

Convert Sellers to Closings

“Listing Launch Plan”

Your Coaches

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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to fasttrack@kw.com or (512) 439-8684.

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3. To ask a question you may type your questions into the “Questions” Box.
4. If you would like to speak on the call, click on the hand icon located on your dashboard and the coach will call on you when possible.
5. Complete all assignments prior to call.
6. Be PREPARED!

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WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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- evaluation of a Market Center's financial results;
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TODAY'S 3 FOUNDATIONAL PIECES:

- 1. Pre-Marketing Plan**
- 2. Listing Launch Plan**
- 3. UC Marketing Plan**

Pre-Marketing Plan

What truly matters for marketing properties?

Condition Matter

Presentation Matters

Exposure Matters

MOFIR's Matter

Activities Matter

Pre-Marketing:

- ☐ Schedule professional photography
- ☐ Type listing description and have client review
- ☐ Schedule open houses
- ☐ Put sign in the yard
- ☐ Put lockbox in home
- ☐ Post Coming Soon on social media (posts and/or stories)

First week:

- ☐ Post the home on all major real estate websites
 - ☐ Including MLS, Zillow, Redfin, etc.
- ☐ Put professional flyers in the home w/any upgrades or seller favorite features
- ☐ Host open house and follow open house checklist
- ☐ Email blast property details to agents with recent sales and listings in the surrounding area
- ☐ Email blast property details to top agents in my office
- ☐ Email blast property to your database
- ☐ Post photos and video walk-through of the home on personal and business page social media (posts, stories, reels)
- ☐ Send a Just Listed mailer to 100 of the closest neighbors
- ☐ Weekly phone call and email to update you on showing feedback, market information, and offers

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Second week:

- ☐ Host open house
- ☐ Follow up with any leads received from our advertising
- ☐ Restock any flyers in the property
- ☐ Weekly phone call and email to update you on showing feedback, market information, and offers
- ☐ Re-post listing on social media stories and/or feed

Third week:

- ☐ Host open house
- ☐ Follow up with any leads received from our advertising
- ☐ Restock any flyers in the property
- ☐ Weekly phone call and email to update you on showing feedback, market information, and offers
- ☐ Re-post listing on social media stories and/or feed

Fourth week:

- ☐ Have a meeting to discuss the following
 - ☐ The overall results of my marketing
 - ☐ The current market conditions and any changes since the home was listed
 - ☐ The comparable sales in your community
 - ☐ Talk about any adjustments we need to make regarding the price of your home

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Listing Launch Plan

Example of Your Listing is Live email to Seller(if applicable):

{Clients},

Congratulations! Your property is now live on MLS!

Here is a {hyperlink} to your property on our website. Feel free to share and post on social outlets to help create an online buzz! Your photos turned out amazing, great job getting the house show-ready!

The MLS details will be syndicated to numerous real estate websites within 24-48 hours, including Zillow, Realtor.com, and our KW site, and about 350+ more!

If you see some inconsistencies in baths or acreage, know that each site varies and some round-up. So if you have a 2.5 bath, it may show on a site as a 3 bath. We can't control the backend of these sites but do let us know if you see anything incorrect.

When it comes to feedback, our team follows a proactive 5-day follow-up process so you can rest assured that we are contacting every agent who shows your property.

Again, we are very excited to have the opportunity to work with you and assist in the sale of your property! Please let me know if you have any questions or concerns. We are here and happy to help and be a part of this process with you!

