or easier.

C: Shall we? Or when? Or does that sound good to you? Etc.

Listing Sheet (First 24 Hours)

Seller Name: _____ MLS#: _____

- Set up client on MLXChange
- List house
- Take photos
- Order lockbox
- Put Listing in MLS
- Put in Sign Order
- Order Tell 50's
- Record 800# Listing Information
- Provide Info on Listing to buyers Specialist handling calls
- Provide Info on listing to Personal Assistant
- Enter/Verify Listing on: REALTOR.com, Homegain, MLXChange, CNY homes, any and all other Personal and Company Websites.
- Social Network about Listing
- Give office a heads up
- Order Full Color Flyers from Marketing
- E-mail Listing to all buyers
- E-mail Info to Mortgage Representative for preparation of financing sheet
- Schedule Broker's Open
- Schedule public Open house
- Enter Open House on Web and MLS
- Prepare Open House Packets
- Buy food and prepare for Broker's Open
- Install lockbox
- Deliver Color Flyers and Thank the seller
- If not done at time of listing, Diver 800# rider
- Hang color flyer in office and send to other offices and locations
- Prepare ads
- Confirm or Enter on mailing/marketing List
- Enter on spreadsheet
- Tickler all pertinent upcoming dates (price adjustments, expirations, reminders of when home is not available for showing, etc.)
- Program Seller's phone number in cell phone

Marketing Plan Scripts

Below are two example scripts using the A.B.C method.

Script 1

“You may be aware that over 90% of Buyers are using the internet to find a home.”
(pause)

A. “We put your home on 25 different websites including the most popular ones.”

B. “That can create some pretty quick activity. It may or it may not.”

C. “If this attracts a good Buyer and the property sells in the first week, would that create a problem for you?” (1st 24 Hours)

Script 2

“Buyers will spend more time considering your house with better visuals. So...”

A. “We create a virtual tour. Let me show you.”

B. “That gets Buyers more interested before they get here, more interest translates into more price for you.”

C. “Could we schedule the photography for the virtual tour one day this week?”

***“A prepared Client is a ready, willing, and able Client.
An unprepared Client is a time bomb waiting to explode.”***

Creating a Steady Flow of Listing Leads

1. Spheres of influence
2. Farming
3. Reputation
4. Web Links
 - a. Direct Mail Driven
 - b. Web Driven
5. Expireds
6. For Sale By Owners
7. Internet Lead Companies
8. Signs, Open Houses, Floor Time, Ads
9. Buyers

Converting Listing Leads Tips

Converting leads to appointments is easier with people you know

Use the knowledge approach (you are simply educating them)

People who call on an ad or sign are calling as buyers but they may be sellers also.

Buyer Conversion Script

“Are you going to be selling another property in order to purchase the new one?”

If yes, *“Would it be helpful to know how much equity, **after expenses**, you will have to carry over and use for the new home?”*

Phone Conversion Script

This is how I like to work.... describe the outline for the appointment then say “Once I show you everything and tour your home I will get started on a marketing plan immediately”

Your spouse will be there won't they? No- he/she doesn't need to be there.

I like to have all parties available, when could we re-arrange our schedule so that all three of us can meet?

Follow up within 24 Hours Script

Got the Listing

Hi this is (Agent Name) I just wanted to check in to see if you had any questions or concerns that maybe we didn't address yesterday?

Great, I have already started to promote your home. I will check in with you on (insert time) and in the meantime if you do need anything please feel free to give me a call .I think we are going to work well together and I am excited to help you take the next step in your life.

Didn't Get the Listing

Hi This is (Agent Name) with (company). I wanted to give you a call back to see if you have decided to put your house on the market now or if you have any other questions or concerns?

(If not)

Ok I will call you back in a few days and talk to you then.

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.



**You don't have to
get it right.**

Just get it going.

**And
keep improving it.**

In Closing

You are in a business that offers the maximum opportunity for personal freedom and at the same time, an extraordinary income.

You have my personal best wishes for an exceptionally successful career and a happy, healthy life.

Rich Levin

