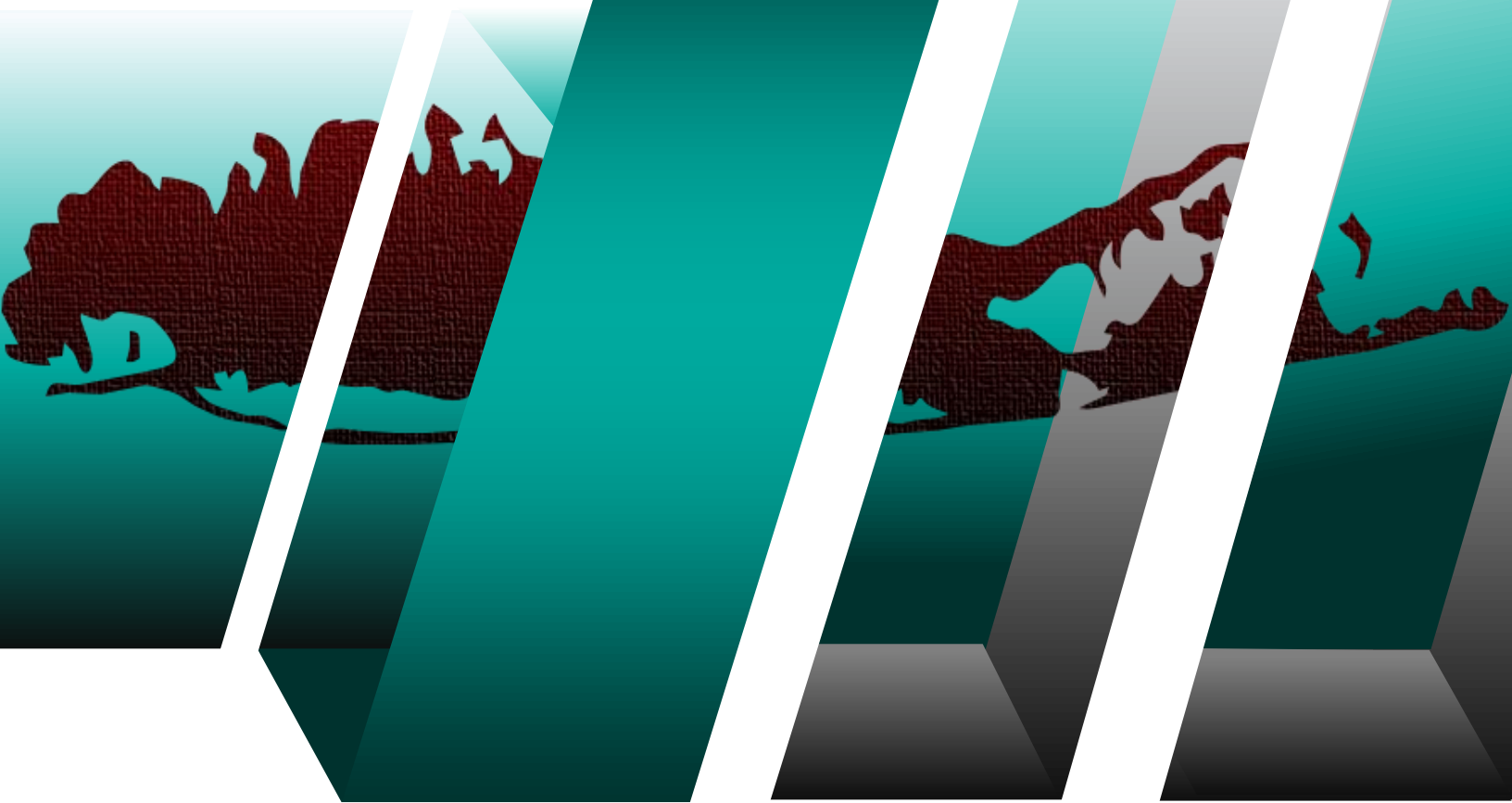
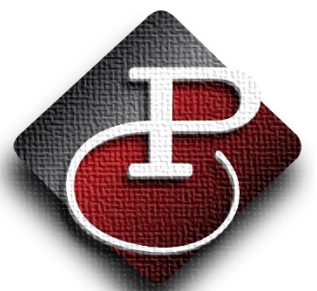


# PREMIUM GROUP REALTY

The Listing  
2019



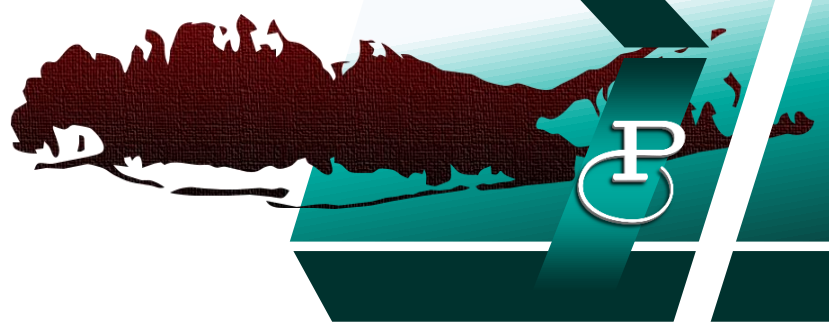
What You Say Matters





# THE LISTING

# THE LISTING PRESENTATION

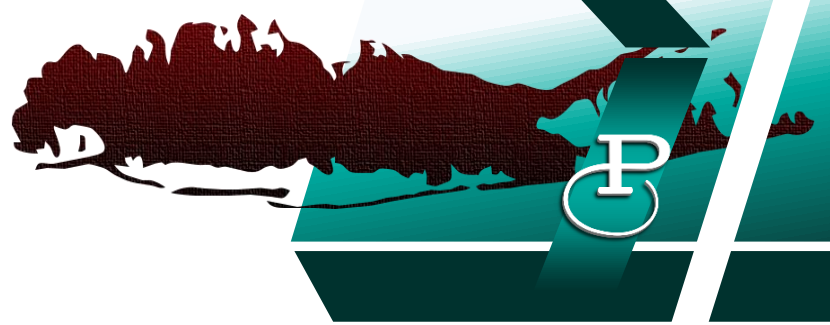


## DIALOGUE OF THE QUALIFYING PROCESS

Hi (Clients Name) it's (name) with Premium Group Realty ... I'm calling to confirm our appointment for (day/time) ... does that time still work for you?

- 1 I'm really excited about the opportunity to sell your home ... I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out ... so I have some additional questions for you ... do you have a few minutes?
- 2 Let's confirm, when you sell your home your moving to (city), correct?
- 3 And...you want to be there by \_\_\_\_\_ right?
- 4 Tell me again ... your main reasons for selling this property?
- 5 So ... what price do you want to sell your home for?
- 6 How did you determine that price?
- 7 And ... how much do you owe on the property?
- 8 Are there any other special features of the home ... you feel could impact the value?
- 9 Is there anything that could be perceived as a negative ... that could also impact the property value?
- 10 This sounds great ... I'll be sending over my marketing proposal via email ... will you take a few moments and review it before I arrive?