First 21 Days of Calls - New Listings

1. Call and introduce yourself (listing manager) and set up Property Preview.
2. Forward photography checklist to ensure photos come out great - call sellers and let them know you emailed it to them and the importance of the photos.
3. Email photos to the seller and then call to let them know that you sent them and that we can only use 25 photos for the listing. We will do our best to select the best 25 but if there are any you don't like, let us know.
4. Email the MLS link(if applicable) and call to let the seller know we are now live. Ask what they think of the description and if there is anything they want to add or change.
5. Call to let the seller know we are now live on Zillow, Trulia, Realtor.com, KW website, etc.
6. Call to verify that the for sale sign is up and the placement is good.
7. Call to go over the delays in agent info when using the lockbox. We need to work as a team so we can get quick feedback. Email/call/text agent's info.
8. We will be putting your listing on our Facebook campaign to help increase exposure.
9. Ask the seller if they "liked" our Facebook page and found their listing on it. Tell them that if they use Facebook to please share the link with their contacts.
10. Call and let the sellers know how many showings we have had and what we expect in the first week.
11. Call and let the sellers know we sent out the disclosures or if they have them already ask if they need any help.
12. Run a new CMA, call sellers to go over what they are competing with, prep for possible price drop, etc.
13. Call and go over the termite inspection, costs, and why we wait until late into escrow to do the work.

14. Tell the sellers about the advantages to the new HomeKeepr app.
15. Ask the sellers if they use Yelp or Zillow, etc and ask for a review.
16. Ask the sellers if they have a new address, email, or new phone number that we can update.
17. Tell the sellers not to forget to change their utilities once we get into escrow and have an idea when we will close.
18. Let the sellers know that we have shared their listing with our Market Center which consists of the top agents in the area.
19. Ask the sellers if they know anyone else looking to sell or buy a home?
20. Just want to make sure the for sale sign is still up and in good condition.
21. We just want to make sure you keep your utilities on until we close escrow because the buyers will need to do their inspections, etc.

Just Listed Openings

Door-knocking-

“Hi there! My name is (name) and I’m with (ABC group), how are you today?”

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

TCPA-compliant Calling-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, my name is (name) with (ABC group) and we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

Just Listed Dialogue

“(Compliment to Connect), (Clients name) are moving and their home is hitting the market (day). I was calling out of courtesy that there will be some higher volume of traffic in and out for tours and the open house on (day). Got to keep our area safe for the kids and pets, right?”

“We’re anticipating multiple showings the first week and only one buyer can buy the home, so I was curious price would you consider selling your home at from one of the other buyers looking in your area?”

“Who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

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Just Listed Mail Letter

Dear Seller,

We are about to list your neighbor's home at (insert address). Your area is in high demand of buyers looking for a home to purchase! You can help us choose your neighbor by letting your friends and family know the home is coming to the market.

Please join us at the launch open house (day/time) from (hours).

If you're curious on details for the property or what top dollar in today's market is for your home, please call me at (#).

Thank you,

*If your home is currently listed for sale with another agent please do not consider this to be a solicitation.

Just Listed Mail Postcard



Just Listed Flyer

**Blink
and
you'll
miss it!**

JUST LISTED

1424 Barrington Oaks Blvd. Boston, MA 02134
3 bedrooms | 2 bathrooms | 2,200 sq. ft. | Built in 2015

LISTED AT \$450,000

This spacious and welcoming home in the pastoral South Hills neighborhood is waiting for you. Nestled among the oak trees, 1424 Barrington Oaks is an outdoor lover's dream. Swim laps in the elegant and well-maintained pool or stroll through the adjacent gardens. All that's missing is you.

**CONTACT ME FOR MORE DETAILS
OR TO SCHEDULE A TOUR.**



AGENT NAME
contact details
website
email/social media info

Download my app!
app.kw.com/xxxxxx

kw DBA NAME
KELLERWILLIAMS.
Each Office Is Independently Owned and Operated



Just Listed Social

“Come see this (few house details) on (open house day/time/hours)!
Curious on price? DM me or call me at (#).”



