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# LISTING PRESENTATIONS

## **Guidelines for Giving a Successful Listing Presentation**

For the Real Estate  
Professional

# KEY COMMUNICATION SKILLS

## **PRINCIPLE ONE:**

MAINTAIN OR ENHANCE SELF-ESTEEM

## **PRINCIPLE TWO:**

LISTEN AND RESPOND WITH EMPATHY

## **PRINCIPLE THREE:**

ASK FOR THEIR HELP & ENCOURAGE THEIR INVOLVEMENT

## **PRINCIPLE FOUR:**

MAKE PROCEDURAL SUGGESTIONS WHEN HAVING A DISCUSSION

# SAMPLE LISTING PRESENTATION SCRIPT

## I. Establish and Reestablish Rapport (approximately 10-15 minutes)

### *Small talk, get comfortable in living or family room*

First and foremost, remember to be on time, but not too early. Since many of your presentations are in the evening, it's important to establish a comfort zone for both you and the sellers. Make small talk and conduct this discussion in the living or family room (stay away from the kitchen table until the proper time).

## II. Establish Control (approximately 5 minutes)

### *Move to kitchen table, set the agenda, minimize distractions*

After 10-15 minutes, it's time to shift the meeting to the kitchen table. TAKE CHARGE HERE! Politely ask the sellers to sit in such a way as to be sitting beside each other and yourself so you can present your visuals to them together. This is a great opportunity to set the agenda and let them know how you would like to conduct the meeting and get their approval to do so. This can help you avoid a premature discussion about price, proceeds, etc. Also, don't be afraid to politely ask them for an hour of their undivided attention. REMEMBER: if they insist on talking price right away and you submit, you've given them control. Assure them that you will address the price and terms in a few minutes, but that you'd like a few minutes to tell them about yourself and your company. When they say "sure," you're in control.

## III. Sell Yourself and Your Company (approximately 10 minutes)

### *Use your listing presentation system to sell BENEFITS*

Remember that this is very important to avoid having a premature discussion about price and terms, which is the next step as the seller will feel comfortable with you helping them with their decision only after they're convinced that you and your firm are the ones to do the job for them.

In reality, this is probably the most important step, as you are specifically addressing the sellers' concerns. It is also important to have done a thorough job of having qualified the seller earlier in the fact-finding phase. This fact-finding phase should have taken place in your initial conversation setting up the appointment. You should have a complete "Seller Profile" (from the initial conversation), which should include their motivation, urgency, family and personal needs, their next location, experience selling a home, their expectations and financial requirements. Your presentation should focus on their needs in these areas. You may want to consider preparing personal listing kits with the sellers' name on the front for them to keep.

# SAMPLE LISTING PRESENTATION SCRIPT

It is important to utilize your listing presentation kit, which contains visuals, in this phase. Visual aids greatly enhance the sellers' understanding of what you and your company have to offer. In your verbal presentations, I recommend using the following tie-down methods:

*fact:* (i.e., xyz realty has over xxx offices and xxx sales associates in (name of town, state or country))

*bridge:* (i.e., what this means to you is...)

*benefit:* (state the benefits to them)

*tie down:* (ask the sellers what they think about what you stated)

Pick five to eight features to discuss during this process (no more than eight).

## IV. Deal With Price and Terms (approximately 15-30 minutes)

### *Use your marketing plan, CMAs and net sheet*

A thorough understanding of your CMA is very important. Present it in laymen's terms in discussing comparables and be specific how each comparable property in the "sold," "available," and "expired" categories compares to their property. Also be sure to discuss the competitive pricing at this time. During this phase, the sellers will see the validity and reality of the market place.

The more you can make this their decision, the better it is for you. If your CMA is thorough and complete, if you communicate it clearly, and if you discuss competitive pricing the sellers should see the logic and benefit of a realistic price.

This is also where you show the sellers a net sheet. Make it as conservative as possible using a "worst case" analysis. A pleasant surprise (at closing) will always work to your favor while an unpleasant surprise will work to your disfavor. This is where you want to tie back to your marketing plan for their property. Doing these steps will aid you significantly in your closing phase.

Ask the sellers if they have any questions regarding anything you've gone over so far.

## V. Trial Closes and Handle Objections (approximately 5-30 minutes)

Now it is time to take charge and ask for the listing ("Mr./Ms. Seller, may I have your approval on this authorization so we can get right to work marketing your property?")

