

Convert Sellers to Closings

“Price Is Right Strategies and Expectations”

Your Coaches

Aaron Simons

hello@themegalistingagent.com

Emily Baker

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.

Guidelines:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
<https://www.facebook.com/mapscoaching>
2. Only paid participants may listen and contribute.
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!

**Check out the KW MAPS Coaching Calendar
for other upcoming coaching and training
opportunities!**



NOTICES

Telemarketing:

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.

General:

While Keller Williams Realty, LLC (KW) has carefully prepared all materials, we do not guarantee their accuracy or make any express or implied warranties about the information. KW may change the material at any time without notice.

These materials may contain hypothetical examples and exercises meant to illustrate aspects of KW's financial, growth and investment models, including

- calculation of profit share contributions and distributions;
- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

These materials and examples are provided for informational purposes only; they are not a guarantee or prediction of performance, sales, or profits. Agent productivity strategies are models only, not requirements. Independent contractors should set their own goals and strategies. You should not (1) assume that the results of these exercises and models predict your or a Keller Williams® Market Center's financial performance, or (2) consider or rely on the results of the exercises and models in deciding whether to make any investment. You should consult your own legal or financial advisor and verify all information to your satisfaction. The instructors do not hold financial licenses. You should consult your own legal, financial, or tax advisor and verify all information to your satisfaction prior to taking any action.

Negotiating Commissions:

Commissions are not set by law or practice and are fully negotiable. There is no commission standard and pricing will vary by agent and market conditions. KW does not determine commissions and plays no role in establishing commissions.

Likewise, offers of cooperative compensation are fully negotiable and not required by law or practice. Offers of cooperative compensation must be openly discussed with your client and authorized in writing before they are made or accepted. KW plays no role in agent decisions to offer or accept cooperative compensation and imposes no requirements on agents to offer or accept cooperative compensation.

Fair Housing:

Warning! Buyer letters, videos and photographs may lead to Fair Housing violations. It is important to educate consumers about Fair Housing laws and talk with your broker before submitting buyer letters.

CAN-SPAM Disclaimer:

WARNING! When sending commercial email messages to U.S. recipients, you must comply with the CAN-SPAM Act of 2003 (CAN-SPAM), which requires the email message to provide the recipient with the ability to unsubscribe/opt-out of receiving future commercial emails. Contact your attorney to ensure your compliance.

AI Disclaimer:

Any text or materials generated by artificial intelligence (AI) should be reviewed for accuracy and reliability as there may be errors, omissions, or inaccuracies. The use of generative AI is subject to limitations, including the availability and quality of the training data used to train the AI model used. Users should exercise caution and independently verify any information or output generated by the AI system utilized and should apply their own judgment and critical thinking when interpreting and utilizing the outputs of generative AI.

Copyright:

These materials are copyright © 2025 Keller Williams Realty, LLC, (KW) or its licensors. All rights reserved. You may not reproduce or transmit these materials without the prior, express written permission of KW. If any part of this notice is unclear, please contact compliance@kw.com.

Material excerpted from *The Millionaire Real Estate Agent* appears courtesy of The McGraw-Hill Companies. ©2003-2004 Rellek Publishing Partners Ltd. All rights reserved.

Material excerpted from *The Millionaire Real Estate Agent, Second Edition* appears courtesy of Rellek Publishing Partners, Ltd. All rights reserved.

Material excerpted from *SHIFT* appears courtesy of The McGraw-Hill Companies. *SHIFT* is copyright ©2010 Rellek Publishing Partners, Ltd. All rights reserved.

Material excerpted from *The ONE Thing* appears courtesy of Bard Press. *The ONE Thing* is copyright ©2012 KP Publishing Partners, Ltd. All rights reserved.

