

The Perfect Listing Presentation Collateral Package

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- Document list for Listing Presentation
- Calendar for Marketing Plan
- Case Shiller Graph – 1890 to Present
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The Perfect Listing Presentation The Initial Phone Call - Dialogue

“

I'm so glad you called. I'll have to call _____ and thank them for the referral. Before I ask you about your situation, let me tell you how I work. I have a three step process.

1. The first step is, I'll ask you a series of questions to fully understand your situation and objectives. Do you have time for that now? Great!
2. Next, I'll come to your house and you can show me the property as you would to a potential buyer while I take very thorough notes. You can show me everything you love about the house and we'll identify any potential challenges. Does that make sense? (Gaining buy-in)
3. And the third step... after I've had a couple of days to do a thorough market analysis, I'll have you come to my office where I will present a strategic marketing plan that will maximize exposure of the property and help us sell as quickly as possible for the highest possible price. How does that sound?

”

The Perfect Listing Presentation Documents for Property Visit

Remember, this is only a 15-20 minute visit.

- ☐ Seller Interview Questions (in packet; review necessary q's)
- ☐ Property visit notes page (in packet)
- ☐ Listing Box drop-off letter (in packet)
- ☐ Market share data (intranet → Marketing → Market Share; or from Agent Metrics)
- ☐ Questions for REALTORS® (in packet)
- ☐ Neighborhood Market Report (intranet → Training → Coaching Center → Coaching Archive; or The Thing through ConnectMLS)
- ☐ Sample property brochure from a past listing
- ☐ Sample *Just Listed* postcard from past property
- ☐ Agent branding book (if applicable)

SELLER INTERVIEW QUESTIONS

The following questions are designed to establish a listing client's objectives. The answer to these questions will tell you a story which will gauge the client's intention, urgency and how educated and realistic they are about selling their home.

1. What are your objectives in selling your house? Why are you moving?
2. Do you want to sell or do you absolutely need to sell?
3. Why did you buy this house?
4. How would you define a win for yourself in this situation?
5. What are 10 things you love most about house?
6. What are 10 things that someone buying your house might view as a negative?
7. Are there any things that need to be fixed in your home prior to going on the market?
8. Is your home ready to be shown to a potential buyer today?
9. Where would you like to move to?
10. Who were you when you bought this house (how old were you, did you have kids, what were your needs when you bought this house)
11. Is renting your home an option?
12. If you were a buyer would you buy your house today at the price that you are suggesting?
13. Was the school dist. important when you moved in?
14. What are the most important Neighborhood amenities to you?
15. If you were going to stay here what would you change in the house?
16. Do you know how much you owe on the house?
17. Do you think that you owe more than the house is actually worth?
18. What do you think your house is worth – what are you basing that on
19. Is this an urgent situation?
20. Am I in competition for the listing? Who am I competing against?

Always be aware of the client's objectives because you should always be going back to those to assess the process. If they are resisting a realistic strategy, you can point out that this is standing in the way of their objectives.

January 03, 2013

Mr. and Mrs. Seller,

Thank you for the opportunity to talk with you about potentially listing your home for sale. I'm grateful for the time you're dedicating to this very important transaction in your life, and know that I take it seriously as well.

I'm leaving you with our @properties Listing Book that you may look through at your leisure. There are several important items and pages within, so it would be ideal if you could flip through it before we meet again to discuss the accurate pricing and specific marketing plans.

Here is a summary of what is included in the book along with what it means for you as sellers:

1. **@properties Market Share** – we're #1 in Chicago and have the fastest-growing market share in many areas by volume as well as number of transactions. That means that we have the highest level of exposure both online, and in the neighborhoods in which we work resulting in more "views" for your property
2. **Market within a Market** - @properties has the highest ratio of in-house transactions. Industry-leading, proprietary tools like our brand new @gent App allow us to market your property to over 1,000 @properties agents prior to even hitting the market. This creates a pre-listing buzz and can result in shorter market time and the highest possible selling price.
3. **Exposure** – we create the highest level of exposure through @properties marketing programs. More exposure is the key to selling and means more page views, more phone calls, and more showing requests. All of these ultimately result in shorter market times and higher overall selling prices.
4. **Pricing** – the biggest question on your mind is probably what your home's value is currently. After touring your home I'll be creating a Comparative Market Analysis that will take into account many factors. In conjunction with exposure, pricing is the most important factor when selling a property. We'll discuss the current market dynamics and how we'll price your home to sell so that we meet your objectives. Testing the market can be detrimental, so we'll be sure to price according to what the market can bear to result in the shortest possible market time and highest possible selling price.

I have also included in this book a list of questions to ask other brokers that you may be interviewing. Often, sellers aren't sure what to ask and I want you to have solid data and performance so that you may be confident in the broker with whom you choose to work.

Thank you again for this opportunity and I'm looking forward to presenting the pricing analysis and marketing plan for your property

Sincerely,

Agent Blah Blah

Initial Property Visit Notes

Property:_____ Date:_____

Seller(s):_____

ASK:

Who were you when you purchased?

Top reasons you love this property:

COMPLETE:

Advantages of the property:_____

Disadvantages:_____

Improvements made:_____

Seller – Agent Interview Questions

The following questions are provided for you so that you may easily evaluate brokers that you are interviewing for the sale of your home. You want to be sure to choose an agent based on results and demonstrated success.

1. What is your list price to sale price ratio over the last 36 months?
2. What is your total sales volume year to date?
3. What are your cumulative average days on market for the last 36 months?
4. What is your professional background prior to real estate?
5. How long have you been in real estate?
6. What is the neighborhood/village that you primarily do business in? I.e. what is your area of expertise?
7. Tell me why I should work with you.
8. What differentiates you from other realtors? What is your point of difference?
9. Do you accompany all showings?
10. How often and by what means are we going to communicate?
11. What is the most effective means to create exposure for the sale of my property?
12. What is the average list price to sale price in my area for comparable properties?
13. What is the average market time for comparable properties in my area?
14. What is your forecast for market conditions over the next 6 months?
 - a. -Nationally
 - b. -Regionally
 - c. -For my specific area
 - d. -For my specific property
15. What are the economic factors that play into market conditions?
16. Is your company's market share expanding or contracting?
17. What is the feeder market for my property?
18. At what price would YOU buy my house?
19. What are the 3 best things about my house?
20. What are the 3 biggest deficits for my house?

The Perfect Listing Presentation Documents for Listing Presentation

- ☐ **Graph of Real Estate 1890 to Present** (intranet → Training → Coaching Center → Coaching Archive)
- ☐ **Median Pricing for Chicago/Village** (Agent Metrics)
- ☐ **Median Pricing for Neighborhood** (Agent Metrics)
- ☐ **Specific comps that tell a story – no more than six** (ConnectMLS)
- ☐ **SP:OP and SP:LP Comparison Graphs** (Agent Metrics)
- ☐ **Cloud CMA/MLS CMA/Toolkit CMA** (whichever you prefer)
- ☐ **Property-specific marketing plan with calendar** (Coaching Archive)

~ November 2013 ~						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5 Election Day	6	7	8	9	10
11 Veterans' Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 Thanksgiving	29	30	

~ December 2013 ~						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25 Christmas	26	27	28	29
30	31					