In many cases, there is a sigh or some kind of guttural utterance or expression like "We need to think this over," or "We need to sleep on this." NEVER attack your seller on this and express empathy letting them know that you understand that this is a big decision for them. However, after you have done this, it might be effective for you to ask them if they have any questions on any part of your program or any concerns about the

## SAMPLE LISTING PRESENTATION SCRIPT

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agreement. Ninety percent of handling a concern/objection is finding out what it is and confronting it. This technique is simply called “restate, agree and probe.” When you restate, be sure to paraphrase their response back to them (i.e., “We don’t want a sign on our property” – “I’m sure you have good reason for not wanting a sign; would you mind sharing with me that reason?” “Our neighbors are nosy and people would probably drop by at inconvenient times” – “So, if I’m understanding you correctly, you have some concerns about your neighbors gossiping about you and that you might be disturbed at inconvenient times?”) All of this is really encompassed in handling objections.

Once you have determined the underlying issue, the next step is to isolate the objections. Now that you have the sellers opening up about their concerns, you might as well seize the opportunity and have them lay their cards on the table. You might say: “Do you have any other concerns besides this one?” or “Is that the only concern that is keeping you from making a decision to list with me tonight?” If there are any additional concerns, handle them one at a time.

Answer their concerns by providing information that they need to address the concern. A very effective technique is to “reflect” on their reactions to the presentation of selling yourself and your firm earlier in the appointment. (i.e. “Earlier when we discussed our marketing plan, you seemed very impressed with the fact that we promote your property within your own neighborhood to build the awareness of your property.”) This might be a good time to offer some other marketing steps and their benefits that will help you offset the sellers’ concerns. Be sure to again use your visual aids, as they often become very vital when you are at this stage with them.

### VI. Final Close for Listing (approximately 1-2 minutes)

This encompasses your validation that you have answered the sellers’ objections and concerns (i.e., “Mr./Ms. Seller, do you see why for sale signs are so important to us and to you in the marketing of your home?”) If they give you a positive response, then it is time to go on and CLOSE FOR THE LISTING. If their response is less than positive, then you need to go back and start over handling each objection one at a time.

### VII. Precondition

Pre-conditioning should be done as soon as possible after you obtain the listing, and it is very important that the seller understands what is involved in the marketing process. Such areas as property condition, what to do if a buyer comes by, open houses, office tour and other areas need to be discussed in detail. This step is very important in minimizing the chance of any misunderstandings of the seller.



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## SET THE AGENDA DIALOGUE

“Mr./Ms. Seller, I know you have some questions about price and terms and I promise you that we’re going to get to that in just a few minutes.

As a matter of fact, you are the ones who are going to make that decision. What I’m here to do tonight is to share with you the information you’re going to need to make that decision. So why don’t we do this first, allow me to share the information with you and then you make that decision. How does that sound to you?”



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# PATTERNED INTERVIEW FOR SELLERS

*Be sure to cover these points in your listing presentation!*

**SELLER PROSPECT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**PHONE (HOME):** \_\_\_\_\_ **(OFFICE)** \_\_\_\_\_

Would you mind sharing with me your reasons selling? \_\_\_\_\_

(Look for type of motivation and degree of urgency.)

Where are you moving to? \_\_\_\_\_

(Suggest your company's Relocation services, if appropriate.)

How soon do you need to move? \_\_\_\_\_

(Time pressure may motivate to use alternative financing.)

How do you feel about moving? \_\_\_\_\_

(Get reaction of all parties involved.)

How does the rest of the family feel about moving? \_\_\_\_\_

(Children's attitudes can be important.)

What would you do if this property didn't sell within three to four months? \_\_\_\_\_

(Look for reactions and opportunities to suggest alternative financing.)

# PATTERNED INTERVIEW FOR SELLERS

*Be sure to cover these points in your listing presentation!*

What experience have you had with other brokers? \_\_\_\_\_

(Explore attitude toward real estate professionals. Become aware of any previous problems.)

What do you know about recent market activity in the area? \_\_\_\_\_

(Learn how much they know about pertinent sales and current listings and how they were sold.)

Realistically, what do you think would be the best price obtainable for your home? \_\_\_\_\_

(You *must* know and *respect* their point of view.)

What alternative ways have you thought about using to sell your home? \_\_\_\_\_

(Opens door for you to suggest alternative financing to sell their home.)