Just Listed Systems and Best Practices

Mailer Options:

- Postcard Mania
- Ballpoint Marketing
- Yellow Letter
- Theaddressers.com
- MLS CRS Tax Records
- Your CRM (with print options)

Communicate all 4-ways and put on a follow up plan to keep attempting connection

- 3x or more attempts per list

Mega Open House Playbook

- 5 days before open house:**
☐ Advertise Open House on Websites
- 5 days before open house:**
☐ Sponsored FB/Instagram Ad
- 5 days before open house:**
☐ Social Media Reel/Post (TikTok Teaser)
- 3 days before open house:**
☐ Circle Prospect Community
- 1 day before open house:**
☐ Social Media Story Posted
- 1 day before open house:**
☐ Pull area comps and additional homes for sale similar for showing recommendations
- Day of Open House:**
☐ Door-knock 10-5-5
- Day of Open House:**
☐ 10-15 Directionals
- Day of Open House:**
☐ Balloons/Signage Riders Up
- Day of Open House:**
☐ Social Media Photo w/ Signage/Goodies
- Day of Open House:**
☐ Send seller recap email with results
- Day of Open House:**
☐ Follow-up text to visitors – must be TCPA-compliant
- Day after open house:**
☐ Circle Prospect w/ results

HOA Restricts Signage:

“Hello, my name is _____ with the _____ ! I just wanted to let you know that

your neighbor down the street at ____ (open house address)___ is having an open house today and we were actually wondering if you could help us with a small favor? We were hoping to place an open house sign in your front lawn and in exchange we have a starbucks gift card to show our gratitude! It will be removed after the open house ends at 5PM. You are also more than welcome to stop on by and check out the house for yourself! Thank you and have a great rest of your day!”

Open House Door-knocking:

“Hi! I’m ____ with _____. I know I’m unannounced, yet I was in the area because we just listed your neighbor's (insert client name) house at _____. Do you know the (client name)? I’m hosting an open house today from 2-5! We would love for you to drop by, do you think you can make it?”

“How long have you lived in the neighborhood?”

“Well, this is a great time to be able to pick your neighbor! We’re expecting quite a few groups through, and only one person can buy the home. Who do you know in the area who would accept a top dollar offer if the _____ home doesn’t work for them?”

“Well we also have added some of your neighbors to our Neighborhood update. We send you the houses in your area that come on the market and go under contract so you can stay up to date with the market. What's the best email for you and I'll go ahead and set that up for you as well?”

“Perfect, I’ll get that set up by tomorrow. Hope to see you at our open house!”

Open House Recap Email to Sellers:

Subject:

Open House Recap - PROPERTY ADDRESS

Body:

Good Evening Mr. & Mrs. _____,

Thank you so much for allowing us the opportunity to host an open house at your property today.

We had x visitors of which x were your neighbors! The feedback we received was _____.

Thank you again for the opportunity. Have a great evening!

Open House Guests:

“Welcome to our open house! Are you a neighbor or are you house shopping

today?”

“Awesome! I’m going to have you sign in here for safety purposes and so you can receive more information about this house and other offerings in the neighborhood.”

“So are you primarily looking in the neighborhood or what area are you shopping in?” Or...”Great which address are you at? How long have you lived in the area? I love when neighbors stop by.”

Get LTPMAMA Prequal for database add, follow up, or appointment.

Text Guests follow up gratitude videos immediately closing the open house.

*Any follow-up texts to attendees must comply with the TCPA. TIP: You can obtain consent from attendees as part of the sign-up sheet, but you need to be clear and transparent about doing this. Here’s an example of proper consent language:

By signing this form, I consent to receiving telephone calls and texts from [name of agent] [a representative from name of office] using an automated system for selection or dialing of numbers or pre-recorded or artificial voice messages that relate to real estate products or services at this telephone number: (____) _____. I understand that my consent is not required to purchase products or services.

__[Signature of attendee]__ “

UC Marketing Plan

Example of Under Contract email to seller:

{Clients},

Congratulations again on getting your home at 123 Main under contract! You are one step closer to getting this one sold and we're excited to help you get there! Below we've outlined all the information you're going to need to know from now until closing.

