

Convert Sellers to Closings

“Listing Consultation that Converts”

Your Coaches

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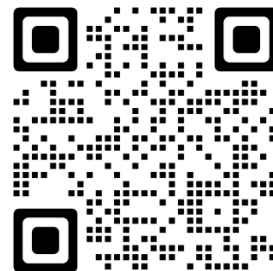
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Please reach out if you have questions regarding the content of the course. If you have administrative questions about your client portal, billing or access, please reach out to fasttrack@kw.com or (512) 439-8684.

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Course Overview

- **Session 1 - "Listing Consultation that Converts"**
- **Session 2 - "Overcome the Objections"**
- **Session 3 - "Price it Right Strategies and Closing"**
- **Session 4 - "Listing Launch Plan"**
- **Session 5 - "Seller Communication throughout the Listing"**
- **Session 6 - "Ask Aaron and Emily Anything"**

TODAY'S 3 FOUNDATIONAL PIECES:

- 1. Home Tour**
- 2. 3 Goals the Listing Appointment**
- 3. Trial Close**

Home Tour

The Listing Presentation - Home Tour

Arrive at the appointment 5-10 minutes EARLY.

- a. Late to an appointment is rude and not respectful.
 - b. If you are late you are already starting with a question mark next to your name.
 - c. If you are going to be late, please make a courtesy call and give the new time of arrival.
2. Is your car washed? Are your clothes neat and pressed? Are you dressed to speak to the client about their most important investment?
 3. Did you listen to something inspiring while you drove over? Inspirational music/podcast?
 4. Did you review the file? CMA? Prior to leaving the office? Do you have your business card? The contract?
 5. Do you have your clipboard, ipad, or listing file so you can take notes?
 6. Deliver your pre-list package prior to appointment.
 - a. You can deliver it by a runner, delivery service, or by email.
 - b. Pre-sells you before the appointment.
 - c. Top agents believe in the power of making sure this is delivered prior to the appointment.
 7. A signed listing agreement comes from a great listing presentation.
 8. The listing presentation is where you earn your compensation with sellers.
 9. This is where you determine the motivation and the price that will cause the property to sell.

Walkthrough Best Practices:

1. Keep the comments positive - do not give a “to do” list while walking through the home

- a. You don't know their budget
- b. You don't know their perception of their home
- c. Another agent might have set an easier expectation

The Greeting and Setting the Stage

1. Walk up to the door saying your affirmations! YES

- a. I am a powerful listing agent! YES
- b. This is my new saleable listing! YES
- c. The seller is excited to sign the contract. YES
- d. This is my next sale! YES

2. Knock on the door, check posture and get ready to deliver a firm handshake!

3. The goal is to be friendly, but not too aggressive.

Conversation - The Listing Presentation

- Good Afternoon! I am _____ with _____ (company name). Thank you for having me over to discuss selling your home and _____ (motivation).

- Wow! This is a great (neighborhood, front entrance, home, door, etc.)

It is important to say something nice (building rapport) about their home immediately.

- Do you mind walking me through your home so I can take some valuable notes?

Vanna White Dialogue:

“Mr./Mrs. Seller, I'd love to go through and walk through the home through the eyes of a buyer. Don't feel like you have to Vanna White me through the home. If there are any specific features or items you'd like me to see, feel free to point those out while we walk through and chat.”

- What had you chosen to buy this house?

- So you have lived here for _____. Good for you! What have you liked best about living here?

- This is a great room. I am sure your family enjoys this room!

- Great outdoor space! Do you entertain a lot? This is a great entertaining yard, pool, etc.

Positive Comments Only!!!!

3 Goals of the Listing Appointment

The Listing Presentation - 3 Goals for the

Appointment

Tour Over/Kitchen Table

Let's go sit down at your kitchen table if that is okay with you?

- Never sit in the middle of two sellers, make sure you are opposite.
- Hand them each seller a presentation folder or make sure they can see your screen.

3 Goals for the Appointment: *(Sitting at kitchen table)*

“Mr./Mrs. Seller, thank you so much for inviting me out to your property today! I'm excited to have the opportunity to partner with you on the sale of your house. We have 3 main goals for our time together today:

1. First, we'll review what's important to you and your goals for selling. This will ensure we are set up to make this as simple and stress free as possible because moving can be a lot of work, can't it?
2. Then, we'll go through our strategic marketing strategy, how we set our sellers up for success apart from the competition, and identify what top dollar is for your house in today's market to gain financial clarity, which is important, right?
3. Last, we will decide the best next step in getting you one step closer to sold, sound good?”

Goals and Motivation:

“What are the top 3 things you are looking for in an agent?”

“What’s important to you about selling?”

“What does that do for you?”

