

\$19.95

“An Agent’s confidence in pricing dictates the confidence they have in their entire business. An Agent’s ability to get price reductions is a direct reflection of the quality of an Agent’s relationships with his or her Clients. As an Agent builds his or her abilities, strength, and confidence in pricing their level of success rises in every aspect of their business.”

Pricing Right and Easier Price Reductions



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The best you can bring to your life and the world is to boldly pursue your goals and dreams.

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"*

This workbook and webinar are created in a market that is tough for many Agents. We respect those who are persistent, tenacious and committed to their business. We dedicated this work to you; the Agents who do more than survive in difficult times. You choose to grow and succeed. You are the role models, the leaders, and the future leaders of our profession.

*With sincere gratitude,
Rich Levin*

Opening

Goal: That every listing you take, will sell because of...

1. The hard work you do to determine price and the skill with which you present price.
2. The relationship of trust and cooperation that you create and maintain with the Seller.

A good price reduction is as good as a new listing.

Data on listings that sell shows that over 80% of listings that sell; sell in one of two time frames. They sell in the first 21 days they are on the market or they sell within 21 days after a price reduction.

Two Required Skills

1. Price accurately in the first place
2. Ability to get continuous price reductions until the property is sold.

Four Keys to Getting Easier Price Reductions

1. Be skillful and honest with the Seller about the price at the listing presentation.
2. Schedule and have a structured marketing update meeting with the Seller at the listing presentation for no more than four weeks after you take the listing. Schedule these repeatedly every three or four weeks until it sells.
3. Keep your service promises to the Seller.
4. Have regular communication with the Seller, weekly on schedule.

Four Keys Notes:

1. _____

2. _____

3. _____

4. _____

Key 1 - Accurate Pricing

1. Use all tools available to determine an accurate price
2. Use embedded commands (underlined above)
3. You commit to a price
4. Your price is only a recommendation.
5. Let the Seller choose final price
6. Your main job is to market the house to get the highest possible price

Pricing Message to the Seller Script

You say to the Seller, *"You choose the price, not me. I believe you want me to advise you on price, don't you?"*

At the same time it is up to you to set the price. Does that make sense? The most important part of my job, when you list with me, the one I believe you are most interested for me to do is to market your home, attract the Buyers who will make you the best offer. I believe you want me do all the things that get you the highest possible price. Whether that price is \$290,000, \$320,000 or \$350,000 you want my efforts to get you the most possible, don't you?"

And, in fact that is what I do best.

I am certain that my efforts, and the tools that my company and I bring to the table will get you the most, whatever that most is.

I'll recommend a price. But the decision on price is entirely up to you.

I will show you what the facts tell us the house should sell for. I'll advise you on pricing based on that. But after I advise you and recommend an initial asking price that the facts indicate, you set the initial asking price. If you choose to list with me you can take my recommendation or you can choose to put your home on the market for more or less than I recommend. Does that make sense?"

I want you to clearly understand that whatever initial asking price you choose to put the property on the market for, it will not in any way prejudice my efforts.

Whatever price you choose, when you list with me you will get the maximum of the investment of my time, attention, and money to do everything in my power to get you the best offer and highest possible price.

In fact, whether you choose to put the house on the market at the price the market indicates or you choose something higher or lower, if you choose to list with me, I will put my entire marketing effort to work and as I said, no one will get you more money, or work harder.

Pricing Preparation

1. Get information from the owner
2. Get the tax information
3. Get the maximum number of comparables
4. Drive by the subject property and comparables, make notes (Inspect the subject property)
5. Sort, examine and analyze all of your research
6. Prepare the market analysis & pricing strategy
7. Rehearse your pricing presentation for this specific property & this seller

Review CMA

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

Notes: _____

Pre-Listing Questions Over Phone

This is a compilation of the best questions that the highest producing Agents ask after making the listing appointment and while still on the phone with the client. 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 planning to consider 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 it 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 to get together to look at the marketing proposal that we use to sell the most properties in the area?

