



***mo***mentum<sup>SM</sup>  
MAXIMUM RESULTS

**AGENT TRAINING**  
**Listing Conversion**

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# LISTING CONVERSION

## Course Overview

### PURPOSE:

To teach a conversational approach to helping sellers make informed, intelligent listing decisions.

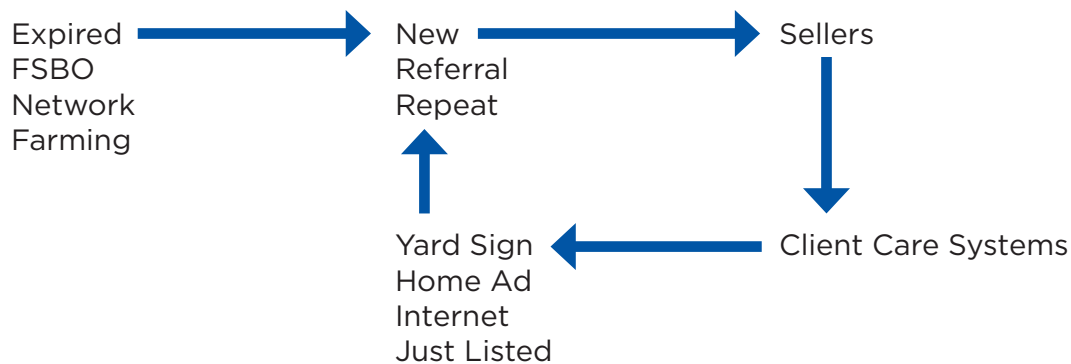
### EXPECTATION:

After this class, you should feel **confident** enough to enter into working relationships with serious sellers.

### RESULT:

16-100 Listings

### PLAN:



### STRATEGY:

Relationship-Based Listing

### RELATED CLASSES:

- Expired Boot Camp
- FSBO Boot Camp
- Marketing Boot Camp
- Referral Boot Camp
- Basic Listing Conversion
- Pricing Boot Camp
- Objections Boot Camp

### SUMMARY:

Basic Listing Conversation is a two-day course designed for Associates wanting to learn and become confident with a proven, professional listing conversation. The five stages of an effective listing conversation are covered in detail. You learn a complete set of professional scripts and tools designed to set you apart from the competition. Plans, scripts and tools are provided.

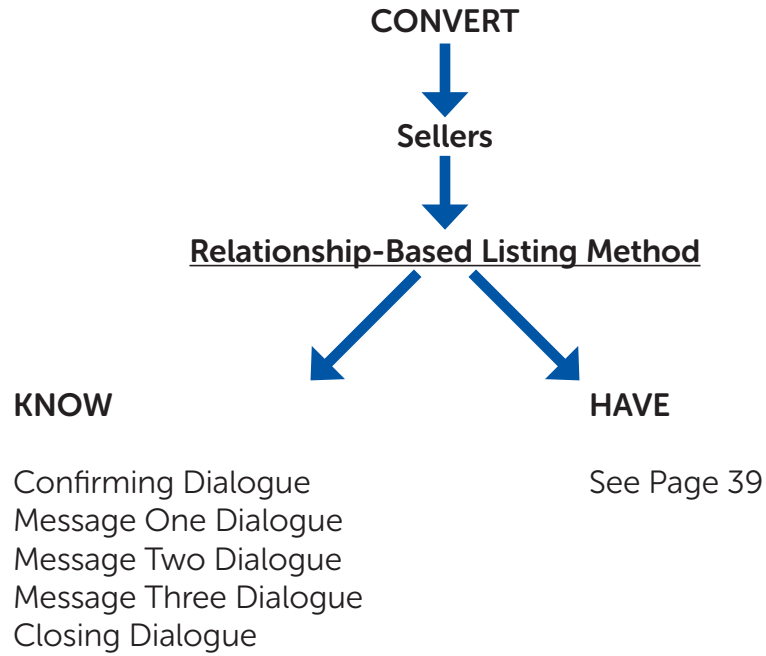
## THE FINANCIAL CONSEQUENCES

**The financial security of an effective lead converter!**

	Consistent (Phase 1)	Efficient (Phase 2)	Proficient (Phase 3)
<b>Weeks</b>	45	45	45
<b>Sets per Week</b>	1	2	3
<b>Sets per Year</b>	45	90	135
<b>Show up Rate</b>	70%	80%	90%
<b>Meetings/Year</b>	32	72	122
<b>Conversion Rate</b>	50%	67%	90%
<b>Total Listings</b>	16	48	110
<b>Sales Percentage</b>	50%	75%	95%
<b>Closings/Year</b>	8	36	104
<b>Average GCI</b>			
<b>Total Income</b>			

