

Take More Listings Now

“The Ultimate Pre-Qual and Pre-List Process”

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

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

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TODAY'S 3 FOUNDATIONAL PIECES:

- 1. LTPMAMA**
- 2. PRE-APPT CHECKLIST**
- 3. PRE-LIST PACKAGE**

LTPMAMA

- L** - **LOCATION**
- T** - **TIMELINE**
- P** - **PRICE**
- M** - **MOTIVATION**
- A** - **AGENCY**
- M** - **MORTGAGE**
- A** - **APPOINTMENT**



- LOCATION

“Where will you be moving to once you sell your home?”

“What’s happening that’s having you want to sell your home?”

“Tell me more about your plans to sell your home?”

T - TIMELINE

“What’s the ideal timeframe for you to be moved by?”

“How soon are you looking to put your home on the market?”

“Are there any specific timeframes we need to be aware of?”

P - PRICE

“How much do you think your home is worth in today’s market?”

“What price are you wanting to list your home at?”

“How much are you hoping to sell your home for?”

M - MOTIVATION

“How will your next home be different then the one you’re in now?”

“What’s your goal for making the move?”

“What will selling your home allow you to do?”



“Who else will you be interviewing for the job of selling your home?”

“What are you looking for in the agent you hire to sell your home?”

“How will you know when you’ve found the right agent?”

M - MORTGAGE

“How much do you owe on your mortgage?”

“What is your current payoff on your loan?”

“Is the property free and clear or do you have a mortgage?”

A - APPOINTMENT

“Do evenings or afternoons work better for you?”

“Would Tuesday at 4pm or Wednesday at 2pm work best for you?”

“Besides yourself, are there any other decision makers that should be at the appointment?”

Pre-Appt Checklist

Pre-appointment Checklist

Pre-appointment Checklist

- ☒ Calendar invite to all decision makers
- ☒ Calendar invite for your notes
- ☒ Send pre-appt resume email
- ☒ Send group text with all decision makers
- ☒ Friendly reminder text day of appointment

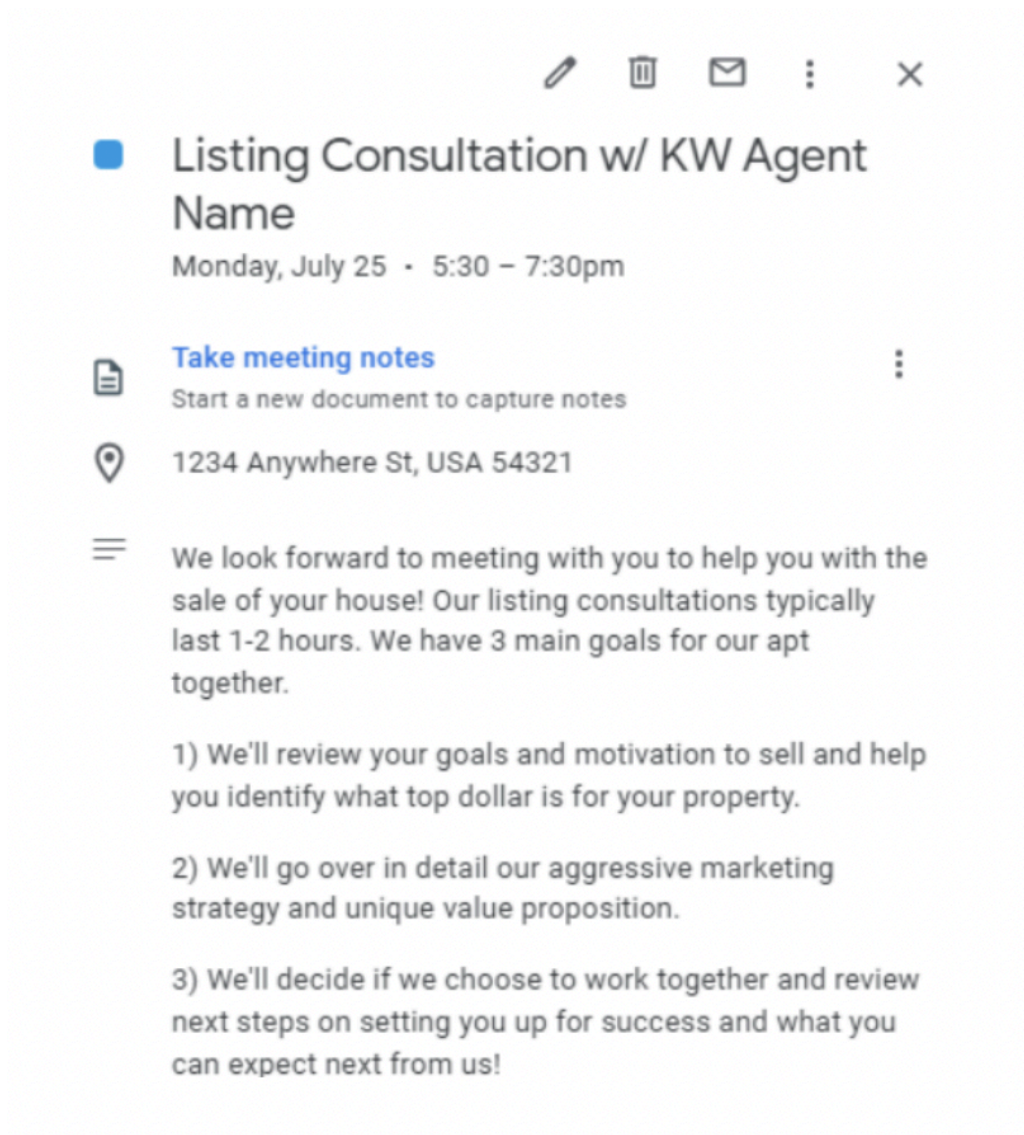
*Bonus: Drop off Branded Pre-list Packet with seller disclosures and blank listing agreement