Why did you decide on that particular value? \_\_\_\_\_

(This will help you learn the strength and *validity* of their opinions.)

Are you consulting any other real estate companies? \_\_\_\_\_

(Be aware of your competition. Always ask for a “last call” before their final decision.)



# **HANDLING SELLER CONCERNS**

## **1. CLARIFY**

- Listen carefully. Make sure you understand clearly the nature of the concern (why don't they want a yard sign).
- Determine reason behind concern (ask why).

I'm sure you have an excellent reason for feeling that way. Please help me to understand why it would be a problem for you.

- Restate their concern in your own words (in other words,...)
- Express empathy (I understand how you feel...).

## **2. ISOLATE OBJECTION**

- Do you have any other concerns?

## **3. ANSWER OBJECTION**

- Introduce features and benefits (why a yard sign is in their best interest).

## **4. VALIDATE ANSWER**

- “Do you see Mr./Ms. Seller why this is important?”

## **5. CLOSE**

- Ask for a commitment.

## **ANSWERING CERTAIN OBJECTIONS:**

### **I have a friend in the business**

- Acknowledge that you understand why they would feel obligated.
- Ask how they would feel if they had to fire their friend like they could with us.
- Ask how comfortable they feel about sharing certain delicate information about themselves with their friends.
- Emphasize the importance of our marketing plan and that their friend should have also prepared one that is as aggressive as ours.
- Ask if their friend is in the business full-time.
- Use your comparison flow chart comparing us with their friend's company.

### **I want to interview other brokers**

- Acknowledge that it would be a "good idea."
- Remember to keep the recruiting letters that you receive from other brokers and to show them to the seller.
- Use your comparison flow chart and make sure that it has the companies that you've received recruiting letters from.
- Use a marketing plan.

### **I'll pay you XXX percent, that's what your competitor offered**

- Review services offered in the comparison flow chart, and marketing plan.
- Emphasize what we offer that the competitor(s) do not.
- Relate to negotiating (Mr./Mrs. Seller, if they're so willing to give such a generous concession with their fee, how confident do you feel about their ability to negotiate on your behalf: We negotiate very vigorously to get you the best price obtainable in the shortest time with the least inconvenience).
- Emphasize (delicately) the necessity of motivating other agents to show the property and how it's an integral part of our marketing plan.
- Point out to them that your manager/broker will not approve the listing without a \_\_\_\_\_ percent marketing fee.

## **ANSWERING CERTAIN OBJECTIONS:**

### **I don't want a sign on my yard; the neighbors are nosy and people would drop by at inconvenient times**

- Let them know that the sign is a very integral part of our effective marketing system.
- Emphasize that the neighbors are one of the best resources in getting a property sold. They might have a friend or relative whom they want as a neighbor.
- Let them know we can put a rider on the sign that will say "shown by appointment only."
- Emphasize that our best floor calls usually come off the signs rather than the ads. The people calling are usually seriously interested.
- Emphasize that the company sign is recognized throughout the state and will give their home more credibility in the marketplace.

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### **I don't want a lockbox**

- Show them how the system works and the security systems function in conjunction with it. Emphasize that the system keeps a record of who has had access to the property.

Stress the importance of making their property accessible and that making it as convenient as possible for other brokers to show it will give them more exposure. Be prepared to suggest an alternative location for the lockbox like the hose bib of the side door.

## **MARKETING PLAN MEASURES**

1. Submit to MLS
2. Install yard sign
3. Do flyer for the public
4. Do flyer for other agents
5. Submit for office caravan
6. Promote at Sales Meeting
7. Do “Just Listed” promotion
8. Hold property open house
9. Invite at least 20 of the neighbors to open house.
10. Prepare and promote special mailing to top producing other agents
11. Promote listing at MLS session
12. Obtain feedback from agent in office
13. Obtain feedback from agents in other companies
14. Submit property information for on-line Advertising
15. Submit property information for print ads
16. Contact Relocation department/companies on availability of property
17. Do additional open house
18. Additional open house invitational
19. Additional “Just Listed” promotion in another neighborhood
20. Review remarks in MLS
21. Promote again at MLS meeting



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## **MARKETING ACTIVITY REPORT**

**A progress report for the property of:** \_\_\_\_\_

**Located at:** \_\_\_\_\_

**For the period:** \_\_\_\_\_ to \_\_\_\_\_

**Marketing Activity** – Since the last report to you, we have completed the following activities:

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**Trends** – The following changes have occurred in the local housing market (such as interest rate changes, new competitive properties, properties sold, off the market or with price changes):

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**Comments and suggestions:**

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**Sales Associate:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## CALENDAR OF MARKETING ACTIVITIES

We will pursue the following marketing activities to attract prospective buyers to your property.

