

**WIN THE LISTING**

# 11 Critical Things We Need To Remember

1. **TRUSTED ADVISOR...**The seller is deciding in the first 5-7 minutes if they can trust you ....

All things being equal, people do business with people they trust. All things not being equal, people still do business with people they trust.

## 2. I'VE GOT THIS: NO WORRIES ... Do they FEEL your Confidence, Non-Verbal actions

- Body language is 55% of our communication, tone of our voice is 38% and words are 7%
- Above all else, sellers are attracted to professionals they believe can get results.
- Thus, part of your goal is to demonstrate that you possess the knowledge, skills and traits needed to get the job done.

### **3. YOU ARE OK, I'M NOT OK....Do not make them feel more NOT OK**

People learn by the time they are five years old and they hope you never learn that I'm not ok and they spend 75% of their life covering that up

Everyone is fighting for OK-ness

Reach for the prospects Ok-ness

I'm not selling a home or buying a Home from you if you make me more not OK

**4. VALUE PROPOSITION .....What is your elevator speech ... it needs to be tied to pain, emotional words and thoughts**

**Most people hire me for one of three reasons:**

One, they are concerned about getting full market value for their home and not leaving money on the table

Two, they have a fear their house may not sell in the timeframe they would like

Three, they were upset that the last realtor they hired did not make them feel like they were a priority

**5. MARKET KNOWLEDGE....**Do you know their price entry point to have the greatest chance of selling their home

**6. OBJECTION HANDLING, QUESTIONS AND CONCERNS ....**In order to win listings you need to be able to master objection handling with knowledge and confidence.

Objections disappear in direct proportion to a sellers confidence in you and your abilities

## 7. CONVERSATIONAL APPROACH.....

### Goals of a conversational approach

- To help seller make informed, intelligent listing decisions
- To see if a Win–Win working relationship can be created
- Complete self discovery by sellers

## 8. THE LISTING CONVERSATION

- Not all realtors are the same
- We must find and agree on the most appropriate price entry point
- We each have rules with specific expectations
- 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... It's all the way we handle ourselves, how we speak, how we make them feel



**9. The best presentation you will ever give, the prospect will never see.**

**10. Listen 70% of the time and speak 30% of the time or less**

**11. WIN - WIN.....Do they FEEL you are aligned**

# Listing Steps

# 1. Pre - listing questions on the phone

On the phone 87% of the message comes from the tone of your voice and 13% is based on our words

# 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 \_\_\_\_\_

# Ask the Pre-Listing Questions

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: \_\_\_\_\_

## 2. Pre-listing packet emailed or delivered

- Thank you letter
- Resume/Bio
- RE/MAX: The #1 Brand in the World
- RE/MAX Right Choice : Nationally recognized, a top real estate firm in CT
- Success plan to sell your home

# 3. Confirm Your Appointment

- The amount of time we will need for our meeting
- The legal owners will all be present

## 4. Arrive On Time

- Thank them for having you over
- Move towards the kitchen/dining room
- Request home tour
- Build rapport/take notes
- Return to the kitchen/dining room



# 5. Establishing the Relationship

- **Bonding and Rapport**

- Understand how your customer/client interprets the world
- Salespeople need to be flexible and change the way they communicate as buyers or sellers are not going to change how they see the world
- The goal is to establish good rapport with your prospects from your very first meeting
- People tend to do business with people they like and trust

# 6. Upfront Contract

The goal is to get mutual agreement:

1. It is a chance to express appreciation for the meeting.
2. Guarantees meetings will be long enough to achieve an end result. This is done by each party committing a specific amount of time – enough to conduct their business together.
3. Gives both parties a chance to find out what each other's concerns are, their positions, and to ask questions.
4. Affords both sides the ability to state that working together is/isn't a good fit.
5. Confirms that every meeting provides an end result; with either moving the process forward, or ending it.

# 6. Upfront Contract

**A** I **APPRECIATE** the opportunity to speak with you about selling your home.....we will need about 45 minutes, does that work for you?

Great.

**N** **NATURALLY**, as we go through the meeting, you are going to have some questions for me. Please feel free to ask me anything you like, and I will do my best to answer them.

**O** And **OBVIOUSLY**, I will have some questions for you.....I hope that is OK?

Great.