Calendar Invite To All Decision Makers

"We look forward to meeting with you to help you with the sale of your house! Our listing consultations typically last 1-2 hours. We have 3 main goals for our apt together.

- 1) We'll review your goals and motivation to sell and help you identify what top dollar is for your property.
 - 2) We'll go over in detail our aggressive marketing strategy and unique value proposition.
 - 3) We'll decide if we choose to work together and review next steps on setting you up for success and what you can expect next from us!"
- If in person, "Listing Consultation w/ (Agent Name) - (Client Name)"
 - If zoom/phone call, "Zoom/Phone Listing Consultation w/ (Agent Name) - (Client Name)"
 - Include the address of property, send invites to both decision makers & anyone else attending the appointment, and the following in the description box:

Calendar Invite For Your Notes



Send Group Text

“Hey Mr/Mrs Seller, this is (Agent Name) with (name of Market Center). Thank you again for taking the time to speak with us today, we are so excited for the opportunity to work with you all! I have our listing agent and listing team who you’ll be meeting with in this group text (include contact card(s) below).”

“We sent you both our pre-list video to your emails as well if you get a chance to watch it! Also, if you can send over a quick picture of the kitchen, living room, and backyard area that would help us with determining what top dollar is for your house.”

“Please let us know if you have any questions. Thank you for the opportunity to earn your business, we look forward to meeting with you all!”

Friendly Reminder Text

“Good morning [Name]!

Just a friendly reminder that I will see you at your home today at 1:00pm. 😊

Looking forward to it!

Best, [Your Name]”

Send Pre-Appointment Resume Email

Thank you for allowing us the opportunity to earn your business!

You can learn more about us by visiting our [website]. We are excited to share that we have been recognized for our achievements in the industry. We encourage you to check out our reviews to see what our past clients have said about their experiences with us. [Insert any awards, accomplishments, etc., here.]

Attached to this email, you'll find a recent article highlighting our accomplishments. We've also included a profile that was recently published so you can learn a little more about our team. [Reference a few specific points from your pre-list package (PDF attachment or hard copy mailed) in this paragraph.]

Here's a quick video for you to watch before our appointment. The video outlines certain documents that will be helpful for us to review together, ultimately saving you time and money. [Including a personal touch, such as a quick video introduction with a few tips, is recommended.]

We look forward to meeting with you!

