

SMART AGENT ALLIANCE

Conducting a Listing Appointment



For Sale

\$750,225

5200 sq ft / 4 Bedrooms / 2.5 Bathrooms
9457 Rangley Court Unit 212
Denver CO 80216

exp[®]

Insert Agent Photo

Sheldon Smart
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\$495,500

JUST LISTED

4321 Sample Avenue
Any City, State 98765

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Solo un profesional de la actividad es la mejor opción para la venta de inmuebles.
Sólo los profesionales tienen la experiencia para vender su casa.



For Sale

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3457 Rangley Court Unit 212
Denver CO 80216



FOR SALE

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Three important things have to happen during a listing appointment for you to walk away with a signed agreement:

- You have to have communicated your value.
- You have to have differentiated yourself from the competition.
- The seller has to completely trust that you are a listing expert agent.



That's why having an intentional, structured listing presentation is crucial. It will guide the conversation so that your seller can't help but believe you're the right agent to sell their home.

Read on to see some of our proven Listing Presentation Template -- and the scripts that will win you the agreement!

Setting Expectations

Begin by sharing the agenda so that the client knows what to expect from the appointment. As you fulfill this agenda, it will begin to build your seller's trust in you. They'll think, "This agent promised me this, and they are making good on that promise."

Very quickly after you begin your presentation, you should delve into what's happening in your local market. You can get local statistics from your MLS, board, or brokerage. Interpreting these market statistics for your clients builds trust and confidence in you as a listing expert agent! It also sets expectations that will ensure the rest of the listing presentation conversation flows smoothly.



First, ask the client about their understanding of the current market. Here is a script you can use to assess their knowledge:

"I know you have lived in this neighborhood for several years and have seen houses going on the market over time. How do you think the market is in your neighborhood right now?"



Many people utilize large news sources to gather information about the market. These sources aren't reporting the exact statistics for local neighborhoods, which is what your client needs to understand. Use this script to help correct their understanding of the market:

"I understand, I watch the news too. Unfortunately, they're not sharing what's actually happening right here, right now. So, let's take a look at what is happening right here, right now, and what this means for you and your family."

Proving Your Competence

Once your client understands the state of their market, you should pivot to your own personal stats. Use results and statistics that paint you in the best light and show how you are outperforming your competition. If you are a newer agent, or if your personal stats aren't presentation-worthy yet, you can lean on your brokerage's performance.



You can start the conversation by simply asking, "Do you like statistics?" Continue on with this script to explain why you are the agent to be hired:

"I like tracking specific statistics in my own business so that I can ensure I am outperforming my competition when it comes to working for you. I'd love to share a couple of statistics with you and discuss what they mean for you."

At this point, you should explain your personal statistics. Here's what it would sound like to explain the statistics above to a client:

You should then use actual numbers to show your client what this means for them. For example, if you sell their home for \$450,000, they will net \$15,525 more than an average agent could get them.

If you hire an average realtor, they will sell your house for 98.25% of asking price. Again, in my experience, that is a strong statistic. However, we are getting our clients 101.7% of asking price on average. This means we are demanding 3.45% more than our competition."

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Revealing Your Methods

Now that you have impressed your prospect with your results, you'll need to show how you got them. This is all about the 3 P's of marketing.

Explain to your clients that the old 3 P's of marketing were to Put the home in the MLS, Place a sign in the yard, and Pray that it sells. But in today's tough market, that is not enough! Instead, emphasize that your new 3 P's - Preparation, Promotion, and Pricing - will ensure that your clients get the results they want.



You should never tell a client something that you can show them. Starting with Preparation, you can show the seller evidence of how you have prepared other homes for sale. Effective examples include before-and-after photos of a staged home and professional photography of previous homes sold.

Next, you'll show the client how you will Promote their home. This should be a list of all of the marketing activities you will do to get their home the greatest exposure to the greatest number of potential buyers and their agents.

Lastly, you should address your Pricing strategy. When working with sellers, pricing can be the biggest point of contention. Explaining the dangers of pricing a home incorrectly can help smooth conversations.

Most sellers are not fully educated on pricing strategies. Here's a script you can use to explain the concept to them:



"Homes priced outside of the market value will sit on the market for a long period of time. Homes priced just above market value will cause lowball offers. Both of these are not desirable outcomes.

To get the best price, you need to make sure the home is in excellent condition and that your price is within the market. That is how we get multiple offers and demand more than asking price."

At this point, the client has learned everything they need to know to choose you as their listing agent. You can review the topics you covered and transition smoothly to discuss pricing and paperwork, as well as answer any questions the client may have.

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