## LISTING CONVERSION PLAN

### THE "KNOW, DO AND HAVE" OF LISTING CONVERSION



## **CHECK YOUR ATTITUDE**

### **Mind your mind!**

The following 14 beliefs are **most important** when converting listings:

#### **CORE BELIEFS**

1. There is no growth without discomfort!
2. I live in a world of listing abundance!
3. Success stems from duplicable processes and systems!
4. It's win-win or no deal!
5. Leverage is the key to abundance!
6. Cost is only an issue in the absence of value!
7. I will not convert 100% of the leads I do not generate!
8. People will trust and follow what I can logically and tangibly explain!
9. It's unacceptable to leave the seller's money on the table!
10. Homes sell for two reasons: Price and Exposure!
11. The pricing game is all about justification!
12. Pricing is neighborhood specific!
13. What's put in motion stays in motion!
14. Pricing homes is not an exact science!

## **THE 7 VITAL LISTING RESPONSIBILITIES**

**Your only limit is time!**

Since there is a **limited amount of time**, you must define the vital responsibilities so you can identify just the activities necessary for maximum output in your listing efforts.

### **THE 7 VITAL LISTING AGENT RESPONSIBILITIES**

1. Lead Generation (finding)
2. Lead Conversion (attracting)
3. Administrative Preparation
4. Marketing and Exposure
5. Presenting and Negotiating
6. Closing Preparation
7. Post-Closing Activities

# **THE 47 VITAL LISTING ACTIVITIES**

**Abundant listing consultants are highly effective and efficient!**

## **LEAD GENERATION**

- 1. Finding Sellers (face-to-face, phone calls, mail, email)**
  - a. FSBOs
  - b. Expired and terminated listings
  - c. Traditional and social networks
  - d. Just-sold notifications
  - e. Farming

## **LEAD CONVERSION**

- 2. Ask Pre-Listing Questions**
- 3. Assemble Pricing Tools**
- 4. Confirm Appointment**
- 5. Prepare Listing Agreement**
- 6. Get on the Listing Channel**
- 7. Arrive on Time**
- 8. Have Listing Conversation**
  - a. Set tone
  - b. Uncover needs
  - c. Prioritize needs
  - d. Transition to pricing tools
  - e. Review pricing information
  - f. Agree on appropriate price entry point
  - g. Transition to roles and expectations
    - Review my role
    - Review your role
  - h. Agree on roles and expectations
  - i. Close in on listing agreement
  - j. Explain listing agreement and notices
  - k. Review staging plan
- 9. Sign Listing Agreement**



## **47 VITAL LISTING ACTIVITIES (continued)**

### **ADMINISTRATIVE PREPARATION**

10. Measure Rooms and Complete MLS Input Sheet
11. Take Interior/Exterior Pictures
12. Place Sign and Lockbox
13. Mail Thank-You Letter
14. Create Listing File
15. Contact Showing Service
16. Deliver Listing Agreement, MLS Sheet and Notices to Office
17. Place Client in Database Management/Touch Program
18. Obtain Loan Payoff

### **MARKETING & EXPOSURE**

19. Place in MLS and on Other Websites
20. Look Up Just-Listed Phone Numbers and Addresses
21. Order Just-Listed Cards
22. Request/Create Home Flier
23. Door Knock 25 Closest Neighbors
24. Call 50 Neighbors
25. Mail 200 Just-Listed Cards
26. Email Home Flier to Area Agents
27. Solicit Feedback from Showing Agents
28. Prepare Weekly Update Sheet
29. Call Seller with Weekly Update(s)

### **PRESENTING & NEGOTIATING**

30. Proactively Solicit Multiple Offers
31. Present Offer(s)/Counteroffer(s)
32. Change Status in MLS and on Other Websites
33. Deliver Accepted Contract to Office
34. Negotiate Repairs
35. Copy Repair Invoices

## **47 VITAL LISTING ACTIVITIES** (continued)

### **CLOSING PREPARATION**

36. Schedule Closing
37. Communicate with Seller
38. Communicate with Selling Agent
39. Review Title Commitment
40. Review HUD Statement
41. Attend Closing

### **POST-CLOSING ACTIVITIES**

42. Mail Customer Survey
43. Change Status in MLS and Remove from Websites
44. Order Just-Sold Cards
45. Door Knock 50 Closest Neighbors
46. Call 100 Neighbors
47. Mail 300 Just-Sold Cards

# LISTING DEPARTMENT BASICS

## Results by Design!

### **Mission:**

To ensure that sellers who work with me make the most informed, intelligent listing decisions possible.

### **Vision:**

Attract serious sellers by taking an intentional and proactive approach to selling their home.