Best regards, [Your Name]

Pre-List Video Dialogue Example

“Hi! (name) here with (team name) and by now you have an appointment set up to meet with us so that we can hopefully earn the opportunity to partner with you and lead you through the sale of your home, so for that we are extremely grateful. There are two documents that can help us save you time and money. Number one that's the survey, you should have received a copy of your survey at closing if you can have that available at our appointment. Number two, if you have done a refinance or even when you purchased the property you should have a copy of your appraisal. What we're looking for in this appraisal is the square footage documented, so if you have done any updates to the house, any additions, any documentation around the square footage would be appreciated. Again just the appraisal and the survey those are two things that are going to help us save you time and money. Thank you so much we look forward to working with you!”

Pre-List Package

MARKETING PLAN



KELLERWILLIAMS.
REALTY



MEGA LISTING
AGENT

FASTTRACK

Elevating the client experience

ABOUT JANE

“I am committed to delivering the highest level of service”

Jane has quickly become a top producer not only in our local market but statewide and nationally, ranking in the top 1% in individual sales in California. Jane has helped serve well over 400 families totaling 150+ million in sales over the last 5 years which gives him a unique perspective on what's really happening in the real estate market on a daily basis. It is through sales that agents receive their understanding of the market, not the length of time in the business as the market is constantly changing on a weekly basis.

Not only does an agent need to understand the market locally but also they must understand current global economic trends and the current political environment. Jane prides himself on constantly learning and gaining insight on the local political and economic issues as well as the broader economy and its impact on local families. Being the true expert in real estate and real estate wealth planning is why Jane was attracted to the business. Education is key whether selling, buying or investing in real estate and there is just too much money on the line to not have an expert by your side.

Outside of work Jane enjoys spending time with his wife Felicia, daughter Layla, and their 4 dogs (each of them adopted 2 by marriage). Staying healthy and mentally fit is important and Jane loves riding bikes long distance and participating in events around our area. As a homeowner, husband, father, Jane understands the importance of home ownership and its impact on a family being rooted in the community and their financial security. Let Jane earn the opportunity to welcome you to our family and commit to giving you an entirely different real estate experience. Once he has had the opportunity to work for you his goal is to maintain that relationship for life.



Jane Doe
★★★★★ 5 star agent - Zillow

OUR MISSION

MEGA LISTING
AGENT | FASTTRACK



To create the next evolution of real estate by elevating our client's experience through, personalized service, experienced advice, and cutting-edge technology.

We are revolutionizing full service real estate. Our goal is simple, create the most unique hassle free purchase/sale process that you have ever experienced. Utilizing technology and marketing investment, we sell homes faster and for more money than the competition delivering on our promise of the ultimate real estate experience.

-Our Values-

FAMILY

Family
centered.

Accountability
in all things.

Movement
forward always.

Integrity In
What We Do.

Loyal to each
other.

Yes we can
mentality.