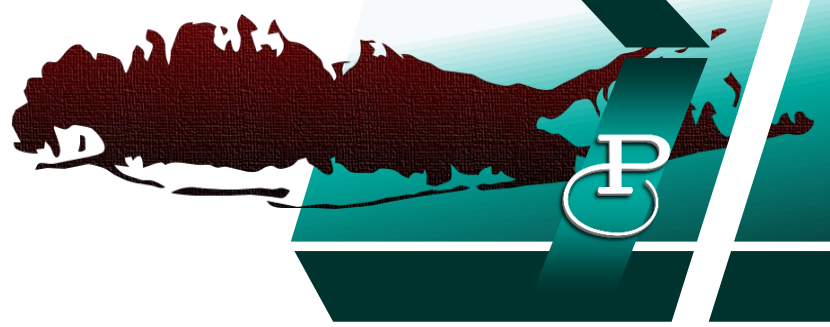
# THE LISTING PRESENTATION



## DIALOGUE OF THE QUALIFYING PROCESS

- 11 Will all the decision makers ... be there ... when I arrive?  
(IF YOU ARE COMPETING)
- 12 So ... tell me ... what are you looking for in the agent you choose to represent you?
- 13 How will you know when you have the right agent?
- 14 Do you have any questions for me before I arrive to prepare for our meeting?
- 15 Obviously ... if you are as confident as I am that I can ... sell your home ... will you be ready to ... list with me ... at the appointment?
- 16 (If no) Tell me about that? (discover and resolve)
- 17 (If yes) Wonderful ... please have a copy of your key and your mortgage information handy for me, okay?
- 18 This sounds great ... I have everything I need to prepare ... Again ... I'll be sending over my marketing plan and more ... Will you take a few moments and review it?
- 19 I look forward to seeing you (day/time) ... Have a great day.

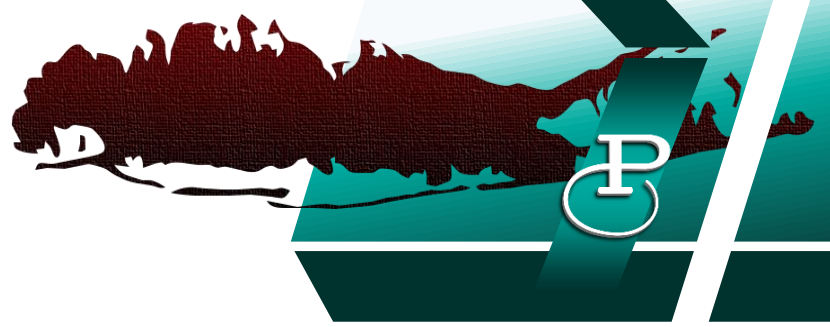
# THE LISTING PRESENTATION



## INTRODUCTION TO THE LISTING PRESENTATION

- 1 I know you have a lot of choices when it comes to agents and companies ... I want you to know ... I appreciate the opportunity to meet with you today.
- 2 Why don't we take a minute ... and show me around your home ... would that be okay?
- 3 Tell me about some of the most desirable features of the property?
- 4 If you were a buyer looking at this home ... what are some of the features you might change?
- 5 (Amplify) Tell me more about that?
- 6 Who do you think is the ideal buyer for your property?
- 7 Now that we've seen the property ... where should we sit, the dining room or the kitchen table?
- 8 So (names) ... Let me share with you what we're going to cover today.

# THE LISTING PRESENTATION



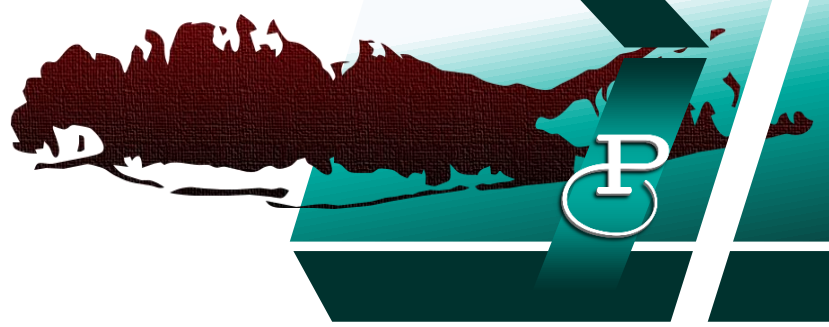
## INTRODUCTION TO THE LISTING PRESENTATION

- 8 So (names) ... Let me share with you what we're going to cover today.
- 9 Based on my experience ... there are four areas most sellers want to discuss prior to putting their home on the market with me...

They are:

- Your motivation to sell this home and the timing to get the home sold
- What I'm going to do to is expose your property to the highest number of qualified buyers ... and ... to agents who control the buyers.
- How much the property will ... realistically ... sell for?
- And ... ultimately why I believe you should ... choose me ... as the agent to represent you.

# THE LISTING PRESENTATION



## INTRODUCTION TO THE LISTING PRESENTATION

(Clients Name) Outside of those 4 ... is there anything else you need to know?

So, before we discuss these ... let's confirm your plans:

- a. You said you were moving to \_\_\_\_\_ ... right?
- b. I'm curious...what's taking you there?
- c. You would like to be in \_\_\_\_\_ by \_\_\_\_\_... correct?
- d. \_\_\_\_\_ if the home doesn't sell in your time frame...is there a plan "B"?
- e. And...you were thinking about a price of \_\_\_\_\_... right?
- f. In order to make the move...do we need to ...sell this home... or is renting it out an option?

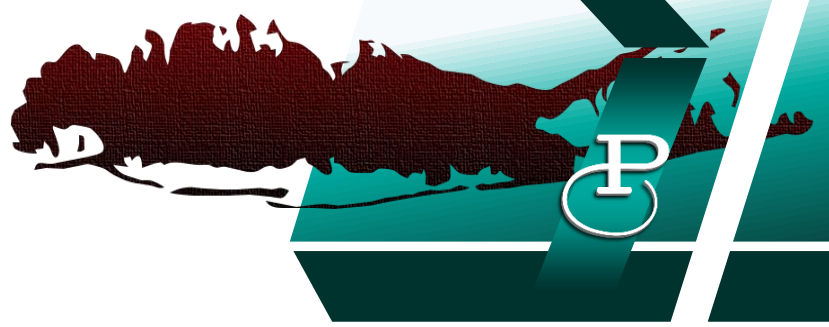
I emailed (or delivered) a marketing proposal...did you have an opportunity to review it? The number one reason people ... refer me ... to their friends ... or ... choose me as the agent to represent them is my marketing plan ... would you agree in today's economy ... exposing your home to the highest number of qualified Agents and buyers is important? Would you like me to take you through ALL of the strategies we are going to use to market your home or do you ... feel confident ... with what you saw in our proposal?

(IF YES) So ... Can I assume we agree...? You definitely want our marketing plan ... right?

(IF NO) Present Marketing Plan



## THE LISTING PRESENTATION



## THE MARKETING PLAN

As we go through the marketing ... you're going to notice just how much more we do than the average agent. In fact, ... there are two types of agents ... ones that do the bare minimums ... put the home on a website and hope that it sells.