### **Model:**

Relationship-based listing (working as a collaborative team)

### **Approach:**

Meeting:	Establish win-win relationship
Pricing:	Justify appropriate price
Exposure:	7-step marketing strategy
Feedback:	Hold plan accountable
Offer:	Maximize net sales price
Inspections:	Negotiate repairs
Closing:	Realize goal of selling home

## KEY INDICATORS OF SUCCESS

- Percent of Listings that Sell
- Sales Price to List Price Ratio
- Average Days to Offer
- Average Days to Close
- Average Seller Satisfaction Ranking (from customer survey)
- Seller Testimonials

### **NOTE:**

These validate a proven, strategic approach with sellers.

# PRESENTATION VS. CONVERSATION

## Concept & Idea

**STOP** inviting home sellers to listing presentations! Instead, invite them to value-added, highly effective **listing conversations!**

### THE CONCEPT AND IDEA BEHIND THE LISTING CONVERSATION IS SIMPLE!

We need to meet and have a conversation to see if a win-win working relationship can be created!

It's not about blindly asking sellers to list with you so you can place another sign in a yard. It's about **opening the door** to potential working relationships and making sure those relationships are designed to succeed.

Valuing a conversational approach will result in building the healthy and abundant listing inventory you desire.

Get out of the competitive mindset by thinking you must list with every seller you meet with. Instead, live in a **world of listing abundance** by only moving into relationships with motivated and reasonable sellers!

**Scarcity Mentality** = **I must get the listing because there's a limited supply!**  
**Abundant Mentality** = **I must choose a healthy relationship!**

### NOTE:

"Getting" the listing is only half the equation. The listing must also sell for the relationship to be deemed a success. Your goal is not to amass an inventory full of listings that don't sell, but rather to advance an inventory that's healthy and profitable.

### REMEMBER:

Typical behavior is to present. A much better and more professional approach is to facilitate effective conversations that allow for complete self-discovery by sellers. You are **relationship-based**, not unit-based. Thus, your entire focus when converting leads should be on establishing win-win working relationships with clients.

# **THE 5 STAGES OF CONVERTING A LISTING**

## **Structure & Flow**

### **PRE-CONVERSATION ACTIVITIES**

Ask Pre-Listing Questions  
Assemble Pricing Tools (Pricing Boot Camp)  
Confirm Appointment  
Prepare Listing Agreement (Listing 101)  
Get on “Listing Channel”  
Arrive on Time

### **MESSAGE #1 (Setting the Tone)**

Set Boundaries for Win-Win Relationship

### **MESSAGE #2 (Goals, Plans & Strategies)**

Uncover Needs  
Prioritize Needs  
Introduce & Review CMA

### **MESSAGE #3 (Mutual Expectations)**

Cover Mutual Expectations  
Gain Agreement on Roles  
Close to Win-Win Relationship

### **POST-CONVERSATION ACTIVITIES**

Handle Objections, Questions & Concerns (Objections Boot Camp)  
Present/Explain Listing Agreement (Listing 101)

# PRE-CONVERSATION ACTIVITIES

## Stage One

### Small hinges swing big doors!

Pre-conversation activities represent small things that when added together make big differences.

### THE PURPOSES OF PRE-CONVERSATION ACTIVITIES ARE TO:

- Differentiate yourself from the competition
- Add to your value proposition
- Increase your referral business

The six pre-conversation activities are:

_____	_____
_____	_____
_____	_____

### REMEMBER:

Real estate is your Rocket Science! To build a large, healthy listing inventory, you must be **intentional and proactive** every step of the way. This requires that you **study and practice** to consistently improve both large and small components of your listing approach.

## **ASK THE PRE-LISTING QUESTIONS**

### **BEFORE I COME OUT, I NEED TO VERIFY SOME THINGS AND ASK YOU A FEW QUESTIONS.**

Date: \_\_\_\_\_ Taken By: \_\_\_\_\_

1. Name: \_\_\_\_\_

2. Address: \_\_\_\_\_

3. Mailing Address: \_\_\_\_\_

4. Are you the sole owner of the home? Yes \_\_\_\_\_ No \_\_\_\_\_

5. Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

6. Home Fax: \_\_\_\_\_ Work Fax: \_\_\_\_\_

7. Email Address: \_\_\_\_\_

8. Will you need to buy another home? Yes \_\_\_\_\_ No \_\_\_\_\_

9. Type of house you are selling? \_\_\_\_\_

10. Square Feet? \_\_\_\_\_ Bedrooms? \_\_\_\_\_

11. Bathrooms? \_\_\_\_\_ Garage? \_\_\_\_\_

12. Condition? Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair \_\_\_\_\_ Poor \_\_\_\_\_

13. How long have you owned the home? \_\_\_\_\_

14. Have you made any updates/improvements to the home? \_\_\_\_\_

15. What prompted you to call me? (if applicable) \_\_\_\_\_

16. Will you be interviewing other Realtors? Yes \_\_\_\_\_ No \_\_\_\_\_

17. Have you set these appointments? Yes \_\_\_\_\_ No \_\_\_\_\_

Set Appointment:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

## **CONFIRM THE APPOINTMENT**

### **Professionals ALWAYS confirm!**

Confirm the appointment three to four hours before your scheduled meeting. If the meeting is before 11 a.m., confirm the prior evening.