TODAY'S 3 FOUNDATIONAL PIECES:

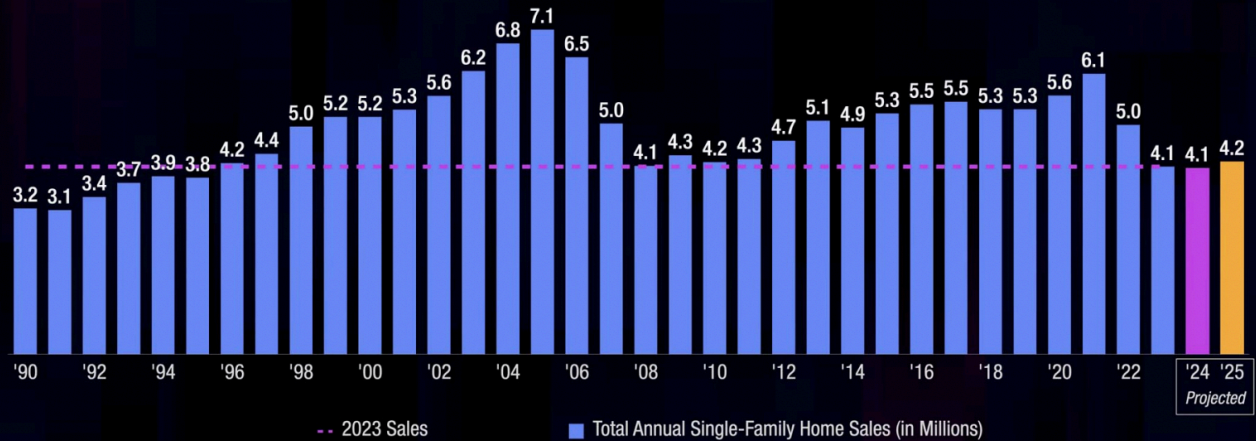
- 1. Macro/Micro Market**
- 2. CMA/Pricing Ahead of the Market**
- 3. Pricing Expectations**

Marco/Micro Market

Educate on Macro and Micro Market:

1. *Macro-market (National)*
 - a. *Use YOY # of Homes Sold, YOY Avg. Home Prices, and MOM Inventory Trends Slides from NAR.*
2. *Micro-market (Local)*
 - a. *Use Local Market Data Tracker and track weekly.*
“Facts trump feelings.”

1. Home Sales - Annual



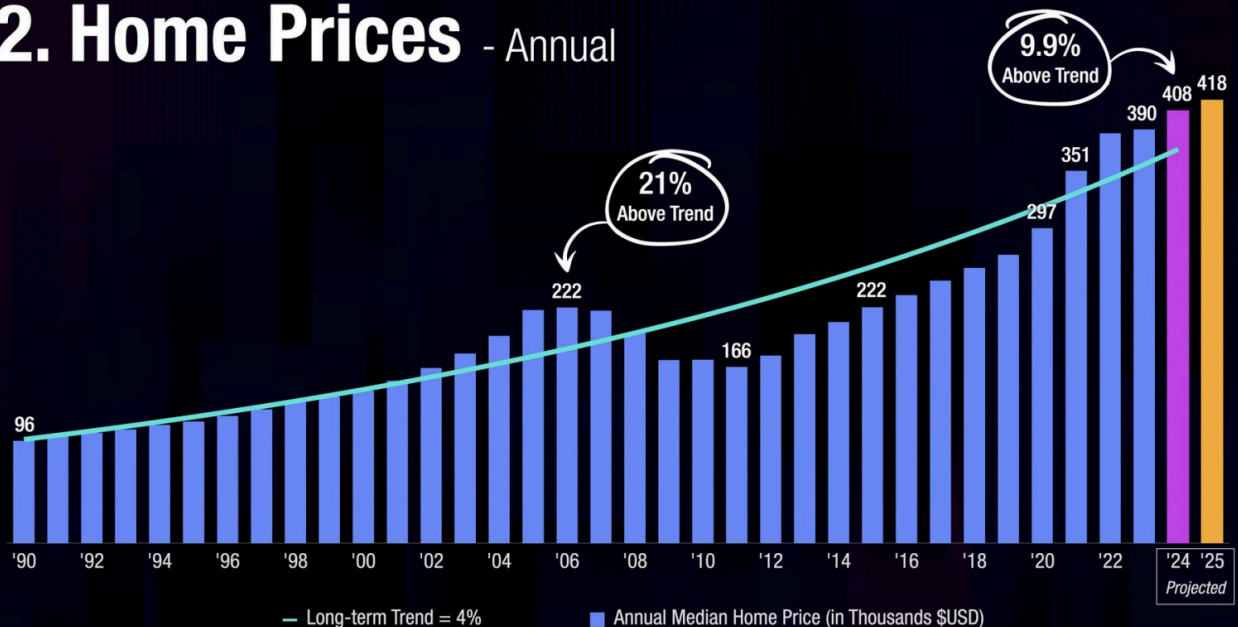
Copyright © 2025 Keller Williams Realty, Inc.
The Numbers That Drive U.S. Real Estate | Vision 2025

4

Copyright © 2025 "December Existing Home Sales." NATIONAL ASSOCIATION OF REALTORS®.
All rights reserved. Reprinted with permission. Jan 24, 2025.