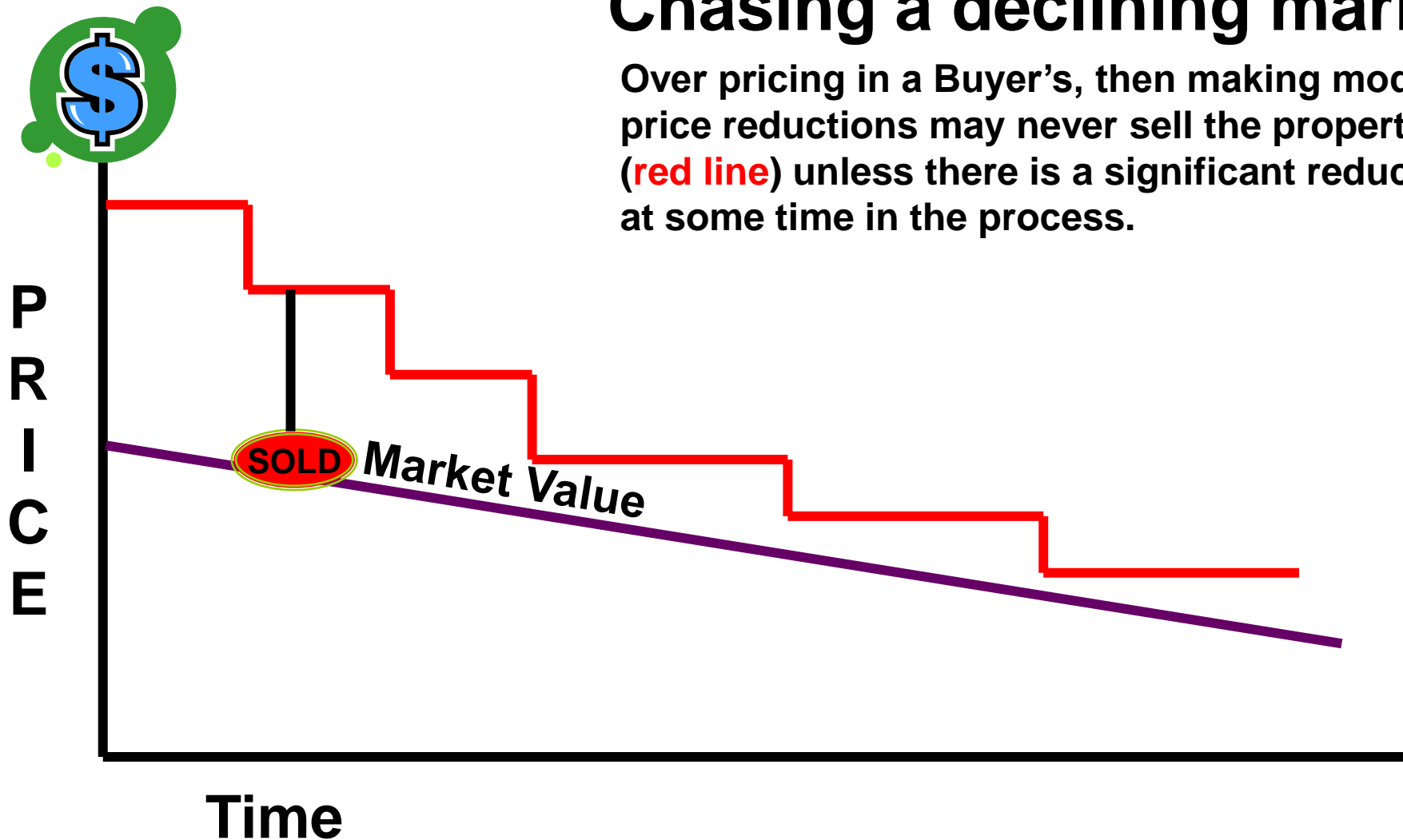
While I am in the neighborhood doing the research in preparation for the proposal, is it ok if I just walk around the lot and make some notes? I will knock and let you know I am there first.

