

THE

# Sellers

*journey*



**Be the agent who  
guides, not just  
responds!**

[WWW.LIFTOFFAGENT.COM](http://WWW.LIFTOFFAGENT.COM)

# Seller's Journey



As someone who sold a home in California before relocating with my wife and daughter to Gilbert, Arizona, I experienced firsthand how **frustrating it can be to feel lost in the process.**

Even though I was working with my sister-in-law—someone I trusted—I constantly found myself needing to call, text, or ask where we were in the process. That lack of clarity and proactive communication left me feeling uncertain and overwhelmed.

If you want to position yourself as an **expert**, build **trust and authority**, and stay **ahead of your clients' questions**, you need to create and implement a **Seller's Journey**.





# Be the Agent Who Guides, Not Just Responds

Today's sellers are busy, emotional, and often overwhelmed. They don't want to chase you for updates. Instead, they want:

- **Clear communication**
- **A step-by-step roadmap of the selling process**
- **Regular updates before they even have to ask**
- **A trusted guide who's thinking ten steps ahead**

By developing a **Seller's Journey**, you can show your clients exactly what to expect—what's been done, what's next, and how you're actively moving the process forward.

# Stand Out in a Competitive Market

Agents who provide this level of service stand out. You'll not only reduce stress for your sellers—you'll increase referrals, earn repeat business, and build a reputation as the go-to listing agent in your market.



## Building a Winning Seller Journey: Next Steps

Let's go over the specifics and next steps so you can build a **winning Seller Journey**—a process that delivers value, builds trust, and sets you apart from the competition.

### Step 1: Tie the Process into Your Website

Integrating your Seller Journey into your **personal website** is ideal. If you don't yet have one or can't afford a custom solution, you can:

- Use your **broker-provided website**, or
- **Build your own** using basic tools, or
- Take the easiest route—**set up a strategy session** at [LiftoffAgent.com](https://LiftoffAgent.com) and let us build everything out for you, customized to your process.

## Step 2: Map Out the Vision into Your Website

Before you can implement, you need to clearly write out the vision for your Seller Journey. Use a calendar or timeline to break down each stage—from A to Z. Here's what that could look like:

- **Initial Meeting** – Formal listing presentation
- **Home Assessment** – Identify needed improvements (paint, carpet, remodeling, decluttering)
- **Next Steps** – Schedule staging, painting, and cleaning
- **Media Day** – Set photo and video shoot dates
- **Launch Plan** – Decide when the home will go live
- **Open House Schedule** – Plan and promote showings
- **Offer Timeline** – Determine when offers will be reviewed
- **Forecasted Closing Date** – Communicate timeline expectations

The more structured and detailed your vision is, the more likely it will come to life—and the more confident your sellers will be in working with you.

## Step 3: Prepare Before the First Meeting

Before you even meet with potential sellers, set the stage by having the following on your website:

- A downloadable **Seller Guide**
- An **intake form** to gather key information
- A **video** explaining your seller process and what it's like to work with you

This way, when referrals come in—whether from YouTube, social media, or word of mouth—people can visit your website and immediately:

- Learn about your process
- Start to **know, like, and trust** you
- See that you are the **expert** even before you meet





# Word-of-mouth Marketing

## Step 4: Create a “WOW” Experience

Imagine delivering such an elevated seller experience that your clients start telling friends and family, “*We’ve never seen anything like this.*” That kind of **word-of-mouth marketing** could bring you 2, 3, 4, or even 5 **new referrals**, just from one smooth, structured transaction.

And to take it even further, you can showcase your **For Sale Sign Interaction** as part of your unique value proposition.

(You’ll learn more about that in the next section.)