AGENT vs TEAM

WORKING WITH A SINGLE AGENT VS
WORKING WITH **ELEVATE REALTY GROUP:**



OUR TEAM WORKS TO SELL YOUR HOME

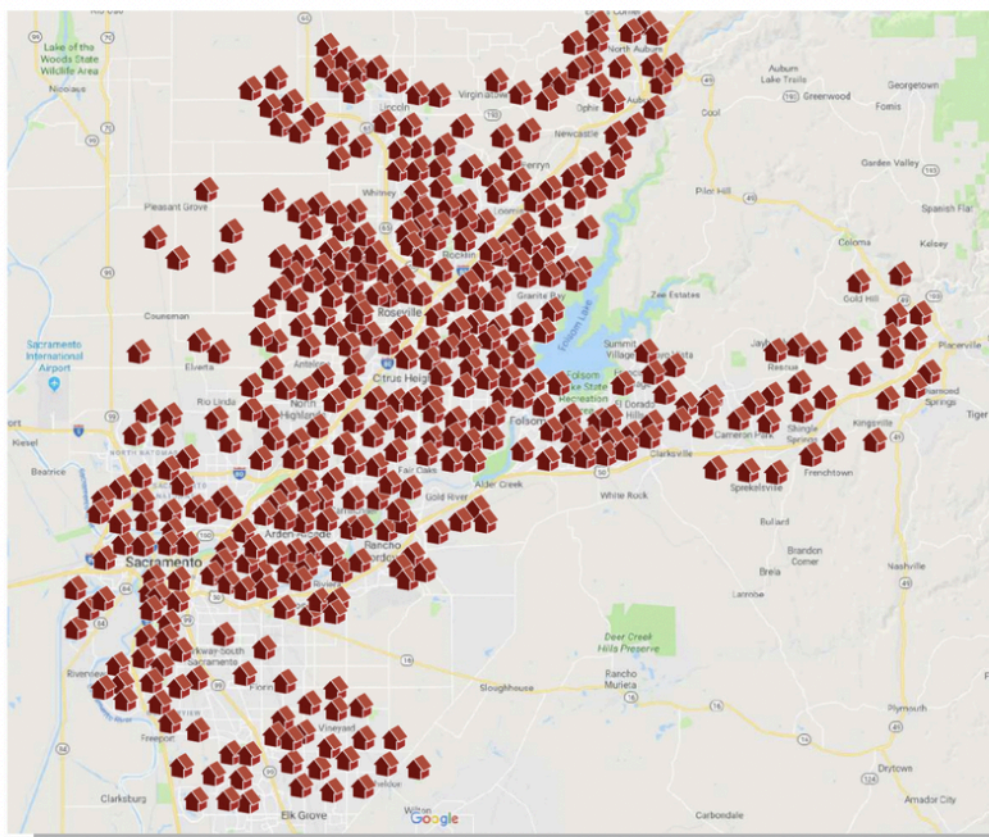
In today's market one agent alone cannot do all there is to fully expose your home. Our team works on your behalf to market and sell your home for top dollar with the least amount of inconvenience.

HISTORY OF SUCCESS

MEGA LISTING
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We have successfully helped 450+ families move in
the last 5 years!

LAST 24 MONTHS: **270 HAPPY SELLERS**





-EXPERIENCE THE DIFFERENCE-

FUNCIONARY vs FIDUCIARY

1.	Tells and Sells	Educates and Guides
2.	Responds to Needs	Anticipates Needs
3.	Assumes Little Responsibility	Accepts High Responsibility
4.	Completes the Task	Owens the Results
5.	Delivers Information	Advises and Conults
6.	Meets Expectations	Exceeds Expecations
7.	Replaceable	Irreplaceable

OUR COMMITMENT

MEGA LISTING
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OUR PROMISE IS TO DELIVER A 10+ CUSTOMER EXPERIENCE AND EXCEED EXPECTATIONS!

1

We are 100% focused on you! We anticipate your needs, and provide anything that can make life easy in this process.

2

Our team and processes are designed around ensuring we deliver on this promise.

3

We use our experience to stay in front of roadblocks, most often unnoticed, and we want it that way!





WHAT SETS US APART

150+ MILLION IN SALES AND 400+ FAMILIES SERVED AND COUNTING.



140
number of homes
sold last year



45%
We sell faster than
the average agent



102%
We sell homes
for more money



100%
Client satisfaction
cancellable contracts

OUR TARGETED PLAN

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Each step has been proven and tested through years of trial and error and improvements. By staying ahead of the market and technology we give our clients a competitive advantage.

• OPTIMIZING FULL POTENTIAL

We will work with you to optimize your homes potential by providing professional staging consultations, suggestions on improvements, and providing trusted vendors.

• EXPERT PRICING

Your home's price will be determined by strategically considering current market conditions, competition and trends.

• STAND OUT IN THE CROWD

We will make your home shine utilizing state of the art Video, Photography, and Virtual Tours.

• PROACTIVE OUTREACH

We will canvas your neighborhood through door knocking, holding open houses, signage, and outbound calling.

• TARGETED ADVERTISING

Your home will receive maximum exposure through placement in the MLS, targeted social media ads, unique forums, email campaigns and over 700 INTERNET FEEDS.

• INTERNATIONAL EXPOSURE

By partnering with Keller Williams we are provided the largest referral network for real estate worldwide.