Experience of an overpriced home in a Buyer's market

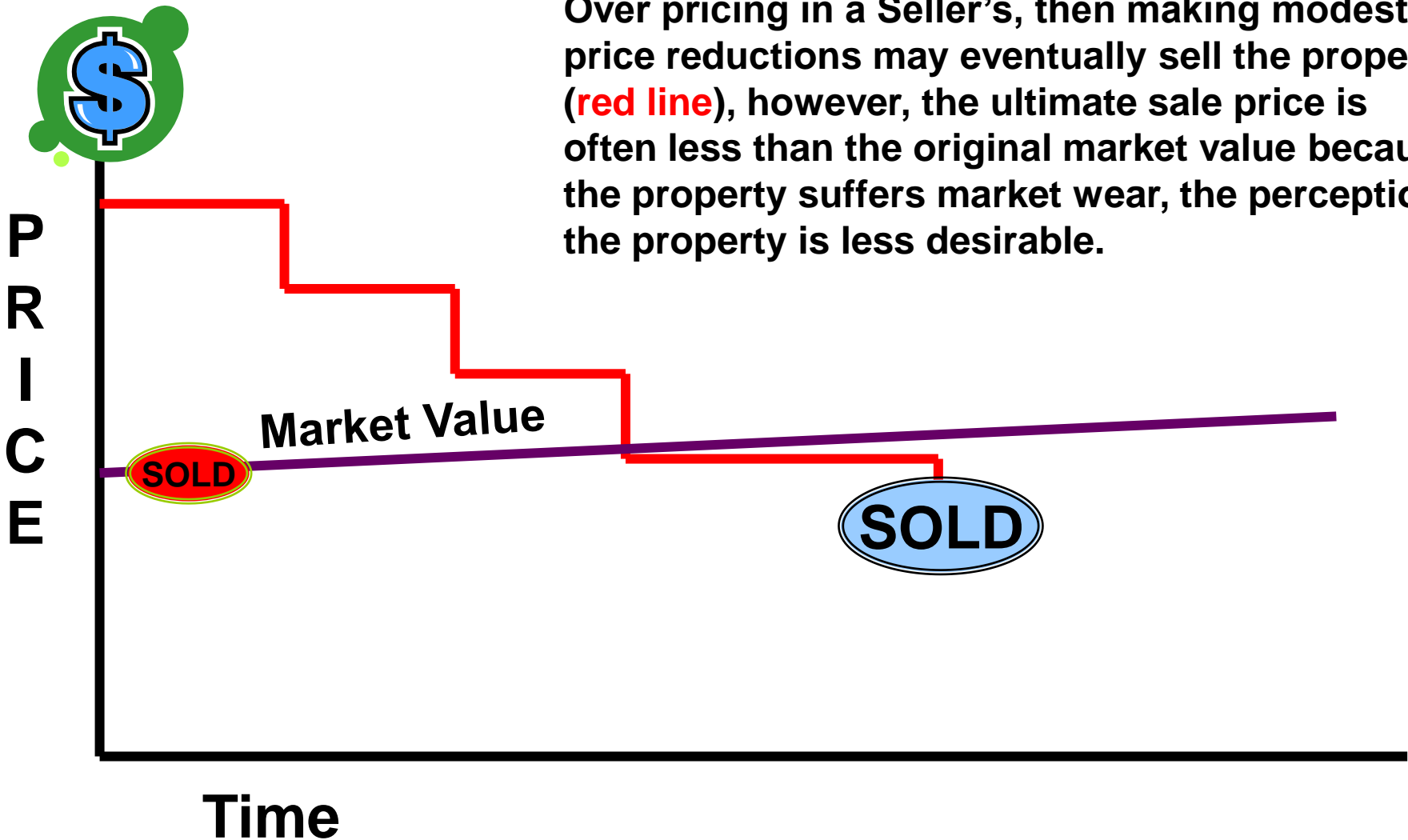


Chasing a declining market

Over pricing in a Buyer's, then making modest price reductions may never sell the property (**red line**) unless there is a significant reduction at some time in the process.



Experience of an overpriced home in a Seller's market



Over pricing in a Seller's, then making modest price reductions may eventually sell the property (**red line**), however, the ultimate sale price is often less than the original market value because the property suffers market wear, the perception the property is less desirable.

