

Ongoing Seller Communications

Begins in:





Ongoing Seller Communications

Why are you being hired?

Education

Strategy

Communication



Remember...

While you sell homes many times per year, the average consumer only moves 3 times in their life.

The average consumer lives in their home 13 years

13 years ago was 2012!

Think of how much the marketplace has changed since then!

Or has it?



While our methods of marketing and lead generation have changed...

"The Deal" actually hasn't



The Problem is...

The actual way that a real estate transaction works is counter- intuitive to how consumers believe it works

This leads to seller comments such as:

"I've got time/I'm not in a hurry"

"I don't have to sell"

"I can always come down, but I can't go up"

"I need to build in some room to negotiate"



And Yet What We Know...

Time is not a seller's friend



Over Time Buyer Knowledge Grows

Seller Knowledge Depletes



Absent ongoing communication from you as the listing agent, seller clients operate in a vacuum.



You are NEVER a bigger star than at the listing presentation!



Self-Discovery is Key!

No-one wants to be TOLD what to do! Everyone wants a say in the outcome!



It is IMPOSSIBLE to over communicate to a seller client!

With a lack of concise information, the "blame game" begins



Why Does Communication Breakdown?



Lack of establishing expectations and communication guarantees at the listing presentation



Keeping your seller client informed is your #1 job!



To be an effective listing agent, you must MASTER the skill set of delivering distasteful information to the seller on a regular basis...

Without getting blamed in the process!



The Bottom Line...

Proper conversations in the initial presentation, fortified with ongoing quality conversations, lead to successful communications and satisfied clients!



3 LEVELS TO HOME SALES

1.Agent excitement Location Price 2.Buyers in great numbers 8-10 showings 3. Consistently in top 2 or 3 What one buyer likes, they all like! What one buyer dislikes, they all dislike. They're all looking at the same homes!



MY OBJECTIVES IN MARKETING YOUR HOME

- 1. To get as many qualified buyers into your home as possible
- 2. To assist you getting the highest dollar value for your property with the least amount of problems
- 3. To communicate the results of our activities to you
- 4.To constantly look for the best ways of exposing your property to potential buyers in the marketplace



3 Categories of Communication
Weekly "Check-in"
Showing Feedback
Bi-Weekly Market Report





Our Communication Plan



WEEKLY PHONE UPDATE

I/We will call you weekly to discuss your property and our progress

GUARANTEED



48 HOUR FEEDBACK GUARANTEE

I/We will call you within 48 hours of every showing

GUARANTEED



What did your client think about the home's layout?

Specifically, what did your client like/dislike about the home's layout?

What was your client's price range?

Of the homes that your client has looked at, is our listing one of the top 3? If not, why?

Has your client purchased another home? If so, where was it located?

If they have purchased another home, what made them choose that home over our listing?

As an agent, could you give us any comments or suggestions about this home or it's price?



Bi-Weekly Market Report

Current Price Range +- One Bracket Baseline of CMA Features + Since last report: # properties currently listed # of properties under contract # of properties expired, W/D, cancelled Addresses of all properties



The goal is always context!

Is there a market?

Are we missing people?

Why?

The data tells the story



Final Thought...

If Sellers have all of the information, they will make well reasoned, educated decisions

Our job is to make sure they have the information in a concise, consistent format!





See you April 2nd for The Immutable Laws Of Real Estate

Thank You!

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