**T** **TYPICALLY**, when we are finished with our meeting one of two things will happen: Either you will be comfortable with what we have discussed and we can talk about the next steps to get paperwork done and the process started or you may not be comfortable to move forward and that is ok **AS WE DO NOT FIT EVERYONE.**

Does that sound fair? Or .....Does that make sense? Or.....How does that sound?

# 7. The Purpose of Our Meeting

- To make sure we can establish a Win-Win relationship

# 8. Offer Confidentiality

- I want you to rest assured that anything said here tonight will remain totally confidential. So, please feel free to be as open as honest with me as you feel you can be.

# 9. Uncover pain, needs and wants

- Pain is determining their needs
- People buy emotionally and justify decisions intellectually
- You cannot create solutions until you know the full scope of the problem
- 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?

# 10. Prioritize pain, needs and wants

- How are decisions made
- Who makes them
- Your goal is to either: disqualify the prospect, determine that you need to meet with more people or, qualify the prospect

# 11. Transition to CMA

Don't overwhelm a client with a 40-page CMA that shows multiple pictures at home sold.

Instead present three basic CMA summary pages that summarize comparable homes are sold, comparable homes are active and comparable homes that have expired



# 12. Introduce Three Summary Sheets

**Sold:** 100% of the people on the sheet have already achieved what you are trying to achieve – they've sold their home.

**Active (Dreamers):** Is our competition and tells us what people are hoping to get in this area at this time. What most people do not realize it only about 70% of the dreamers actually make it to the SOLD sheet for the first time around.

**Expired:** The other 30% go to the expired sheet. This is a sheet of rejected properties and tells us what people are not willing to pay in this market.

# 13. Review Sold Summary Information

Let's review the sold information .....

What do you think is a reasonable value range based on the sold data (Conversational approach)

Please remember the buyer has access to all the same information from their agent

# 14. Verify Price Meets Needs

Once you've agreed on her list price, you want to verify the price will satisfy the sellers pricing and timing requirements. This may also require calculating the sellers net sheet

# 15. Eliminate Sellers Remorse

How would you feel if your home sales tomorrow?

If I would feel like I priced it too low ask for more questions:

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

# 16. Eliminate Sellers Remorse (Contd.)

- 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 in the first day this no way means we priced the home too low. It's simply validates the fact that we priced it just right.

# 17. Transition to Roles and Expectations

Now that we've agreed on a price entry point, there's one more area we need to cover. It's been my experience a conflict only arises when expectations differ. With that in mind, let me share with you what I feel you have the right to expect from me and my role as your selling consultant or your listing agent.

# 17. My Role

**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.

# 18. Review Success Plan

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

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



# 19. Cover Seller's Role

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

# 19. Your Role

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.

## **20. Make sure everyone is on the same page before closing**

Do you agree with our roles and what we expect from each other? Does it seem fair?

# 21. Confirm Value

# 22. Close to Listing Agreement

- Are we ready to get started with the listing paperwork

# 23. RE/MAX RIGHT CHOICE

#1 Firm in Connecticut in transactions per agent

#1 Firm in New England in transactions per agent

Celebrating our 33rd year in Connecticut

Proud of our team

# 24. RE/MAX LLC

# 1 Real Estate Company in the World

# 1 Real Estate Company in the United States in Transactions Per Agent every year since 1999

Most recognized real estate brand in the world

We are in an industry leader in 118 countries

# 25. My Focus

Understand your specific needs and wants in order to create a success plan that has the greatest chance of achieving your home sales goal. No two homes are the same and market conditions change very quickly so our objective is to customize our marketing to your specific situation and needs.



# 26. What I Know

1. It's unacceptable to leave your money on the table
2. Homes sell for two reasons: Price and Exposure
3. The pricing game is all about justification...Buyer's, Buyer's Agent's, Appraisers
4. Pricing is neighborhood/area specific
5. Pricing and Value can change instantly based on daily market activity ....closed sales, new competitive

# 27. My Role

## My Three Vital Listing Agent Responsibilities

1. Marketing and Exposure
2. Lead Generation ....Finding the buyer
3. Lead Conversion ....Closing the buyer

# 28. The 5 Stages of Converting a Listing Structure & Flow

## PRE-CONVERSATION ACTIVITIES

STAGE 1

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)