Key 2 - Market Update

Listing Presentation Process

1. Establish rapport and a relationship
(**Schedule the Market Update Meeting here** as you review 'Why Listings Will Sell or Not' script.)
2. Present your marketing plan
3. Present pricing and value
4. Present the Seller's net sheet (this is the optional one)
5. Present the paperwork and ask for a decision

Update Meeting Purpose

1. You are framing the way the Seller looks at your work.
2. You are taking subtle but very complete control in a way that helps you.
3. This creates confidence in your work.
4. You have created a relationship so that you will have maximum cooperation.
5. You have set the stage for taking credit for a quick sale.

At the Update Meeting

1. Review the Pricing Message
2. Review "Why Listings Sell or Not".
3. Active homes on the market
4. Pendlings and Solds
5. Explain that their home needs to be at or near the top of the properties of it's kind in it's price range.
6. Recommend a price and ask for a decision.

Why a Home Will Sell or Not Script

For every property that is put on the market there are only six reasons it will sell or not. When we understand and address these six factors we can guarantee that your property will sell and that we can get the highest possible price for it.

These six factors tell us everything we need to know to get your home sold for the most money, get it sold on time and take as much stress as possible out of the process for you.

May I go over this with you?

The first factor, that dictates whether your house will sell or not is Marketing. Marketing is the Agent's responsibility, my responsibility. In a moment I will review with you the marketing plan that I use to get property owners like yourself who list with me the highest possible price for your property. I think you will find it extremely thorough and comprehensive.

We will be in communication frequently and regularly while your property is on the market for me to confirm with you both what is being done, the response we are getting and any feedback that will be valuable in our efforts.

In addition to our regular communication, if the property isn't sold already, I'd like to schedule a time to get together with you in three or four weeks to have what I call a, 'marketing update meeting.' 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. Obviously it would be ideal if the property were sold in the first three or four weeks, wouldn't it? Or would it create a problem for you if the property sold that quickly?

Just in case, that doesn't happen and we are still on the market in three or four weeks before let's set a day and time, now, to have the marketing update meeting. Would that be ok with you?

The second reason a property sells and sells for the most money is the condition of the property. This includes both the overall condition and the last minute ways you prepare the house for each showing.

This factor is in your hands as the owner of the property. If you like and I hope you do, when you list with me, we can go through the property and I'll make some recommendations that frankly could add hundreds or even thousands of dollars to the final sale price. Would you like me to go through that with you?

There are two parts to putting your property in the best condition that will get it sold and attract the highest price.

First is to prepare the property before we put it on the market, doing the small repairs and minor changes that bring you big returns.

The second is just a few simple but very effective things to get the property ready for each showing.

If you want me to, after we have completed the paperwork to put your home on the market tonight, 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. Shall we do that?

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 more 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 decisions about what you do or don't do are always in your hands.

The third factor to a successful sale is the location of your property. (If you believe that there is no issue with the location you may say the following. "In your case I may not even ask about this when I call for feedback because I think the location of your property on such a quiet tree-lined street is a clear attraction." If the location may in any way be not one hundred percent a positive you say the following.)

Obviously, neither one of us can change the location. What is of interest to us is whether the Buyer's perception of the location is positive or negative.

When you list with me, what we do is this. I or one of my assistants calls every Agent who shows your home to get their feedback. This is not as easy as it sounds.

Some Agents are great about giving feedback. Some other Agents just aren't very helpful. So, we call, e-mail, and text each Agent a second time if they don't respond the first time. We have found that if an Agent doesn't respond to us after two attempts they end up giving us generic and frankly useless feedback.

On the other hand the feedback of those that are responsive is often very useful.

I have an excellent relationship with many of the Agents and most of the other top Agents in town. We are responsive and give good feedback to them so many are very cooperative with us in return.

So, if our efforts don't sell to one of the first people that see it, I expect to get good feedback from many Agents to help us. I just want you to be aware that if another Agent doesn't respond to us after two attempts to call, text, and e-mail, their feedback is usually of little value so we stop pursuing them.