Then there's what I do ... I aggressively and actively market your home right from the start because we know that the highest probability of a sale takes place in the first two to four weeks.

You'll see the difference ...

Mr. / Mrs. Seller ... were you aware that 90% of all buyers start their home search online?

Our website generates \_\_\_\_ number of motivated buyers per month. We will strategically place your home online at [www.yourwebsite.com](http://www.yourwebsite.com).

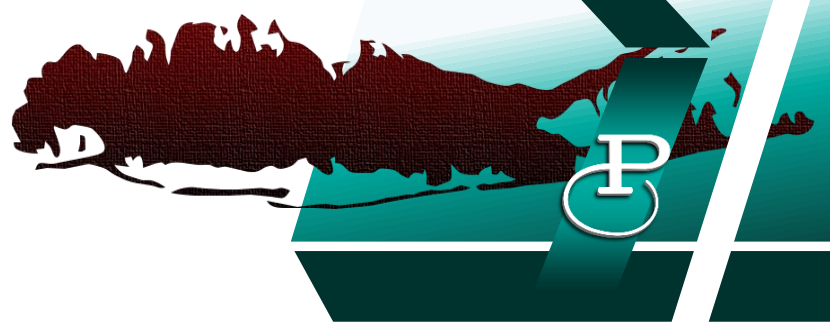
Your home will also be showcased on \_\_\_\_ number of websites. (Have a page that shows all the websites their home will be on)

Can you see how this much exposure ... this many eyeballs ... will lead to ... more showings ... more offers ... and a higher price.

Potential buyers will be determining the value of your home based upon the photos and online tour ... you can tell the difference between average photos and professional photos right? (Showing contrast of good vs. bad real estate photography)



## THE LISTING PRESENTATION



## THE MARKETING PLAN

We have a professional photographer on staff that specializes in bringing out the great features of your home through photo and video. What are the key characteristics of your home that we should be featuring? (Show them a video tour of a past listing)

In fact, ... did you know that staged homes sell 79% faster and sell for 17% more than a non-staged home?

Obviously the better the home shows ... the more value a buyer sees ... so we have a professional stager that will come in, assess the appeal of your home to buyers and will make any recommendations to increase interest.

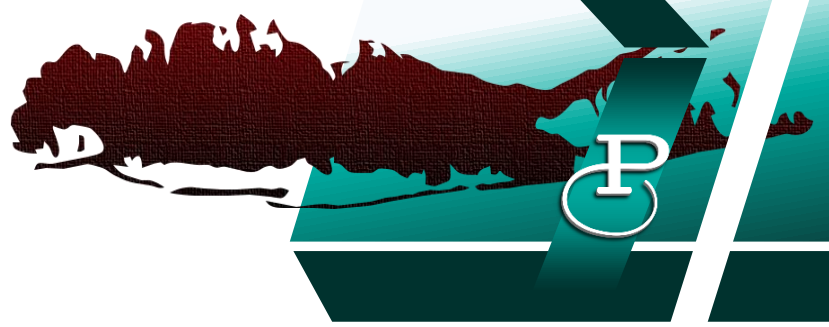
We typically have our stager come in within a couple of days us choosing to work together ... would that be okay?

One of the reasons that our clients have chosen to ... list with me ... is because of the regional and global network of agents that I'm connected with ... so we will notify all of the agents in my office ... as well as the agents that are active in this marketplace.

We'll also create a professional brochure/flyer as well as postcards to neighbors notifying them the property is for sale ... I've brought one here to show you (show them several examples)

Most agents simply do an open house ... however when you ... choose me ... we do what's called a mega open house ... are you familiar with what a mega open house is? (Describe your Mega Open House strategy)

## THE LISTING PRESENTATION



## THE MARKETING PLAN

In addition to a public mega open house ... we'll hold a private open house for all of the brokers and agents in the area. So that if they have any buyers we're sure to have your home on their radar.

Are you familiar with the difference between passive and active marketing?

One of the many active marketing techniques that we use is to spend one to two hours a day prospecting ... over the phone and through social media ... to find a buyer that is interested in your home.

(Add anything else that you do)

It's pretty overwhelming ... everything that we'll be doing to get your home sold ... isn't it?

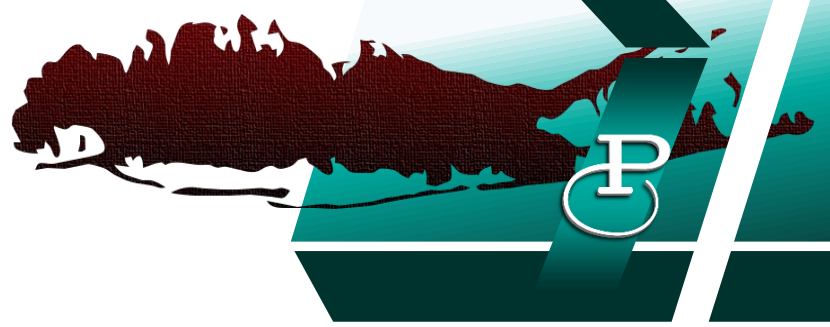
Now that you've seen all that we can do in terms of marketing ... do you have any questions?

(Clients Name) I promise you ... I will market your home more effectively ... than any other agent ... and that's what you're looking for correct?

So can I assume we agree ... you definitely want our marketing plan, right?

I always tell my clients ... you hire me to "market" ... and ... "sell" your home ... it starts with my marketing. Now ... let's talk about the local market ... and pricing your home to sell ...

# THE LISTING PRESENTATION



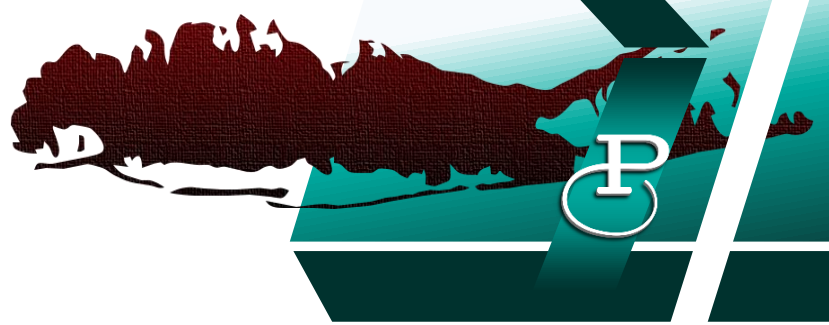
## MARKET STATISTICS

Mr./Mrs. Seller I'm curious ... what have you noticed about the local market?

Let's quickly take a moment and see what occurring in the local market today. Are you aware the currently we have ...

- a. Total Active Inventory
- b. New Listings
- c. Homes sold
- d. Average DOM
- e. Absorption Rate
- f. Expired Listings

# THE LISTING PRESENTATION



## PRICING PRESENTATION

Now that we've reviewed the market ... I'm going to recommend ... three different pricing options ... and then we can decide which is best.

Option #1 "We push the envelope on price and go above the market."

Option #2 "We price it at fair market value."

Option #3 "We can create a buyer frenzy and price it below fair market value."