#### **CONFIRMING DIALOGUE**

Mr./Mrs. Seller this is     (Your Name)     with RE/MAX          . Did I catch you at a good time? Great!

The reason for my call is to make sure both you and (Spouse's name) will be there tonight (tomorrow) at     (time)    .

I really appreciate your time and I look forward to visiting with you both tonight (tomorrow) at     (time)    .

If a husband, wife or partner is **unable to attend** the meeting, ask the following question:

Will     (Spouse/Partner's Name)     be involved in making the decision?

#### **If "Yes."**

I would really like to schedule a time when both of you can be present. How about tomorrow night?

#### **If "No."**

Great, I will see you tonight.

---

It's important that all decision makers attend the meeting. Otherwise, your value proposition will get lost in the "he said/she said shuffle."



## **GET ON THE LISTING CHANNEL**

**Focus is the key to success!**

### **WHEREVER YOU ARE, BE THERE!**

Before you enter the home, make sure you are mentally focused! This may require listening to appropriate audio on your way to the appointment, a quick review of the listing beliefs while sitting in your car and/or taking one deep breath before knocking on the front door (everyone is different).

*truth*

It doesn't do any good to get at bat if you can't knock it out of the park!

### **GETTING ON THE LISTING CHANNEL REQUIRES YOU TO:**

1. Clear your head of any and all outside distractions
2. Focus on the conversation at hand
3. Imagine the desired end result

**THE DESIRED END RESULT IS?**

## **ARRIVE ON TIME**

### **Be professionally attractive!**

Once at the home, follow these **simple rules of courtesy**:

- 1. Park on the street, not in the driveway** (remove car signs).
- 2. Introduce yourself and offer to remove your shoes.**
- 3. Move toward the kitchen/dining room.**
  - a. Because of the information that I'd like to review and discuss with you, I prefer that we sit at the kitchen/dining table. Is that OK?
- 4. Ask for a tour of the home.**
  - a. Before we get started, why don't you pretend I'm a buyer and show me around your home pointing out what **YOU** feel are the selling features and amenities of the home.
- 5. Build rapport and take notes as you tour the home.**
  - a. As you tour the home, mix in talk of **F**amily, **O**ccupation, **R**ecreation and **D**reams. Also, **take notes** in regards to the home's features, amenities and condition, as this is where you will predetermine which value-range the home most identifies with. This is also a perfect opportunity to **warm up**, set a conversational tone and exhibit your charm (likability). Afterward, both parties should feel very comfortable communicating with one another. (NOTE: This is not a staging tour.)
- 6. Return to the kitchen and ask to be seated.**
  - a. In which chair would you like me to sit?

## **QUICK REVIEW**

Why should you ask pre-listing questions?

Why should you confirm all appointments?

Why should you get on the “Listing Channel”?

Why should you arrive on time?

Why should you offer to remove your shoes?

Why should you move toward the kitchen/dining room?

Why should you ask for a tour of the home?

What should be your agenda on the home tour?

Why should you ask to be seated?

## THE LISTING CONVERSATION

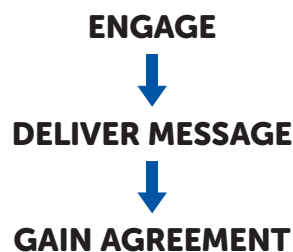
**Become a listing strategist who helps sellers  
make informed, intelligent decisions!**

Once seated, you are ready to enter the **conversation zone!** There are basically **three messages** to deliver and help a seller take ownership of during an **effective** listing conversation:

1. Not all Realtors behave alike
2. We must find and agree on the most appropriate **price entry point**
3. We each have roles with specific expectations

You TELLING sellers you are different and can add more value isn't enough. You must allow them to **self-discover** what a working relationship with you will be like!

### THE CONVERSATIONAL APPROACH TO BE USED IS AS FOLLOWS:



#### NOTE:

Scripted dialogue is a must. However, a lot of Realtors mistakenly **replace** their personalities with a script, resulting in disaster. You must **combine** your own natural abilities to charm and persuade with the following dialogue so that the words and system **become yours**.

#### REMEMBER:

Be likable and not arrogant! Also, stay curious and never imply that you know what's best for the seller! As the consultant, you are only the option giver, not the decision maker.