By the way, when we call we have developed a specific set of questions to give us the best possible feedback to help with the sale of your property. Here's how we do it."

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 answer that is not very useful.

After a lot of experimentation we have learned to ask the following.

“How does this property compare with other houses you have shown this Buyer?

We may ask something specific like, how does the condition or the lot, or location compare with other things you have shown?

And, most importantly, will your Buyer be making an offer? If not, why not?”

By asking very specific questions, we get very specific, more useful, and valuable feedback. And that can make the difference between a sale or not.

So, the third factor, that determines whether your home will sell or not, is the location and we discover whether that is a significant factor through our feedback from other Agents.

The fourth factor affecting the salability of your property is the Markets. There are a number of markets we continuously watch.

This includes the housing market. I watch for homes coming on the market while yours is for sale. I watch for homes currently on the market that sell in the area while we are for sale and how that may affect the sale of your property.

When we get together at that marketing update meeting in three or four weeks I'll bring all of that information for us to review. If there is something really pertinent I'll share it with you when we speak weekly or if it's really important, I'll contact you as soon I discover it. Can you see why that may be important to us so we can adjust as we go?

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. Changes in interest rates or how easy it is to finance has a direct affect on how many Buyers look at your home and how much they are willing to offer. I watch that too. Does that make sense?

Also, we keep an eye on the national and local economy. Layoffs, hiring's, 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 encourages them to make a decision in your favor. Does this make sense?

The fifth factor that determines whether we get your property sold and get the most possible for it 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 get you what you want and help you get to where you want to go.

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

In the first two or three weeks we are on the market, the hottest Buyers show up, sometimes in the first few days. You see if there are Buyers waiting for a house like this and they haven't found it yet, they or their Agents are watching for it. They'll be the first to come see it and they'll be willing to pay the most. When you list with me, I tell all of my Buyers in this price range about it immediately.

So, I'd like to ask you to do this. For this first three weeks, would you go out of your way to make the property look its best and to show the property every time any REALTOR® has a Buyer even if it's bit inconvenient or 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?

The sixth and 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 the property is not sold in three or four weeks, and we are both confident that we have done everything we can, only then will I make a pricing recommendation based on what the feedback and markets are telling us. Would that be ok with you?

Please remember, you always control the price. You control the asking price now and you make the decision to adjust it if that becomes necessary later.

And I'll always give you complete and comprehensive information to make the best pricing decision. If you want my opinion I will be honest with you and tell you what I recommend. The final decision on price is always yours. That's how it should be. Don't you think?

Those are the six factors that tell us everything we need to know to get your home sold for the most money, get it sold on time and take as much stress as possible out of the process for you.

Do you have any questions about this?

Good, then may I take a few minutes to show you the marketing plan we use to get the job done?

EXCELLENCE IN SERVICE FOR SELLER'S

(1) SELLER'S NAME _____ DATE _____

(2) SELLER'S NAME _____ DATE _____

HOME PHONE _____ WORK/CELL PHONE _____ Best Time to Call _____

ADDRESS _____

EMAIL _____ Do You check Email? _____

CHILDREN'S NAMES/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 thoughts or comments? _____

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) Obtain School instructions, Animal instructions.

7) Take pictures inside and out

8) 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.**

Whether or not you obtain the listing, if you want it, be sure to call the sellers 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.

Key 3 - Keep Service Promises

To get cooperation on price reductions the Sellers must trust that when you tell them you are going to do something... you do it.

At the Listing Presentation

1. What you are going to do to market
2. How are you going to communicate and how often
3. What happens when the property is shown?
4. What happens during negotiations?
5. What happens after the offer is accepted until closing

**UNDER PROMISE!
OVER DELIVER!**

The First 24 Hours Script Excerpt

"Often this generates immediate response. Agents who have Buyers waiting for a property like yours or Buyers who are watching for the newest properties like yours respond in the first few days. If the house sells quickly, in the first few days, would that present a problem for you?"

Key 4 - Regular Communication

Service Day: Every Thursday

1. You call the Seller every week on the same day at the same time.
2. Update them on what is happening.
3. It sends a powerful message that you keep your word!