KW RESEARCH

2. Home Prices - Annual



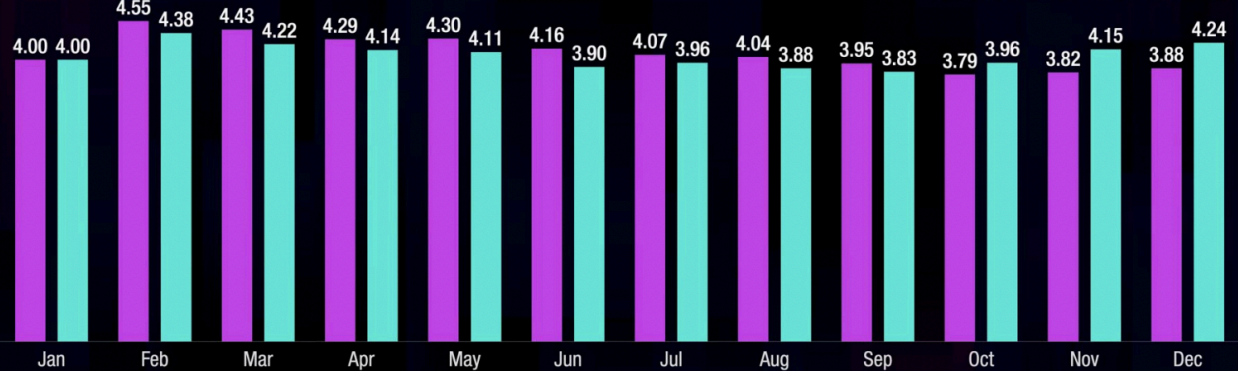
Copyright © 2025 Keller Williams Realty, Inc.
The Numbers That Drive U.S. Real Estate | Vision 2025

6

Copyright © 2025 "December Existing Home Sales." NATIONAL ASSOCIATION OF REALTORS®.
All rights reserved. Reprinted with permission. Jan 24, 2025.

KW RESEARCH

1. Home Sales - Monthly



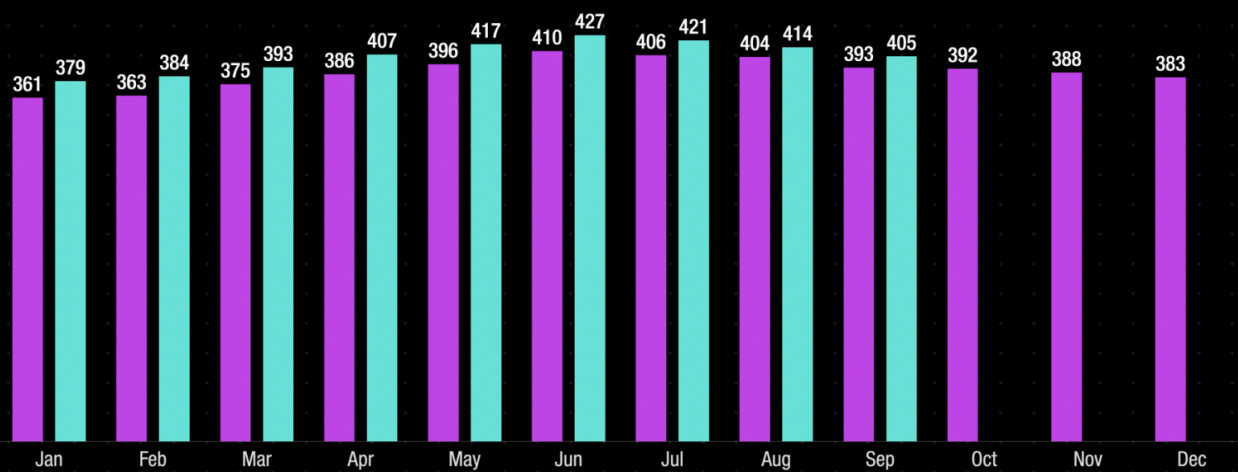
Seasonally Adjusted Annualized Sales Rate | 2023 2024