Let's discuss the pros and cons of each ... and then we can decide which is best ...

### OPTION #1: Price above fair market value

"We push the envelope on price and go above the market..."

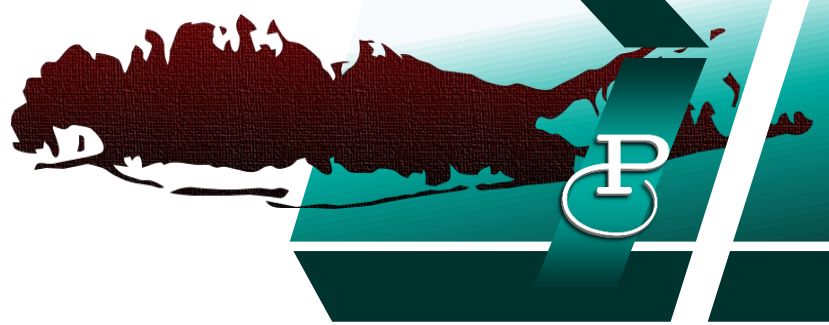
- The pros are ... You might just set a new value and find that perfect buyer ... more than likely though ...
- The cons are ... (and you should make up a big list)
  - Agents will reject the price and not show it
  - Consumers shopping online will miss it because of the preset "price ranges" on all major home search sites.
  - Or when they find it ... they will compare it to others priced in that range and wonder why it's overpriced.

### OPTION #2: Price at fair market value

"We price it at fair market value..."

- The pros are ... again, share the benefits ...
- The cons are ... ask them what their cons are?

# THE LISTING PRESENTATION



## PRICING PRESENTATION

**OPTION #3:** Price below fair market value

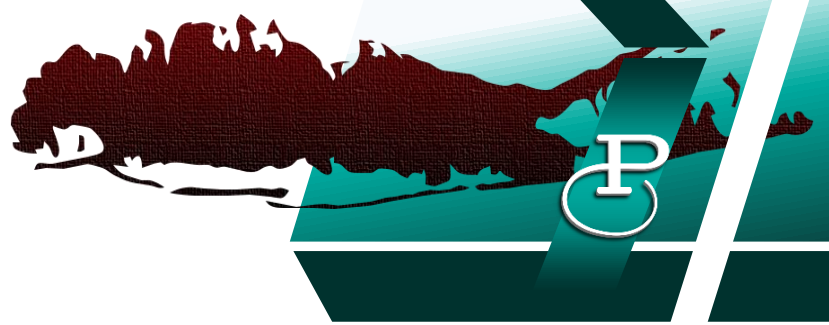
**"If we price it below fair market value we create a frenzy among the buyers"**

You can say "Have you ever watched an auction? What happens, they start the bidding at a low price ... and the power of the crowd drives the price up. (Share an example in your business.)

So what we need to do today is to ... agree on a price ... that has your home being one of the homes that sells instead of sitting on the market. So ... you understand that in today's market we are entering into a competition, right? Let's look at what you are going to be competing against.

- a. Are you familiar with this neighborhood?
- b. Have you seen this home?
- c. How many bedrooms and baths?
- d. What's the total square feet?
- e. Your house is Better, Similar, or the other home is Nicer.
- f. What's their list price?
- g. How many days have they been on the market?
- h. You've only got \_\_\_\_\_ days to be in \_\_\_\_\_ ... correct?

## THE LISTING PRESENTATION



## PRICE CLOSES

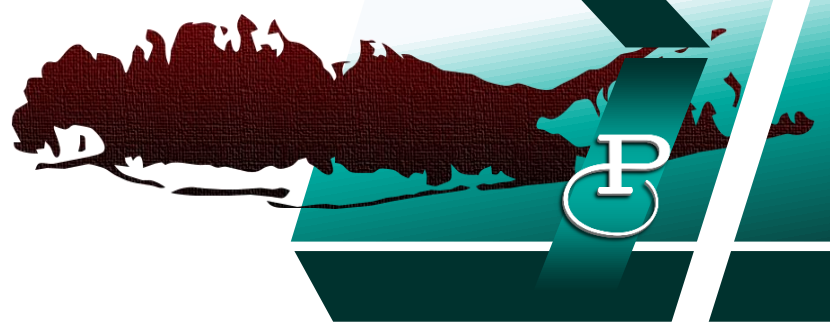
Of the three pricing strategies we've discussed ... above, at or below fair market value ... which option would you like to move forward with?

(NOW IF YOU'RE CONCERNED ABOUT THEIR CHOICE YOU CAN SAY THE FOLLOWING)

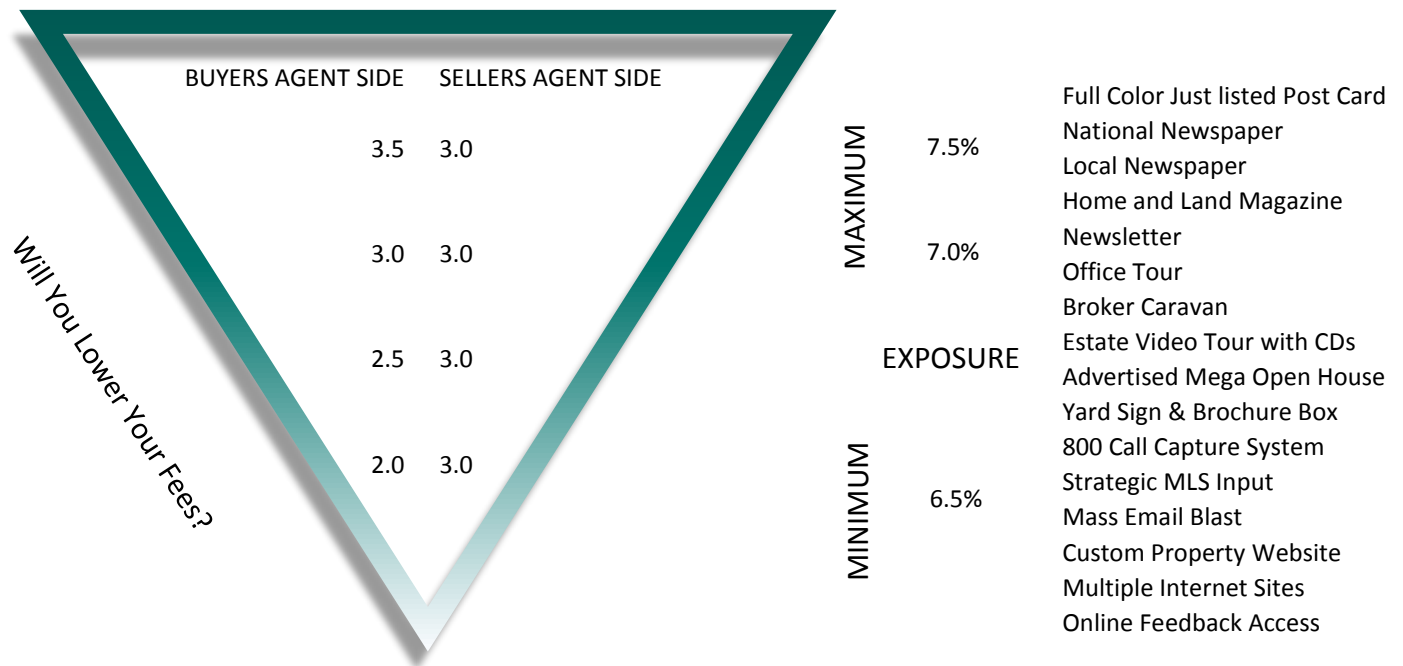
So ... based on these comparable homes ... this one priced at \_\_\_\_\_ ... this one at \_\_\_\_\_ and this one at \_\_\_\_\_ what do you feel we should price your home at so that it will outperform all the other properties for sale?