• PROMOTE THROUGH RELATIONSHIPS

In today's market, sellers must sell their home twice, once to potential buyers and once to agents. We focus our time and energy marketing not just to potential buyers but also to agents in our market.

• TIMELY RESPONDING

You can expect quick and efficient responses to inquiries regarding your home.

• QUALIFY BUYERS

We will use our experience to qualify prospective buyers of your home prior to presenting any offer.

• THOROUGH FOLLOW UP

We will promptly provide feedback from all showings as well as potential buyers we have shown it to.

• FREQUENT COMMUNICATION

You will be provided with proactive communication throughout the entire process.

• COLLABORATIVE TECHNOLOGY

We utilize a cutting edge tool that includes you in the process. This provides transparency by giving you a window into the hard work that is being completed.

• EXPERIENCED NEGOTIATION

Through experience we have averaged our clients 102% of their asking price.

• OUR GUARANTEE

You can expect an ELEVATED CLIENT EXPERIENCE. However, if for any reason you are not 100% satisfied with our services, you may cancel at any time.

• BOTTOM LINE

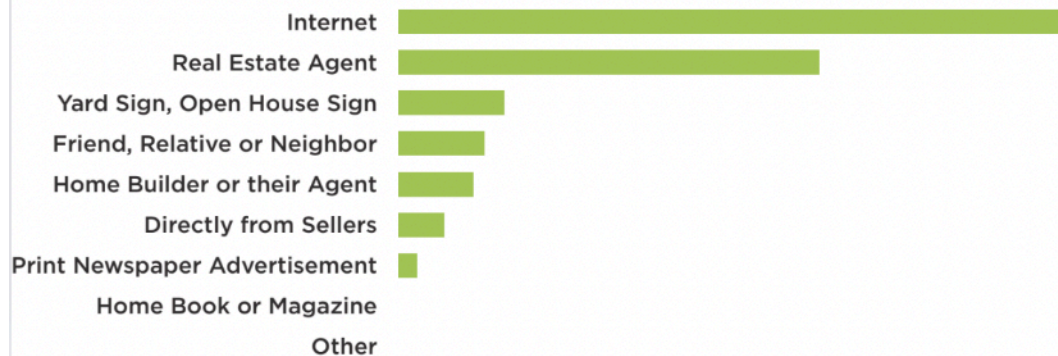
We deliver on our promise to get the job done without compromising the level of service you will receive.

WEB MARKETING



HOW BUYERS FIND THEIR HOME

NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME
BUYERS AND SELLERS 2017





WE ARE NUMBER ONE

MEGA LISTING AGENT | **FASTTRACK**

#1
Closing Listings

#1
Closed Volume

#1
Agent Count

IN THE UNITED STATES!

kw GREATER SPRINGFIELD
KELLERWILLIAMS. REALTY

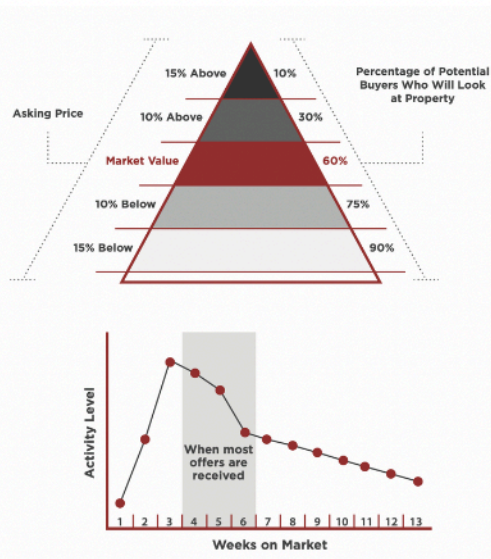


PRICING YOUR HOME COMPETITIVELY

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

Through my competitive market analysis and area knowledge, I'll help you find the pricing sweet spot for your home.



REAL ESTATE GPS

MEGA LISTING AGENT | FASTTRACK

We have simplified the process of real estate and have broken it down into very clear and concise steps so you can always know what happens next.

The Real Estate transaction is complex and navigating you through every step of the sale is my expertise.