Inspection

Just a reminder, the buyers have set the home inspection for {Day, Date at Time}. Once the inspection is complete, the inspector will send the buyer a report. This report will contain items in working and fine condition, items that need to be addressed, as well as items to keep an eye on over time. The buyers have until {date} to provide us with a repair request to address any items of concern. Once we receive the request, we have {# of days} to come to an agreement with the buyers.

Repairs

When we receive the repair request, we will send you a copy to get estimates and opinions. In the event you need something specific and would like a recommendation, please let us know. We can also offer to credit the buyers money in lieu of repairs to avoid having to coordinate repairs.

Title Company

We have emailed a copy of the contract to {title company} so they can begin the title search. You're scheduled to close at their office located at {address}. We will reach out to you about a week before closing and confirm a time that works for you. If you already have a time, please let me know so I can secure that spot for you.

Final Walk Through

The buyers will have the opportunity to walk through the property the day before or the day of closing. At this time, they will take another look and can take measurements, etc. They will also ensure at this time the property is in the condition we viewed it in and there are no surprises.

Utilities

The buyers will be reaching out to switch the utilities in their name. It is

always a good idea to call the utility companies a couple days before closing to ensure they are scheduled to transfer.

In the event you have any questions or concerns, please call our office at {phone number}. Our office hours are Monday through Friday 8am-5pm. If you need something after hours, please contact your agent, {name}, at {number}. We are looking forward to helping you get to closing!

Thank you,

Under Contract Openings

Conversation 1-

“Hi there! My name is Emily and I’m with (ABC group), how are you today?”

“Awesome, I know this is out of the blue, yet we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

Conversation 2-

“Hi! I’m not sure if you can help me or not...do you happen to own a home out in (target area) by chance?”

“Awesome, I know this is out of the blue, my name is (name) with (ABC group) and we’re working with (clients last name) on (street name). Do you happen to know the (client last name) by chance?”

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Under Contract Dialogue

“(Compliment to Connect), (Clients name) are moving and have accepted an offer on their home. I was calling out of curiosity as we had (# of offers and/or # of showings) on their home, so there are (# of active buyers) searching for a property in your area. Would you or who do you know would consider a top dollar offer?”

“Just out of curiosity, who’s your go to real estate professional when it comes to insight, resources, and referring?”

“We specialize in your area, not sure if you’ve seen our signs around, and offer an exclusive neighborhood market report as the market has changed quite a bit the past few years, such that you can keep up with your home value. What’s your email and I’ll add you along with your other neighbors?”

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Under Contract Mail Letter

Dear Owner,

We just put your neighbor's house at (insert neighbor's address) under contract! There were 11 offers and it sold for \$7,195 over list price, which means 10 buyers weren't able to purchase it. Would you be interested in selling your home at

(insert address) to one of these buyers?

If so, please call me at (insert your phone number).

Thank you,

*If your home is currently listed for sale with another agent please do not consider this to be a solicitation.

Under Contract Postcard



Under Contract Flyer



X *Under Contract*

Congratulations to my buyers' for receiving an
ACCEPTED OFFER, to purchase their first house!

kw DBA NAME
KELLERWILLIAMS.
Each Office Is Independently Owned and Operated

Agent Name
contact details
website
email/ social media info



Under Contract Social



Under Contract Systems and Best Practices

Mailer Options:

- Postcard Mania
- Ballpoint Marketing
- Yellow Letter
- Theaddressers.com
- MLS CRS Tax Records
- Your CRM (with print options)

Communicate all 4-ways and put on a follow up plan to keep attempting connection

- 3x or more attempts per list

Take Action NOW

- 1. Update Listing Marketing Plan, Materials, and Checklist and schedule Listing Launch Plan on next listing going live in your target market**
- 2. Run 10 CMA's**
- 3. Update Micro Market Data Tracker**
- 4. Role-Play Listing Presentation 10 times**

NEXT WEEK SESSION -

“SELLER COMMUNICATION THROUGHOUT THE LISTING”

- 1. Market Updates**
- 2. Price Adjustment Strategy**
- 3. 5-Star Review/Referral**