(Clients Name) ... will you ... list your home with me ... at that price today?  
Wonderful ... all we need to do is ... sign.

# THE LISTING PRESENTATION



## OBJECTION HANDLERS



"If I list my home with you and buy my next home with you, will you cut your commission?"

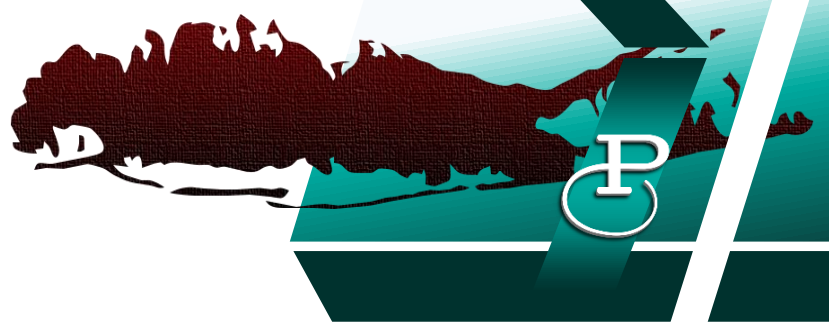
You know, I can appreciate that you want me to reduce my fee, and I want to be up front with you and say NO, I will not cut my commission, and for one very simple reason. As a professional, my time has a certain value and I only work with people, like yourself, that realize the value of my service ... and before you say anything, think about this ...

If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?

I want to demonstrate to you up front how tough I'm going to be for you. Therefore, cutting my commission is simply not an option. Does that make sense?



# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"I have to keep my promise to a friend or previous agent I talked to/ bought the home from."

That's great, I can appreciate your loyalty and that is a quality that I respect in people ... so I'm curious let me ask you this ...

Has there ever been a time when you decided to buy something or do something and because a friend said, hey no problem, when you need help, I can do it and in the end, because you didn't check around, you really didn't get what you wanted...have you ever been there before?"

Well this time is just like that time, and with that in mind, I'm sure you can see the importance of having me over just to give you a second opinion ... that wouldn't hurt anything, would it?

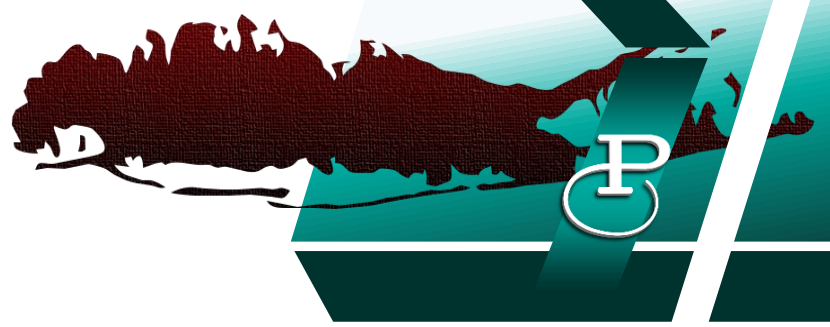
"Why is your price so much lower than the other agents that we have talked to ... they have comps that are higher than yours?" (Yes, why is that?)"

It is kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right?

You are probably thinking, why did this person come in with such a low price? Doesn't he want my listing, well my answer is yes and no.

You see there is a very big difference in the way that I operate and the way most agents operate. Most agents manipulate the computer to show figures that they think you want to hear and you probably want to know why.

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

Well most agents, don't do a lot of business. Getting your listing makes them feel like they are accomplishing something ...

Whereas, I on the other hand do over \_\_\_\_ sales per year by telling nice people like you the truth.

(Alternative)

There is a very simple reason; do you want to hear it?

Most agents do not have many listings. Therefore, convincing you to list your home with them becomes very important.

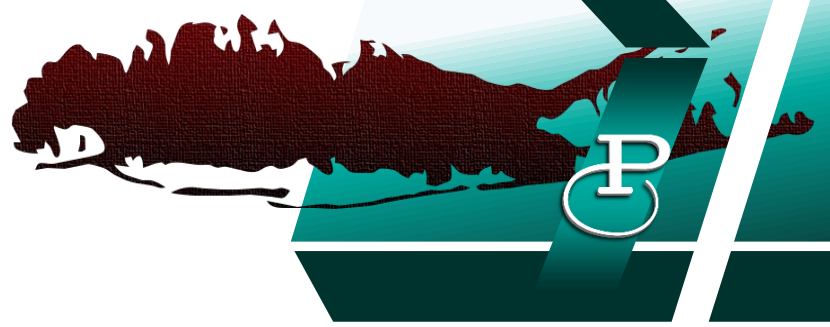
That's why they'll tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them at all because no buyers will look at a house that is overpriced ... does that make sense?

My comps show the price I have indicated. I will take the listing if you will agree and sign an acknowledgement form tonight that you will reduce you home to my price in 30 days. I would rather you turn down 10 offers than never get one.

They emphasize listed prices. All I am concerned about is what is sold and closed. You wouldn't want to base your price on erroneous info, would you?

There are two ways to price your home ... You can list is where it sits or you can list it where it sells. Which is better for you?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"Will you cut your commissions, other agents will?"

You know, you're right, there are a lot of desperate agents out there and I'm a little concerned ... can I tell you why? Do you own anything more valuable than this home? (No)

Could you say that it is your most valuable possession? (Yes)

If an agent is so desperate that they are willing to broadcast the fact that they don't think they have value as a Realtor, then I'm confused.

Is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

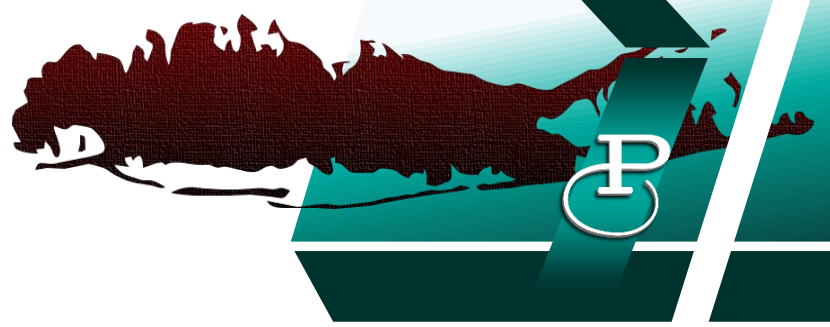
We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself.

Is that the type of person you want to represent you in the most valuable transaction of your life?