“What happens if you don’t sell?”

“Are you okay with that?”

You’re taking notes. It’s important to use keyword backtracking and making them feel heard.

Repeat back what they say in summary.

Unique Value Proposition

The Listing Presentation - Your Unique Value Proposition

1. Each agent/team will have their version of a Marketing Plan of

Action

- a. The consumer assumes all agents do the same thing which is partially true.
 - i. Put up a “For Sale” sign, put the home online etc
 - ii. During the presentation the goal is to share what you do differently than other agents.
 - iii. Simply highlight 3-5 value propositions that set you apart from your competitors.
 - iv. Make sure you tie down how each item benefits the sellers

Sample Unique Value Proposition Conversations

Home Staging - Prior to putting your home on the market we want to take it from “living” condition to “showing” condition. As part of our service we

have an in-house stager who will come out and help get the home ready for “showtime”. The reason this is so important is that we want the new buyers to spend time envisioning themselves and their belongings in your home rather than focusing on your beautiful items. Unfortunately, most agents skip the step and it costs their clients thousands of dollars. Can you see how this will be beneficial in netting top dollar for your home?

Photography - Another reason more sellers choose to work with us is that we hire a professional photographer to shoot the photos/video for your home. All too often an agent will walk through your home with their iphone snapping pictures which don't do the home justice. Due to our experience we know that you don't get a second chance to make a first impression. Since over 95% of buyers will first see your home online the pictures better tell a compelling photographic story about your home. The more people who get excited from the photos online the more people who will want to come and see your home in person. The more showings we have on your home the more money you net from the sale. Does it make sense why professional photos are so important in getting your home sold and netting you top dollar?

Proactive Approach - Many agents take what we call a passive approach in marketing your home. This means they rely on the MLS and the 3rd party sites like Zillow to get the word out about your home. The problem with this passive approach is that your home may get lost in the hundreds of homes hitting the market every single day. What we do differently is we proactively reach out to the agents in our area and let them know about the great new listing we have coming on the market and specifically ask them what buyers they are working with that would be a great fit for your home. Would you agree that being proactive is much more effective than simply hoping their clients sees your home because it shows up on the MLS?

Affirming your value proposition

As you can see this is just a small sampling of what we do to sell homes.

Based on what we do differently than the other agents in the market do you feel confident that our marketing plan will get your home sold? Great!

Is there anything else that you were hoping to hear that we didn't share with you today? Was there anything another agent may have shared with you that we didn't cover today? Great, should you think of something else or hear something chances are we do it and just didn't go over the details here today, does that sound good? Great!

We know on the marketing side that what we do works to get your home sold so the only thing we will be testing when we put your home on the market is the price. Does that make sense?

Now let's take a look at what's going on in the market so we can see where we need to price your home to get you moved to _____.

We first want to take a look at the general trend of the market then we will get into more detail regarding your home and neighborhood.

Seller questions about your value proposition:

Do you do open houses? (If applicable)

That's a great question. And generally we do not do open houses. Can I share with you 2 reasons why we don't recommend them?

First reason is less than 1% of the homes sold are actually done so through an open house so it's rare that a buyer will actually walk into an open house and buy it. Most buyers these days want representation and work with an agent to find them a home. Does that make sense?

Second reason is it's a safety factor. You have a beautiful home with lots of valuable things in it. It's impossible for one or even two agents to control all the unqualified strangers coming through your home. We hear horror stories all the time about bands of gypsies wandering through properties pocketing valuable items. You don't want to open your home up to complete strangers do you? Great!

So if it's okay with you we will focus on the proactive and proven methods to get your home sold. How does that sound?

Will it be on caravans? (If applicable)

That's a great question and in this day in age the caravans are becoming a thing of the past. Prior to the internet going on caravan used to be the only way to see the new listings. Now with the internet, virtual tours, and aerial maps the majority of the agents and buyers will see your home the instant we activate it on the MLS. Also, as part of our marketing plan we call all the top agents in the area and let them know about your great home so they prepare their buyers to see. I think you'll agree that is a much more proactive method than holding the caravan and hoping and waiting for it to show up.

In 2024, the generational distribution of home sellers was as follows:

- **Baby Boomers (ages 59 to 77): 45%**
- **Generation X (ages 44 to 58): 24%**
- **Millennials (ages 25 to 43): 19%**
- **Silent Generation (ages 78 to 98): 4%**
- **Generation Z (ages 18 to 24): 2%**

Baby Boomers (ages 59 to 77)

1. Personal Trust and Relationships:

- Baby Boomers often value face-to-face interactions and personal connections. Building a strong relationship with them is crucial, as they tend to prefer working with someone they trust and can communicate with directly.
- **Approach:** Focus on demonstrating your experience, professionalism, and reliability. Show that you understand the local market and that you're there to guide them through every step of the process.