## SET THE TONE

### Stage Two

There are **three components** to setting the tone with sellers:

#### WIN-WIN

First let me say that I really appreciate you taking the time to meet with me. I want you to understand from the very beginning that my goal is not to come in and give you a presentation about what it is I think you want to hear, but rather to **have a conversation to see if a win-win working relationship can be created!** A lot of real estate agents are willing to sacrifice a win-win relationship in order to simply take a listing, and I want you to know right up front that I don't operate that way. With me, it's win-win or no deal!

#### AGENDA

Now, in order to create a win-win relationship, I must first **uncover your needs** and goals in this transaction. Therefore, I'm going to ask you some very specific questions and take notes. Will that be okay? Great! Once we have defined your specific needs and goals in this transaction, we will **discuss and agree on the most appropriate price**. After that, we will thoroughly **review the roles and expectations** necessary for a successful working partnership. Is this agreeable to you?

#### CONFIDENTIALITY

Great. I want you to rest assured that anything said here tonight will remain totally **confidential**. So, please feel free to be as open and as honest with me as you feel you can be! Is that fair?

#### TRANSITIONAL PHRASE/QUESTION

Great. With that said, let's talk about your vision of a successful transaction.

# GOALS, PLANS & STRATEGIES

## Stage Three

Before assembling appropriate plans and strategies, you must define the goal. Thus, stage three begins with **uncovering the seller's needs**. When uncovering needs, you must stay totally **neutral**! This is **not** the time to address or debate each specific issue!

### NEEDS-UNCOVERING DIALOGUE

On a scale from one to 10, with 10 being very desirable and one being not desirable at all, what **one thing** has to happen to make the sale of your home a 10 for you? In other words, what has to happen for you to consider the sale of your home a success?

What's important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (What?)  
Is anything else important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (Why?)

What **one thing** could we add to make the sale a 10+ for you?

What's important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (What?)  
Is anything else important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (Why?)

If we could add just **one other thing**, thus making this sale a 10++ for you, what would it be?

What's important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (What?)  
Is anything else important to you about \_\_\_\_\_ (answer given) \_\_\_\_\_? (Why?)

### NOTE:

When repeating answers back to sellers always use their exact words. This shows you are **listening**.

## REAL WORLD EXAMPLE

On a scale from one to 10, with 10 being very desirable and one being not desirable at all, what one thing could happen to make the sale of your home a **10**?

**Good Price** (What?)

Need \$20,000 to put down on our next home (Why?)

Want to feel like we made a good investment (Why?)

What one thing could be added to make the sale a **10+** for you?

**Quick Sale** - Out of the home in 60 days (What?)

Building a home and don't want two payments (Why?)

What one other thing could be added to make the sale a **10++**?

**Market and promote our home in a professional manner** (What?)

Prior agent did not promote the home (Why?)

Did not advertise in magazines or hold open houses (Why?)

**NOTE:**

Price and timing are very common needs. If sellers possess a third need, it's usually expressed in the form of an expectation from their Realtor.

## THE IMPORTANCE OF UNCOVERING NEEDS

**You must gain a thorough understanding of their needs!**

Uncovering needs is vital to your validity as a real estate consultant!

At some point during this process, the seller may say, “Is this really necessary?”

### **YOUR RESPONSE SHOULD BE**

Necessary? I believe it’s vital!

As I explained earlier, I am here in an attempt to create a win-win working relationship, thus it’s very important for me to completely understand **your win** in this transaction. Without knowing your needs, I can’t ensure your win.

Besides, if I don’t know your specific needs in this transaction then we won’t be able to identify the most appropriate price entry point.

I promise this won’t take long and it will be completely pain free; so come on, what will make the sale a 10 for you?

---

When uncovering needs, you must know when to ask for further definition and/or clarification.

Anytime, **other than when describing price**, the seller uses words such as good, regular, competent, knowledgeable, quick, low, high, etc., you should ask for further definition by following up with the question, “What’s your definition of ...?”

### **EXAMPLE**

**Seller:** “We want a quick sale!”

**Consultant:** What’s your definition of quick?

**Seller:** “Two months.”

**Consultant:** And by “sale,” do you mean you want to be completely out of the home or have an accepted offer?



## **PRIORITIZE SELLER NEEDS**

**Listening is highly attractive!**

**After** you uncover the needs, you must **prioritize** them!

WHY?

### **PRIORITIZING DIALOGUE**

Of these three needs, which is MOST important to you?

What's the second most important thing on this sheet?

Leaving \_\_\_\_\_ as the third.

**Transitional Phrase:**

So what you've told me is that being completely out of your home in 60 days is your number one priority ...

**REMEMBER:**

Always address the **number one** priority first!

## **TRANSITION TO PRICING TOOLS (Regular)**

### **It's ALL about justification!**

Typically, price or timing (pricing issues) is the number one priority.