STAGE 2

Set Boundaries for Win-Win Relationship

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

STAGE 3

Uncover Needs  
Prioritize Needs  
Introduce & Review CMA

## MESSAGE #3 (Mutual Expectations)

STAGE 4

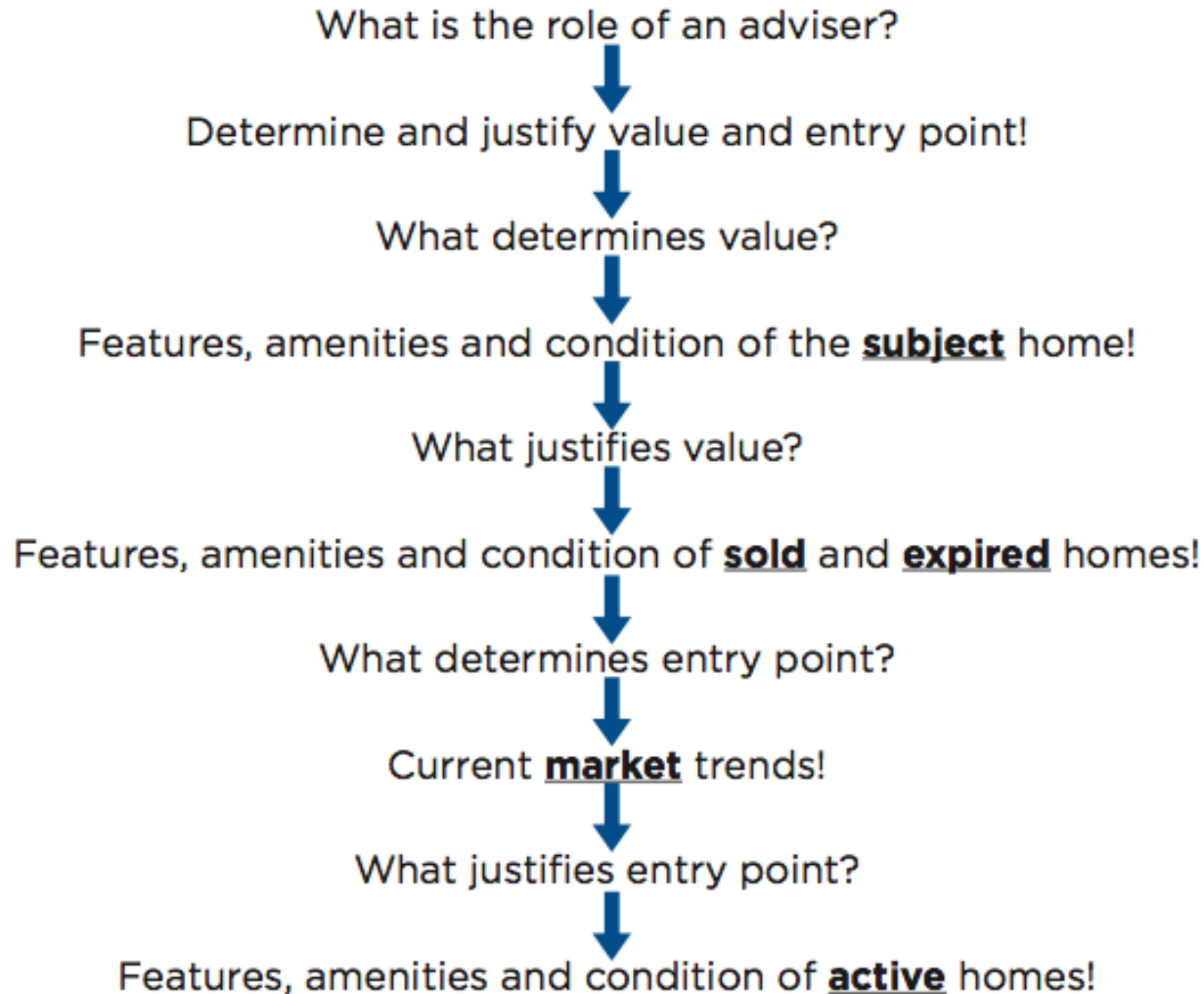
Cover Mutual Expectations  
Gain Agreement on Roles  
Close to Win-Win Relationship

## POST-CONVERSATION ACTIVITIES

STAGE 5

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

# 29. Facilitating Intelligent Decisions



# Concluding Thoughts



**You don't have to be great to start,  
but you have to start to be great.**

*~ Joe Sabah*

SUCCESS IS A JOURNEY,  
NOT A DESTINATION