Good. If that was the case, then I should not even come over, considering I work 14 hours per day and my assistant works 8 hours a day to get your home sold and that's very valuable ... don't you think.

Note: the more conviction you have, the less you will get this objection. In fact, your prospect will now begin looking for ways to exploit your weakness. I would interpret this objection as your prospect telling you ... I don't think you have any value ... so you better prove it to me.

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

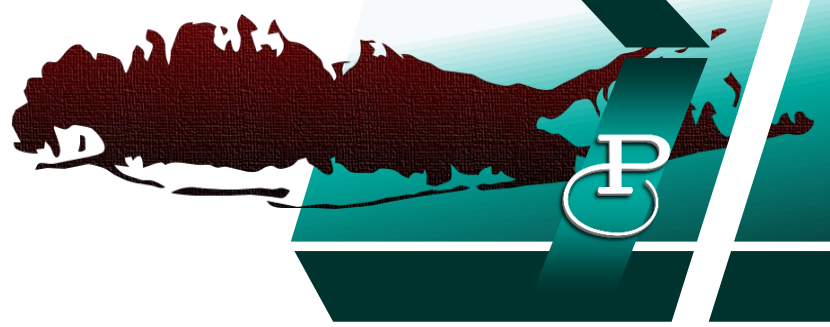
(Alternative)

They may feel they are worthless. If they will reduce their price at the listing table, what will they do at the negotiating table? I will be tough and professional on both my fee and the price, particularly at the negotiating table.

(Alternative)

Commissions aren't negotiable with agents that sell homes daily. They are only negotiable with the realtors who don't believe in the service that they offer. Now you told me you had to be gone in 90 days, right? You need a strong service agent that sells homes right?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"How much advertising will you do, because I want a lot of advertising?"

I understand that advertising is a concern ... Are you familiar with the difference between passive and active marketing?

**Passive marketing** is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

**Passive marketing** is holding open houses, sending out flyers and advertising in the newspaper

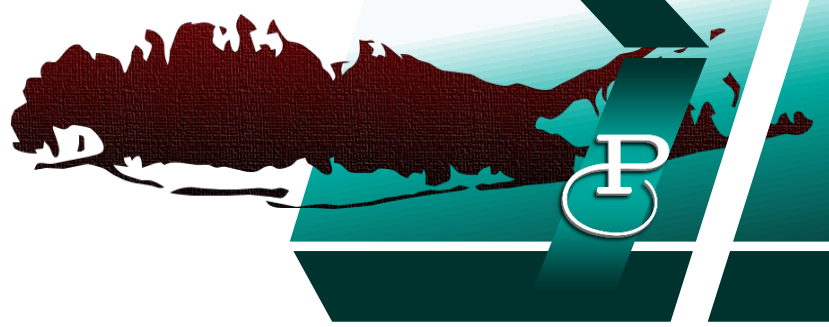
You see, these methods are passive and you can't predict if they will work or not. Yet, agents that don't want to work at getting your home sold will insist that they have sold many homes this way ... and do you know what?"

I agree, you can get a home sold that way ... But, you can't guarantee it. Do you understand what I mean by passive, basically sitting around waiting to get your home sold?

**Active marketing** on the other hand is much more aggressive and very predictable.

I will be on the phone every single day calling 10, 25 or even 50 people asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

(Do you know why I ask them if they would like to sell their home?)

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get the more people I can talk to about your house. Now, which way, passive or active do you think gets more homes sold?

Would you like me to spend all my time and effort doing what is proven to get your home sold or would you like me to sit around with my fingers crossed hoping a buyer happens to call?

"I want to find a house before I put mine on the market."

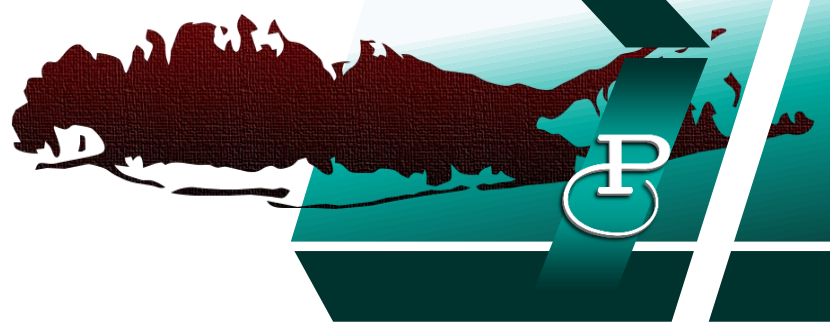
I agree, finding your new home is important and the unfortunate thing is it may take as long as 3 to 5 months for your home to sell. Then it will take another month to get the closing done and by that time, any home that you would have found will likely already be sold. Does that make sense?

Let's get your home on the market right now and get to work on getting your home sold so you don't have to wait any longer than is necessary to get moved into your new home ... sound good?

(Alternative)

Terrific! Have you seen a home you want to put an offer on? (No) Great let me go ahead a schedule a time with my buyer agent so they can help you find the perfect home. In the mean time I can be working on getting your home sold that way when we get a contract on your home we can put in a contract on your #1 choice-close both homes the same day and ... move only once. Won't that be great?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"You don't handle many homes in our price range."

You're right, I don't sell a lot of homes in your price range and that's exactly why I'm here tonight ... I usually sell homes in lower price ranges and what I find is ... after I sell my clients homes, many of them move up to your price range, therefore, it only makes sense ... that the next logical step, is for me to sell your price range as well, considering I already have a relationship with many buyers that will be interested in your home ... does that make sense?

"I need to net this amount in order to move, I have to be at my new job in 90 days but I can't afford to buy a home if I take a loss."

I can appreciate the position you are in. Many people in our area are in the same position and you know ... I'm curious. Has there ever been a time when you knew you were going to have to make a sacrifice?

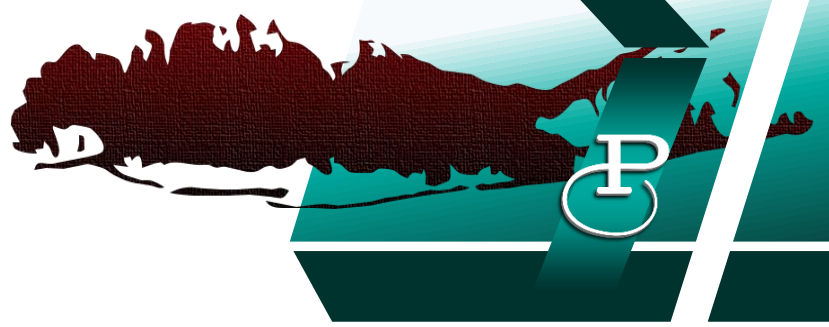
I mean, you knew it was going to be tough and in the end, after analyzing all of your options, you realized that there was only one thing to do ... put your head down, grit your teeth and go for it ...

But you found in the end, it all worked out. You made it through the tough times and life went on, maybe even better than before ...

Have you ever been there before? (Well, Yes)



# THE LISTING PRESENTATION



## OBJECTION HANDLERS

This time is just like that time ... as you can see, the competitive market analysis shows that there is no way anyone is going to give you what you need to make this move ...