2. Clear Communication:

- They prefer clear and straightforward communication. Boomers may not be as tech-savvy as younger generations, so it's important to explain things in a way they understand and avoid overwhelming them with jargon.
- **Approach:** Use TCPA-compliant phone calls and in-person meetings rather than relying too heavily on emails or TCPA-compliant text messages. Be patient and responsive to their inquiries.

3. Emphasize Stability and Value:

- Baby Boomers often prioritize stability, especially as they approach retirement. They might want to downsize, move closer to family, or find a home that better suits their needs in later life.
- **Approach:** Highlight the long-term value of their property, and focus on the financial benefits of selling, such as accessing equity for retirement or purchasing a more manageable home.

4. Expertise in Pricing and Market Trends:

- Many Boomers are familiar with real estate but may not be up-to-date on current market trends. Demonstrate your expertise in pricing and the market dynamics in their area.
- **Approach:** Provide a comparative market analysis (CMA) and offer clear explanations about current market conditions, trends, and how they can maximize the value of their home.

Generation X (ages 44 to 58)

1. Efficiency and Practicality:

- Gen Xers are generally busy with work and family life. They value efficiency and practicality, preferring to work with agents who are organized and straightforward.
- **Approach:** Emphasize your ability to get things done quickly and efficiently. Be transparent about the process and avoid wasting their time with unnecessary steps or excessive detail.

2. Technology and Digital Tools:

- While Gen X is not as digitally native as Millennials, they are comfortable using technology. They expect agents to use modern tools like digital marketing, virtual tours, and electronic documents.
- **Approach:** Highlight your use of technology for marketing their property, such as social media ads, virtual tours, and digital signatures. Offer a seamless, tech-forward experience.

3. Focus on Work-Life Balance and Convenience:

- Many Gen Xers are in a position where they are balancing career advancement, raising children, and caring for aging parents. They might be selling their home due to changing family dynamics or job relocation.
- **Approach:** Acknowledge their need for flexibility and convenience. Show them how you can make the process easy, minimizing stress with timely communication and a streamlined selling process.

4. Strong Negotiation Skills:

- Gen X buyers and sellers are often financially savvy and may be more likely to engage in negotiation. They want an agent who can negotiate the best deal without playing games.
- **Approach:** Emphasize your strong negotiation skills and how you've successfully navigated challenging deals in the past. Provide examples of how you've advocated for clients.

Millennials (ages 25 to 43)

1. Transparency and Communication:

- Millennials expect transparency and quick communication. They tend to value honesty and want to feel informed throughout the process.
- **Approach:** Be available via text, phone, or email, but be responsive and transparent. Use apps or platforms they're familiar with, such as instant messaging or home-buying apps.

2. Digital Marketing and Social Media:

- Millennials are digital natives and often look for agents who are active on social media and can market their properties effectively online.
- **Approach:** Highlight your social media presence and your use of targeted digital marketing. Talk about how you will use platforms like Instagram, Facebook, or TikTok to get their listing noticed and generate buzz.

3. Eco-Consciousness and Sustainability:

- Many Millennials are environmentally conscious and may look for homes with green features or eco-friendly upgrades.
- **Approach:** If their property has sustainable or energy-efficient features, be sure to highlight these in your marketing. For buyers, emphasize homes with energy-saving appliances or eco-friendly features.

4. Data-Driven Decisions and Market Insights:

- Millennials often prefer to make decisions based on data and research. They are more likely to rely on online resources for market trends, pricing, and property history.
- **Approach:** Provide clear, data-driven insights and market trends. Show them how your approach is rooted in facts and market knowledge, and make use of online tools and resources to help them visualize the process.

5. Focus on the Future:

- Millennials are often thinking about long-term financial planning, whether it's for family growth or investment opportunities.
- **Approach:** Highlight how selling or buying fits into their broader life goals. Discuss potential future opportunities, such as investment properties or long-term value appreciation.

Trial Close

The Listing Presentation - Trial Close

Trial Close:

“Outside of agreeing on a price that would cause your house to sell for top dollar in today’s market, what would stop us from moving forward with working together today?”

Take Action NOW

- 1. Role-Play Listing Presentation up to trial close 10 times**
- 2. Identify Your Unique Value Proposition and type out your personal dialogue**
- 3. Reach out to all listing appointments set not met and met not signed to reset in-person appointment**

NEXT WEEK SESSION -

“PRICE IS RIGHT STRATEGIES AND EXPECTATIONS”

- 1. Macro/Micro Market**
- 2. CMA/Pricing Ahead of the Market**
- 3. Pricing Expectations**