Copyright © 2025 Keller Williams Realty, Inc.
The Numbers That Drive U.S. Real Estate | Vision 2025

5

Copyright ©2025 "December Existing Home Sales." NATIONAL ASSOCIATION OF REALTORS®. All rights reserved. Reprinted with permission. Jan 24, 2025. KWRESEARCH

Home Prices - Monthly



Median Home Price (in Thousands \$USD) | 2023 2024

State of the Industry | November 2024

Source: Copyright ©2024 "October Existing Home Sales." National Association of REALTORS®. All rights reserved

KWRESEARCH

Market Data Tracking

What should you be tracking weekly?

- Month Supply
- Average Days on Market
- Average List to Sales Price %
- Average # of Showings per Listing
- # of Price Reductions
- # of New Listings
- # of Expireds/Cancelleds
- # of Pendings

Market Data Spreadsheet Here:



CMA/Pricing Ahead of the Market

Pricing Strategy:

“Now that we have an understanding of the real estate market, let’s determine what top dollar in today’s market is for your home, okay?”

“I don’t determine home prices, the market does. My goal for us is to look at your active competition and comparable properties that have sold, such that we interpret the market together and determine the correct price, sound good?”

CMA Review: (I recommend showing photos of the top 2 actives, pendings, and solds to compare.)

“Would you say this property is nicer, not as nice or similar to yours?”

Live CMA Example

Pricing Objection Handlers:

- Value is like water
- Casino Analogy
- Listing Price = Marketing Price

“Seller, I can appreciate that you’re looking to make the most amount of money and that too is what I want to have happen as well. There are 3 things that happen when pricing over the market, may I explain?
1- High online views and no showings. This does nothing for us as if buyers are touring the home, they are purchasing the home, agreed?
2 is having a high volume of showings yet receiving no offers. This is extremely frustrating for sellers such as yourself because you take pride in your home and work hard to ensure it is shown in the best condition and when your hard work results in no offers, that is not a win-win is it? Last and sometimes the most frustrating is showings with a lowball offer. Because both you and I value your home and we’re looking for the most amount of money possible, people looking for deals can result in offers less than what we’re discussing listing at today. My strategic marketing plan will attract the right buyers willing to pay top dollar in this premium seller’s market, such that we don’t have to wait and reduce the price later on, and ultimately get you to (insert motivation), which is really what you want, right?”

Pricing Expectations

“Mr./Mrs. Seller, the good news is we know what we do on the marketing side works so the only thing we are testing when we put your home on the market is the price. We will know in the first 2 weeks based on the activity and feedback exactly how we are priced in comparison to the market.

(The reason it takes only 2 weeks is that the minute we activate your listing it will be syndicated out to all the search portals and most buyers will see it immediately on their phone/tablet/computer. It may take them a week or two to make it through the property in person. At any moment in time there is always a group of potential buyers out there. After two weeks they will have seen your home and will have made a judgment about it. After that you are now waiting for new buyers to come in the market and if the current buyers said “no” what do you think the new buyers will say?)

Here are the 4 metrics we look for in the first 2 weeks to know we are priced right:

1. 3-5 showings per week
2. Buyers coming back for 2nd looks.
3. Positive feedback from the agents and their buyers
4. Offers or talk of offers

When we see these 4 metrics happening the market is telling us we are priced right. If we are only seeing a few of the metrics or none of them the market is telling us we've pushed it too far and at that point we will know what price we will need to adjust to in order to get your home sold. None of these usually means 10% above market, 3-5 showings and no offers, usually means 5% off.

Take Action NOW

1. **Download Macro Market Slides and practice reviewing with 5 people**
2. **Download Micro Market Slides and leverage tracking or add time-block to Monday's for tracking**
 - **BONUS - Add in last 12-weeks of data to tracker**
3. **Run 10 CMA's**

NEXT WEEK SESSION - “OVERCOME THE OBJECTIONS”

- 1. 3-Step Close**
- 2. Top Objection Handlers**
- 3. Pass the Baton Sheet**