#### **TRANSITIONAL DIALOGUE**

So what you've told me is that being out of your home in 60 days is your number one priority. Let me assure you that my goal is indeed to get you out in 60 days!

And really, getting you out in 60 days revolves around two basic components: price and exposure. Since exposure does us little good if the home is incorrectly priced, we should first focus on developing a pricing strategy that will lead us to the most appropriate price entry point.

#### **TRANSITIONAL QUESTIONS**

Let me just ask, do you think a pricing strategy is important?

Share with me why you feel that way.

When their answer is correct, or close to correct, say, **Exactly**. What we ...

When you disagree with their answer say, **May I consult you** a little on pricing? What we ...

#### **JUSTIFICATION STATEMENT**

What we must remember is that **the pricing game is all about justification**. Therefore, we must put ourselves in a position to defend our list price. The moment we are unable to defend our list price, we lose leverage. And when we lose leverage, we start leaving your money on the table. Now to me, **leaving your money on the table is simply unacceptable**. Wouldn't you agree?

#### **Transition:**

Great. Let me show you the research I've already done.

## **TRANSITION TO CMA (FSBO & Expired)**

### **TRANSITIONAL DIALOGUE**

So what you've told me is that being completely out of your home in 60 days is your number one priority. Let me assure you that my goal is to definitely have you out in 60 days!

And really, getting you out in 60 days revolves around two basic components: price and exposure. Since exposure does us little good if the home is incorrectly priced, we should first focus on developing a pricing strategy that will lead us to the most appropriate price.

### **TRANSITIONAL QUESTIONS**

So ...

1. How did you arrive at your last price?
2. How many showings did you have?
3. What was the feedback from those showings?
4. Why do you feel the home did not sell?

#### **If: "Realtor's fault"**

Your home was exposed to thousands of other Realtors via the MLS. Was the information on the MLS correct?

5. Let me just ask you, do you think a pricing strategy is important? Why?

### **JUSTIFICATION STATEMENT**

What we must remember is that the **pricing game is all about justification**. Therefore, we must put ourselves in a position to defend our list price. The moment we are unable to defend our list price, we lose leverage. And when we lose leverage, we start leaving your money on the table. Now to me, **leaving your money on the table is simply unacceptable**. Wouldn't you agree?

#### **Transition:**

Great. Let me show you the research I've already done.

## **INTRODUCE CMA SUMMARY PAGES**

Don't overwhelm the client with a 40-page CMA that shows multiple pictures of homes sold. Instead present three basic CMA Summary pages that summarize comparable homes that have sold, comparable homes that are active and comparable homes that have expired.

### **PRICING DIALOGUE**

You see Mr./Mrs. Seller, there are **three** basic sheets in real estate: the **sold** sheet, the **dream** sheet and the **expired** sheet.

The **sold** sheet represents what we can **expect** to get in this area at this time! 100% of the people on this sheet have already achieved what you are trying to achieve - they've sold their home!

The **dream** sheet is our competition and tells us what people are **hoping** to get in this area at this time. What most people do not realize is that only about 50% of the dreamers actually make it to the SOLD sheet the first time around.

The other 50% go to the dreaded **expired** sheet. This is the sheet of **rejected properties** and tells us what people are not willing to pay in this market.

Do we want to position ourselves in a way where we are expecting to sell the home or hoping to sell the home?

**“Expecting of course!”**

Then based on the needs we covered tonight, which sheet do you believe we should primarily study to determine our price?

**“The SOLD sheet!”** (They just took ownership!)

Exactly! Let's look at the most important research - what has actually sold in your area.

### **NOTE:**

The sold summary page should consist only of the homes most comparable to the subject home (similar BR, story, sqft, yr blt, pool, lot location). You should also have support pages for each home on the summary sheet so you can analyze key amenities that may affect price. (Pricing is thoroughly covered in Pricing Boot Camp.)

## **AGREE ON LIST PRICE**

### **AGREEMENT DIALOGUE**

Looking at the **sold information** available, can you understand how a reasonable buyer would price your home somewhere between ...? (Identify a value range that can be justified by sold information.)

**If “No.”**      Share with me why you feel that way.

**If “Yes.”**      So, based on your needs, where do you feel we should price the home?

#### **Response = reasonable price**

I agree! Let's now make sure that this price will indeed satisfy your needs.

#### **NOTE:**

Once you have agreed on a justifiable list price, you must verify the price will satisfy the seller's pricing and timing requirements. This will require calculating a basic net sheet. (Covered in Selling 101)

## **ELIMINATE SELLER REMORSE**

### **An ounce of prevention ...**

Before moving to mutual expectations (Stage Four), you must ask one more question:

#### **How will you feel if your home sells tomorrow?**

If **“I would feel like I priced it too low,”** ask four more questions:

1. May I ask why you would feel that way?
2. Is your goal to get your needs met within your designated time frame?
3. Would you agree that pricing your home at the appropriate price entry point increases the odds of getting one or more offers within your designated time frame?
4. Would you feel your needs were any less satisfied if the offer came on the first day as opposed to day 60?