My question is this. Is it more important to get you out from under this house, take the new job and work through the tough times or are you in a position to keep making mortgage payments on this house for several more years until the property values go back up? (Help the prospect see that they have been in tough places before and this is no different)

**"We will sell it ourselves and pay 3% to the agent that sells it."**

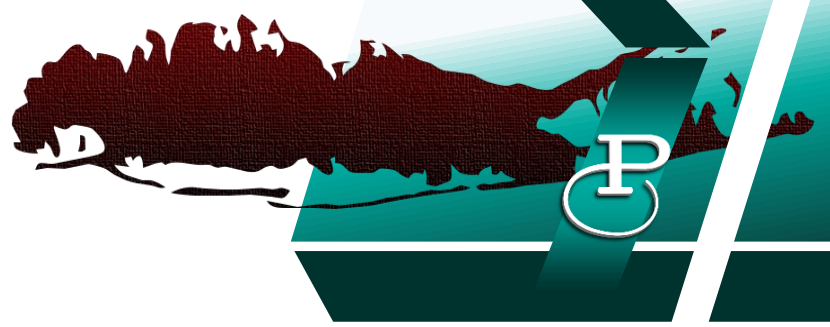
I completely understand your point of view and it sounds like you haven't been involved in this kind of transaction in a while ... can I tell you why?

Agents work with buyers because it is easy. You show the house, the agent writes the offer and the agent on the listing side handles the next 30 to 60 days of the legal paperwork trying to get the deal closed ... does that make sense?

If you list it for sale yourself, who will follow up with the 30 to 60 days of legal paperwork ... you? If so, what agent will want to risk the fact that you may not have done it before?

Let me ask you this ... if you were an agent, would you rather show homes that were listed with professional agents that worked to get deals closed?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

Or would you rather show a home and keep your fingers crossed, hoping that you don't get sued by the buyers because some legal aspect was overlooked by the homeowners and the transaction didn't get done ... which would your rather do?"

Do you see my point?

Your idea sounds valid. It just doesn't fit in today's market reality ... Are there any other questions I can answer before you sign the listing agreement?

"We can always come down later."

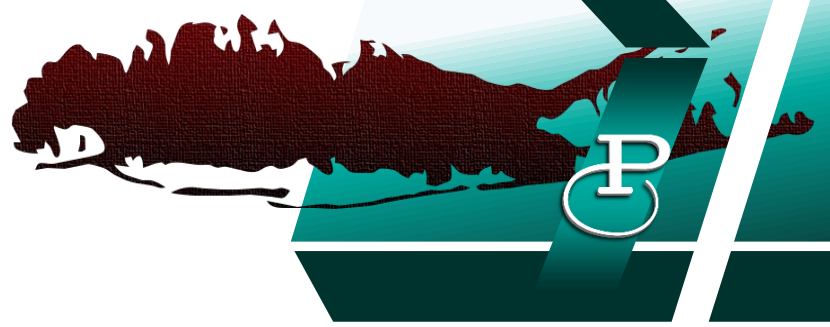
You're right, and I think you need to take into account how homes get sold.

You see, if we come out of the gate with your home overpriced, all of the agents that show properties will instantly write you off as non-motivated sellers ... Can I explain what that means from an agent's perspective?

You see, if we come out of the shoot with your home overpriced, all of the agents that show properties will instantly write you off as a non-motivated seller ...

The higher a price on a property, let less the seller needs to sell it ... at least that's what the agents believe ... purely from their past experience ...

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

Now a non-motivated seller means, that even if you come down on your price later, two things will happen. Most agents won't even realize your home has been reduced. Now you might say, can't we just send them a flyer telling them that it has been reduced?

Yes, we could send everyone a flyer telling them the price has been reduced, and yet the agents get 500 flyers a week and there's a good chance it will go unnoticed.

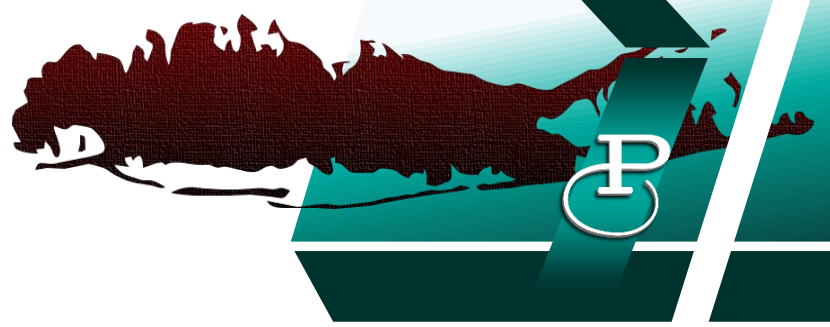
If they see that you had the home priced really high in the beginning that will tell them that you were kind of unrealistic when we listed the property, meaning that you didn't believe that what I was saying was true ... all agents interpret this as trouble when it comes to getting the deal closed.

Do you understand why? If we price it to sell right from the beginning, our odds of getting agents to show it are much higher.

(Alternative)

By the time the buyer for your home will have bought another. Do you want to lose that buyer?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"Good we still need to interview one more agent" (Even after they promised you were the last)"

This is not the real objection. They are saying to you .... We don't see why we should pay you money to sell our home ... that's why you should leave.

We must flush out the real objection. Start like this:

You know ... I can appreciate the fact that you want another opinion, and the fact I was told that I would be the last agent interviewed only tells me one thing?

Can I share it with you? (Yes)

Somewhere, Somehow, I have not completely convinced you that I can sell your home. So tell me ... What is it, specifically, that is stopping you from putting me to work tonight?

This should get the real objection

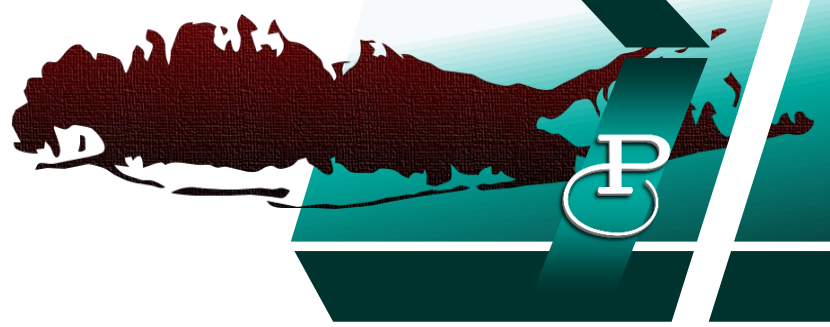
(Alternative)

I can appreciate that before we met today, that you set up another appointment with another realtor. I'm sure you will agree that my qualifications will be tough to beat Let's get your home on the market tonight. I'll be happy to call the agent, cancel your appointment and it will be one less delay in getting your home sold.

(Alternative)

Agents work together. I will call him tonight and let him know that we listed the home and we will give him the first shot at it with his buyers before we put it in the MLS.

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"We want to think it over."

I can appreciate that, making a logical decision is important ... so tell me, what is it specifically that you're going to have to think over?