Week #1	Week Of: _____

Week #2	Week Of: _____

Week #3	Week Of: _____

Week #4	Week Of: _____

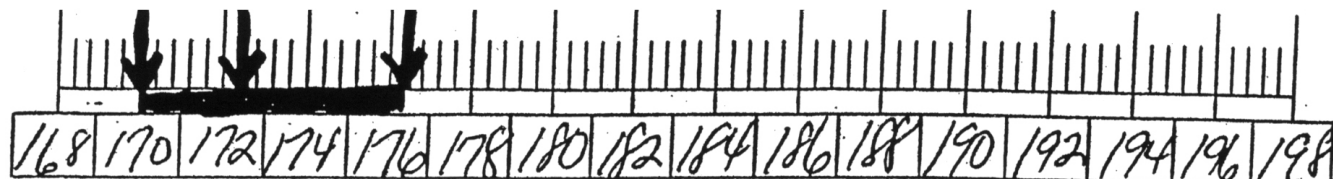
Week #5	Week Of: _____

## MARKETING ACTION PLAN

## COMPETITIVE PRICE LINES

### Recently Sold

Each mark indicates the actual selling price of a property in the competitive range.



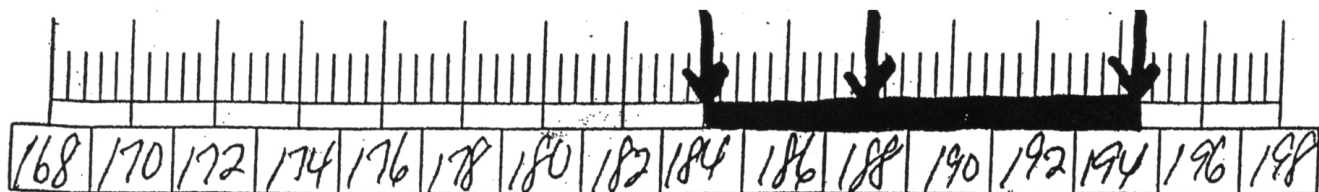
### Currently For Sale

Each mark indicates the list price of a competitive property now on the market.



### Did Not Sell

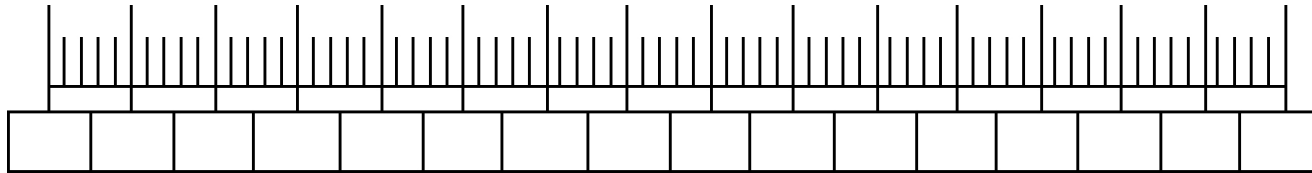
Each mark indicated the finalist price of a property that was offered for sale but did not sell.



## COMPETITIVE PRICE LINES

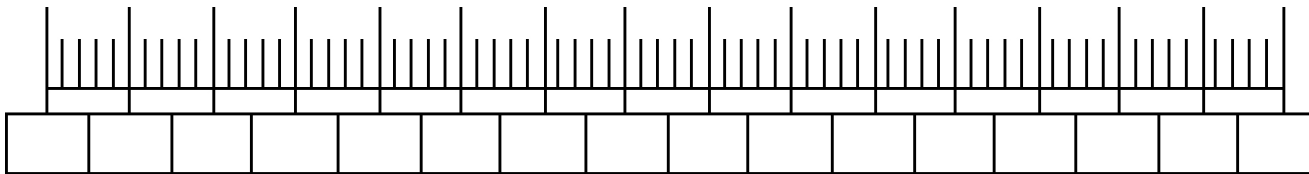
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