### **MESSAGE**

I guess the point is that all the research we just analyzed ensures us of the most appropriate price entry point.

Now, we really shouldn't care when the right person sees it as long as they see it within your designated time frame. Correct?

Therefore, if someone who is ready, willing and able to pay \$\_\_\_\_\_ for your home sees it the first day it's on the market, we should expect an offer. Wouldn't you agree?

You see, we really can't control **when** the right person sees it. We can only control **if** they see it.

So, if the right person sees it on the first day this in no way means we priced the home too low. It simply validates the fact that we priced it just right.

Does that make sense?

## **COVER MUTUAL EXPECTATIONS**

### **Stage Four**

Once the price entry point has been determined, you can set the boundaries for a win-win working relationship. (If an expectation was the seller's number one priority, cover mutual expectations before price. This is rare.)

**Transitional Phrase:** Let's switch gears for a moment.

Now that we have agreed on a price entry point, there's one more area we need to cover.

It's been my experience that conflict only arises when expectations differ! Would you agree?

Great, with that in mind, let me share with you what I feel you have the right to expect from me in **my role** as your selling consultant.

As you can see, my pledge to you is ...

**Hand seller MY ROLE and review**

### **NOTE:**

Part of the My Role conversation includes covering the marketing plan.

## **MY ROLE**

### **Listing Tool**

**What you can expect from \_\_\_\_\_ (Your Name) \_\_\_\_\_ as your listing consultant!**

1. Treat all parties honestly.
2. Always ensure we keep a win-win relationship.
3. Respect your time, needs and finances.
4. Stay focused on satisfying your needs.
5. Communicate openly and frequently.
6. Represent your best interest in any and all negotiations.
7. Put your interest above all others, including my own.
8. Provide continuous comprehensive market information and recommend the best pricing strategy.
9. Help prepare your home for effective staging and showing.
10. Market and promote your home in a professional manner. (Review plan)
11. Proactively solicit multiple offers.
12. Withhold any confidential information that will affect the sale of your home.
13. Respond to and resolve all issues quickly and timely.
14. Follow up with other agents who show your home.
15. Provide post-closing information and consulting services, and assist you with all future real estate needs.

## **MARKETING & PROMOTION PLAN**

### **Listing Tool**

**Once your home is listed, \_\_\_\_\_ (Your Name) \_\_\_\_\_ will initiate the following seven-step marketing strategy:**

1. Install Yard Sign
2. Place Home In MLS
3. Prepare Color Home Fliers
4. Advertise Home on Beneficial Websites
5. Notify Area's Top Agents
6. Hold Public Open Houses
7. Notify Area Neighbors
  - a. Door knock 25 closest neighbors
  - b. Call 50 neighbors
  - c. Mail Just-Listed Cards to 200 neighbors



## **AGREE ON THE MARKETING PLAN**

**It's important to gain agreement each step of the way!**

### **AFTER REVIEWING THE MARKETING PLAN, ASK THE FOLLOWING QUESTIONS**

After reviewing my marketing plan, do you feel your home will be well exposed and promoted?

Is there anything in this plan that concerns you or that you would like to change?

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Once you have gained agreement on **your role** as consultant, change the focus to their role as a cooperating seller.

### **TRANSITIONAL DIALOGUE**

Now, since this is going to be a partnership, let me share with you what I feel I have a right to expect from you in your role as my partner.

**Hand seller YOUR ROLE and review**

## **YOUR ROLE**

### **Listing Tool**

What           (Your Name)           expects from you.

1. Keep home available, presentable, neat and smelling nice at all times.
2. Follow the agreed upon staging plan. (Once you have chosen me as your selling consultant, we will go back through the home and prepare it for showing.)
3. Complete all repairs as agreed.
4. Keep yard mowed.
5. Keep all valuables and prescriptions in a safe place.
6. Leave home for all showings.
7. Don't discuss terms with buyers or their agent without me present.
8. Don't call other agents for feedback.
9. Be completely honest on the Seller's Disclosure.
10. Keep all marketing information displayed and inform me if it is running low.
11. Market your home to friends and acquaintances.
12. Inform me if leaving the home for more than one week.
13. Notify me immediately if your needs or expectations change.
14. Be brutally honest with me if you feel I am not meeting your expectations.

## **VERIFY VALUE**

**Make sure everyone is on the same page before closing!**

Once you have finished reviewing the expectations of each role, you must **gain agreement** so that you and the seller are on the same page.

Do you think we have clearly defined our roles and expectations?

**“Yes!”**

Do you think they are fair?