- | | |
|---|---|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis | <input type="checkbox"/> Negotiate contract |
| <input type="checkbox"/> Sign listing agreement | <input type="checkbox"/> Go under contract |
| <input type="checkbox"/> Prepare your property for sale: staging, photography, etc. | <input type="checkbox"/> Facilitate inspection process |
| <input type="checkbox"/> Launch "coming soon" marketing campaign | <input type="checkbox"/> Negotiate any issues |
| <input type="checkbox"/> Establish a competitive price | <input type="checkbox"/> Oversee appraisal |
| <input type="checkbox"/> Officially list your property | <input type="checkbox"/> Coordinate and prepare for further inspections |
| <input type="checkbox"/> Launch "just listed" marketing campaign | <input type="checkbox"/> Final walk-through |
| <input type="checkbox"/> Start showing your house and hold open house | <input type="checkbox"/> Close! |
| <input type="checkbox"/> Receive and present offers | <input type="checkbox"/> Client Events |
| <input type="checkbox"/> Begin attorney review | <input type="checkbox"/> Team Functions |
| | <input type="checkbox"/> Refer Family/Friends |



Elevating the client experience

THE MEGA LISTING
AGENT

FASTTRACK

LAUNCH CAMPAIGN

MEGA LISTING
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COMING SOON CAMPAIGN

- Walk through and needs analysis
- Professional photography and videography
- Professional yard sign
- “Coming Soon” email blast to database of past clients, current clients, agents.
- “Coming Soon” social media touch on Instagram and Facebook
- “Coming Soon” callout campaign to highly qualified buyers

JUST LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway flyers
- “Just Listed” email blast to database of past clients, current clients, and agents
- Custom landing webpage and funnel campaign promoting open house
- “Just Listed” social media touch on Twitter, Instagram and Facebook
- “Just Listed” callout campaign to highly qualified buyers
- Open House strategy implemented

OPEN HOUSE CAMPAIGN

- Placing a yard sign and directional signs on key corners
- Distributing flyers, email invites & website posting the week before the open house
- Personally knocking on your neighbors doors to invite them to attend & tell their friends
- Calling the morning of the open house to remind everyone about attending
- Targeted social media campaign promoting the open house on Facebook, Instagram and Nextdoor



WE ARE LOVED!

(SEE WHAT OUR CLIENTS ARE SAYING ABOUT US...)



Renata Lewis

“Mega Listing Agent surpassed my expectations. Informative, relevant, relatable & specific personalized content such that one can easily implemented into their content. This is a must coaching program for anyone looking to grow & succeed in leading with listings!”

Dan/ Barbara

“Exceptional Service and Expertise!”

Our experience with this real estate team was outstanding! Their commitment to excellence and deep understanding of the market made our home buying process incredibly smooth. They listened attentively to our needs, guiding us through every step with professionalism and a genuine interest in finding us the perfect home. Their responsiveness and negotiation skills were top-notch, ensuring we got the best deal possible. We're beyond grateful for their support and expertise, and we couldn't be happier with our new home. Thank you for making our dream a reality!"

Monica

“Highly Recommended Team for Your Real Estate Needs!”

I cannot praise this real estate team enough! Their dedication, knowledge, and unwavering support throughout the selling process were exceptional. From the moment we engaged with them, they provided personalized attention, valuable insights, and a strategic plan to market our property effectively. Their communication was prompt and transparent, making us feel confident and informed at every stage. Their professionalism and commitment to delivering results were truly impressive. Selling our home was stress-free, thanks to their expertise. I highly recommend this team for anyone seeking a seamless real estate experience."



THANK YOU

for the opportunity.

Visit www.themegalistingagent.com
for more information.

 MEGA LISTING
AGENT | ***FAST**TRACK*

Take Action NOW

- 1. Update Micro Market Tracker**
- 2. Identify your Message of the Market this week to Post on Social Media, TCPA-compliant Text to Follow Ups, and use in conversations**
- 3. Practice Pre-Qual Questions and Print Off in Bunker Area**
- 4. Define or Redefine Your Pre-Appt Process**

NEXT WEEK SESSION -

“ASK AARON AND EMILY ANYTHING”

- 1. Course Review**
- 2. Q&A**
- 3. Review Link**