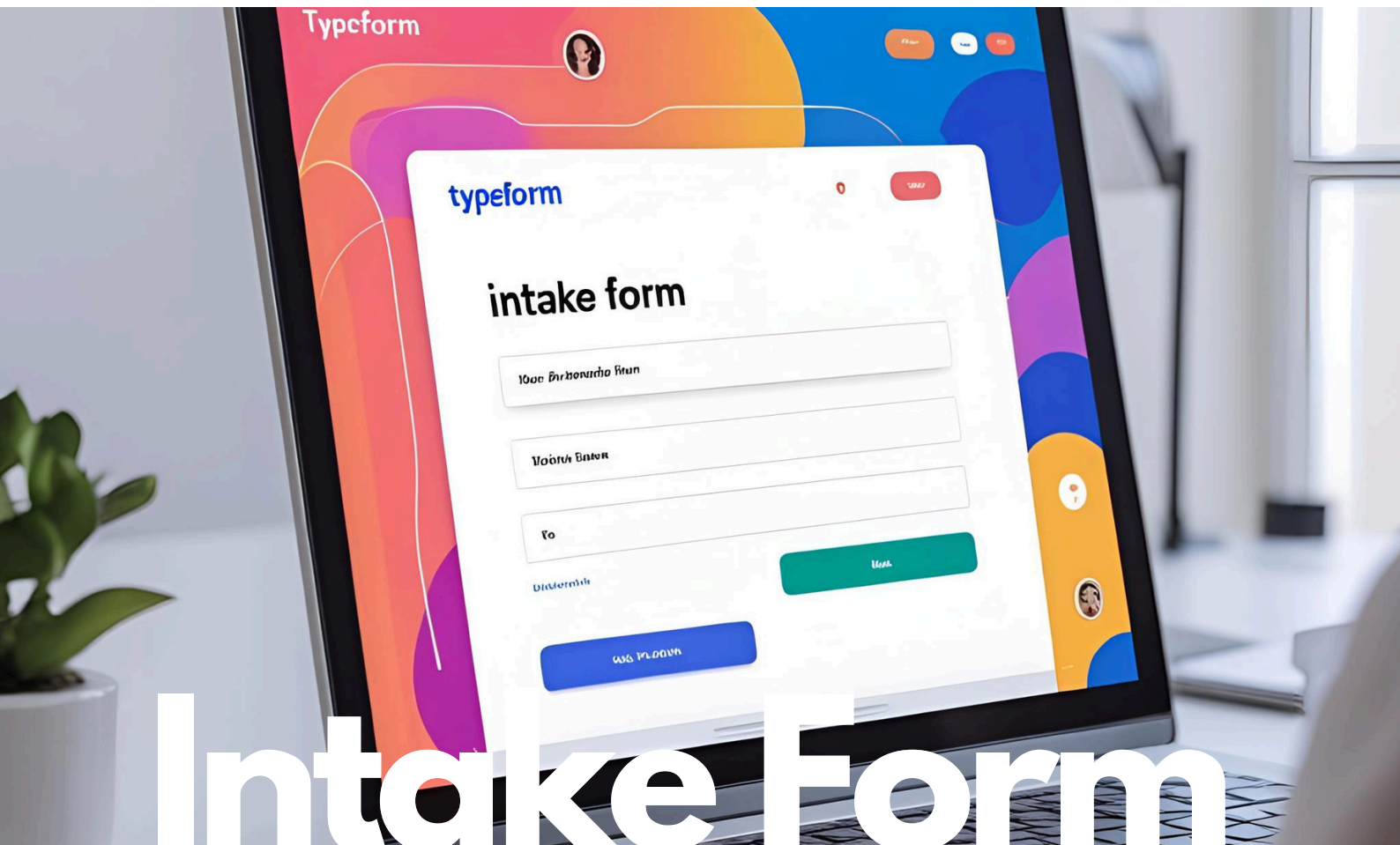
# Video

## Closing Thoughts: Start Building Your Seller Journey Today

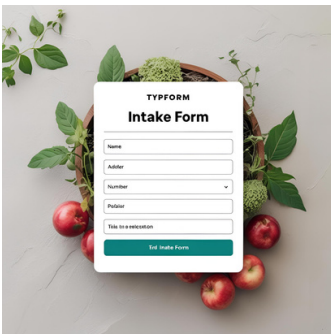
The best thing you can do right now is open a Google Doc and start mapping out your seller customer journey. Use this section as your framework and begin collecting your thoughts. From there, take action and start building the core assets that will elevate your process:



**Video** – Record a simple video on your iPhone, introducing your seller process and what clients can expect.



# Intake Form



**Intake Form** – Use a platform like Typeform to create a smooth, branded seller intake experience.



**Seller Guide** – Use Canva to design a professional, easy-to-read guide that walks clients through every stage of the process.



**Timeline Calendar** – Also in **Canva**, build a **template-based calendar** outlining key steps and dates in the process.



***Be sure to let  
your sellers  
know:***

"This timeline gives us a strong foundation to work from. While specific dates—like the photographer, cleaners, or stagers—may shift by a few days or up to a week, this gives us a clear roadmap to get your home on the market, maximize your return, and close in a timely manner."

# Need Help?

**Let's Chat!**



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