**“Yes!”**

Is there anything else that should be included on the lists? (My Role & Your Role)

## **CONFIRM VALUE**

Do you see **value** in what I do?

**OR**

Do you see **more value** in me than in your previous Realtor? (If expired)

**“Yes!”**

Great!

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### **Transitional Phrase:**

Well, after our conversation I feel we have the makings ...

## CLOSE

If the seller has been allowed to **self-discover** what a working relationship with you would be like, and you've established yourself as a valid professional, closing is a snap!

### CLOSING DIALOGUE

After our conversation tonight, I feel we have the makings of win-win relationship. Do you agree?

Do you feel I can handle the job of selling your home?

**“Yes!”**

Great, then let's move ahead with this!

**“But we want to go ahead and visit with another Realtor.”**

I can appreciate that. Is there anything **they** could say or do that would result in you giving **them** the listing?

**“No, we just think we should see them since we made an appointment.”**

If you would like, I'd be more than happy to call the other agents and let them know you have chosen me to be your selling consultant. That way we don't waste any more time in getting your home to the market. What do you say; would you like me to make those calls?

### MOMENTUM CLOSE

Let's at least do this. Since we're here together, let's complete the listing agreement, and I'll leave it with you. If you decide you're ready to put the home on the market when you wake up tomorrow, call me and I will pick it up immediately. This way we don't waste any more time than is necessary in getting your home exposed! How does that sound?

## THE BASIC LISTING CONVERSION PROCESS

### **Success stems from duplicable processes and systems!**

1. Ask pre-listing questions
2. Assemble pricing tools
3. Confirm appointment
4. Prepare listing agreement
5. Get on the listing channel
6. Arrive on time
  - a. Offer to remove shoes
  - b. Move towards kitchen
  - c. Request home tour
  - d. Build rapport/take notes
  - e. Ask to be seated
7. Explain purpose of meeting (win-win)
8. Review agenda
9. Offer confidentiality
10. Uncover needs
11. Prioritize needs
12. Transition to CMA
13. Introduce three summary sheets
14. Review sold summary information
15. Review sold support information
16. Agree on most appropriate price for home
17. Verify price meets needs
18. Eliminate seller remorse
19. Transition to roles and expectations
20. Introduce and cover My Role
  - a. Review marketing plan
21. Introduce and cover Your Role
22. Ask if all-inclusive
23. Ask if fair
24. Confirm value
25. Close to listing agreement

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## **SUPPLEMENTAL MATERIALS**

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## LISTING TOOLS

### LISTING PACKET TOOLS

1. Folder
2. Let's Get Focused (1)
3. My Role (2)
4. Marketing and Promotion Plan (2)
5. Your Role (2)
6. Business Card

### LISTING CONVERSATION TOOLS

#### **Generic**

- Yard Sign
- Electronic Tape (extra batteries)
- 25' Tape Measure
- Digital Camera
- Notepad and Pen
- Slip-on Shoes
- Socks/Stockings (no holes)
- Listing Packet (see above)

#### **Client Specific**

- Prelisting Questionnaire
- Pricing Tools
- Tax Printout
- Listing Agreement
- Seller's Disclosure
- Applicable Addenda
- Applicable Notices
- Lockbox and Supra Key
- MLS Input Sheets
- Loan Payoff Form
- Seller's Net Sheet
- Copy of Sales Contract

Dear (Seller's Name):

I really appreciate you entrusting me with the duty of selling your home! I enjoyed meeting and spending time with you, and I look forward to our journey in getting your home SOLD.

At this time you may be asking yourself, **“What comes next?”**

Here's a checklist of our upcoming activities:

- **Sign in the yard**
- **Implement exposure strategy**
- **Home showings**
- **Weekly feedback calls**
- **Offer received**
- **Solicit multiple offers**
- **Offer(s) presented**
- **Offer negotiated**
- **Offer accepted**
- **Title opened**
- **Home inspected**
- **Repairs negotiated**
- **Option waived**
- **Repairs made**
- **Closing set**
- **Bags packed**
- **Funds received**

Thanks again, and if you need ANYTHING, please don't hesitate to call.



## **THANK-YOU NOTES**

### **SELLER WILL BE INTERVIEWING OTHER AGENTS**

(Name),

I really enjoyed meeting with you today! After our conversation I definitely think we have the makings of a win-win working relationship. I look forward to future conversations with you, and until then remember, "Where all think alike, no one thinks very much!"

Sincerely,

### **SELLER CHOSE ANOTHER AGENT**

(Name),

Congratulations on choosing an agent! Although we won't be working together, I wish you much success in the sale of your home. If I can ever be of service to you or anyone you know, please feel free to contact me. Again, congratulations and remember, "High achievement always takes place in the framework of high expectation!"

Sincerely,