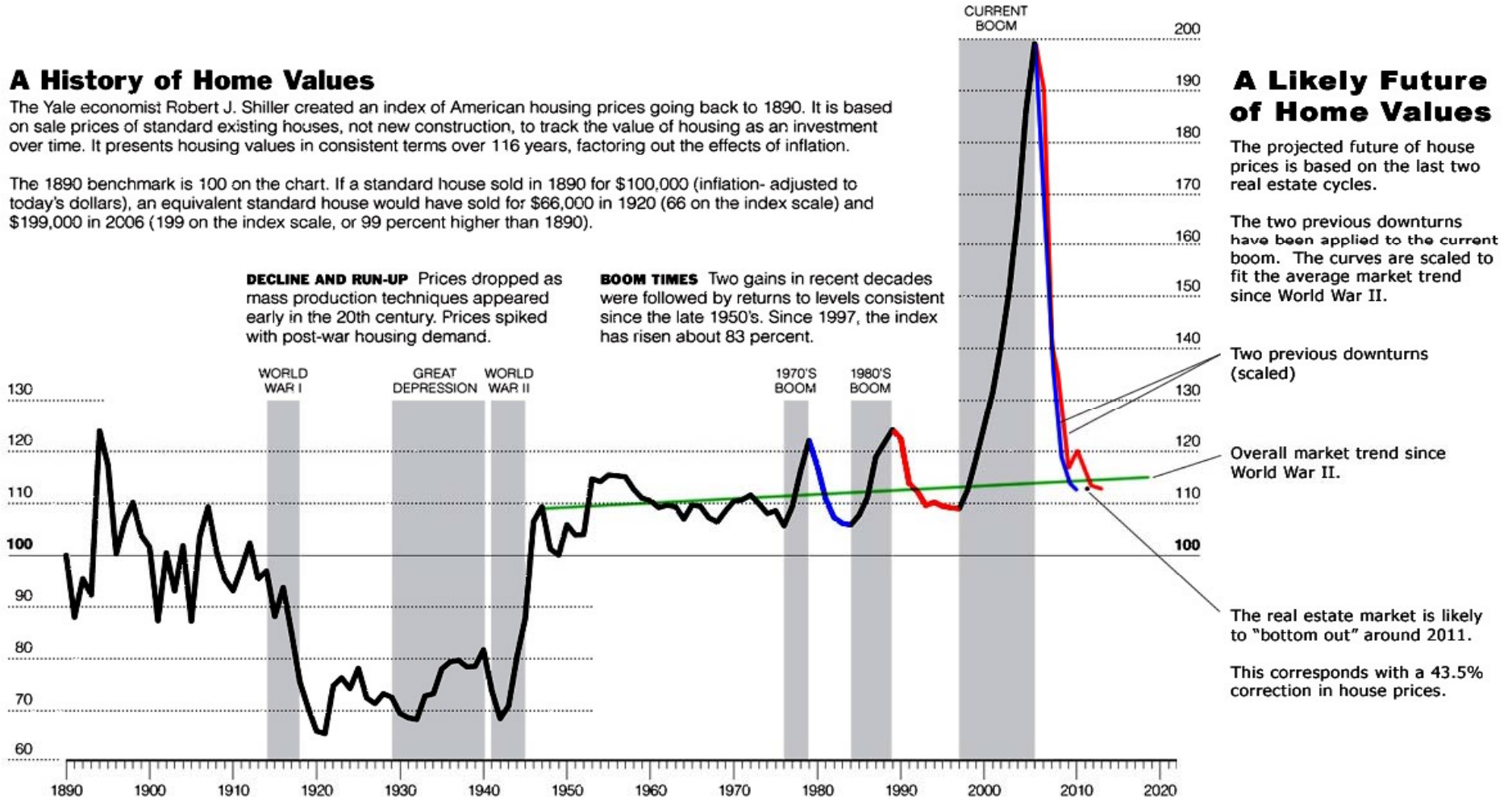
A HISTORY OF HOME VALUES : 1890 TO PRESENT

A RISE AND FALL OF 43.5% NATIONALLY

A History of Home Values

The Yale economist Robert J. Shiller created an index of American housing prices going back to 1890. It is based on sale prices of standard existing houses, not new construction, to track the value of housing as an investment over time. It presents housing values in consistent terms over 116 years, factoring out the effects of inflation.

The 1890 benchmark is 100 on the chart. If a standard house sold in 1890 for \$100,000 (inflation-adjusted to today's dollars), an equivalent standard house would have sold for \$66,000 in 1920 (66 on the index scale) and \$199,000 in 2006 (199 on the index scale, or 99 percent higher than 1890).



THE PRICING CONVERSATION