"We want to compare what you are saying to other Realtors."

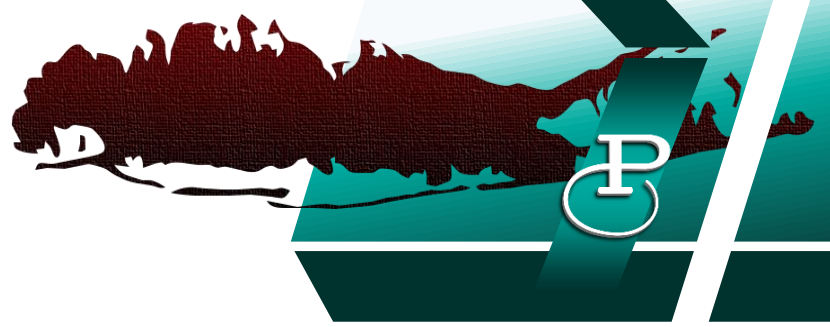
Great! I think that is one of the best things that you could do and before I go ... Tell me, what is it specifically that is stopping you from picking up that pen and signing your home with me? (We're just a little shocked by the price)

Hey, I understand and let me ask you this ... If I can help you to realize that your home will not sell for a dollar more than what I have told you ... If you felt completely satisfied that it was true ... would you still want to waste your valuable time talking to another Realtor or would you just list with me tonight?" (Well, I guess if we felt comfortable, we would list with you tonight) Great!

Then simply go back through the CMA and convince them.

Great, since 3 minds are better than 2, let's think out loud together. What are you thinking about?

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

"We have a good friend in the business."

I can appreciate that, almost everybody does, so when would you like to see how 85% of the homes I list sell and why only 40% of the homes listed with other agents sell. Which is better for you, 6:00 or 7:30.

(Alternative)

Your friends will want the very best for your correct?" (Yes) "I will be happy to call them for you.

(Alternative)

Are you willing to jeopardize your friendship? You owe your friend, friendship. You owe me nothing. But you owe yourself the best. Don't you want the best agent working for you?

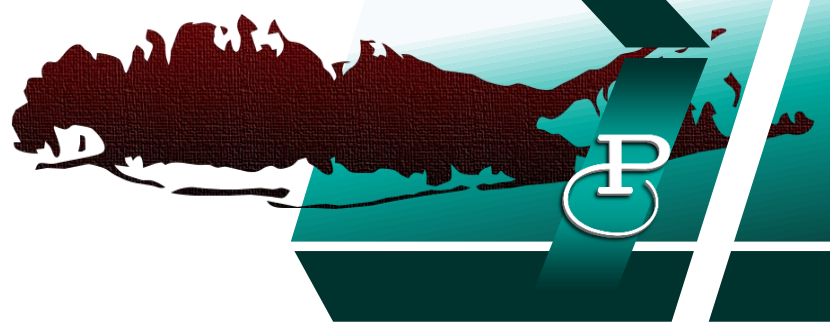
"We're already committed to another agent."

Great! So, you have already signed a listing agreement? (Well, no)

"So you are not committed, you are just promised ... right?" (Right)

I'm okay if you don't list your home with me ... however if you're thinking of interviewing more agents for the job of selling your home ... it is vitally important that you understand the different marketing approaches so you don't get burned the next time.

# THE LISTING PRESENTATION



## OBJECTION HANDLERS

Now you don't want to get burned again do you?

So let me ask you ... do you know the difference between passive and active marketing? (No)

Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

Passive marketing is holding open houses, sending out flyers and advertising in the newspaper. Did your last agent use any of these methods? (Yeah) I was afraid of that.

These methods have been ineffective. Yet, your last agent sold it to you as if this was the answer to all of your problems ... right?

Active marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, 100 a day.

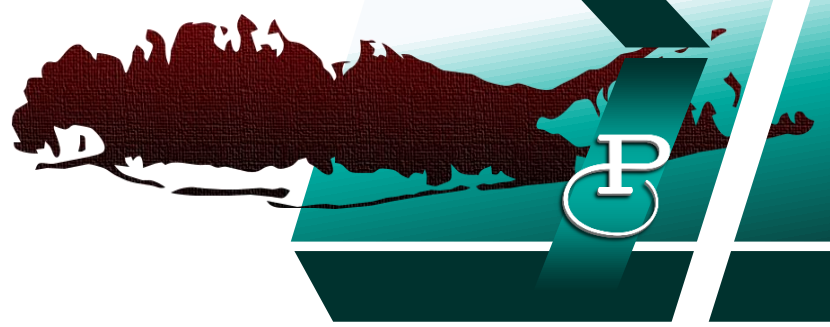
See the key is asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

Do you know why I ask them if they would like to sell their home?

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get the more people I can talk to about your house.



# THE LISTING PRESENTATION



## OBJECTION HANDLERS

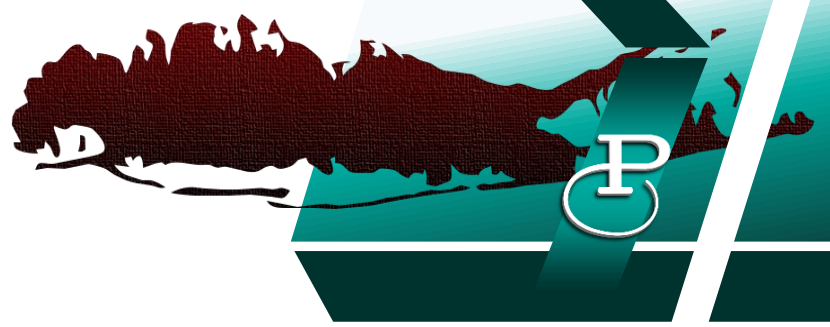
Now, which way, passive or active do you think gets more homes sold?

The goal here is to cut out the other agent by educating the customers the realities of the market. Now when they are sitting in front of the other agent, what question are they going to ask? How many people do you call each day?

(Alternative)

Make sure you have made the right commitment by seeing me and then making your decision. If they have better qualifications than me, than go ahead and list with them.

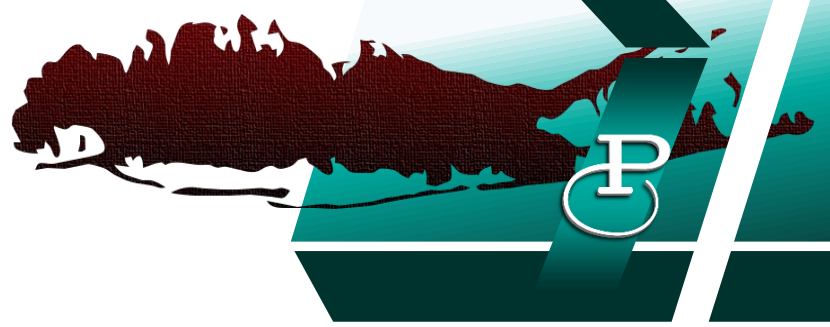
# THE LISTING PRESENTATION



## MARKETING PLAN

- 1 We strategically place your home online unlike other companies; I receive all of the leads we get on your home
- 2 In addition your home will be on (have a page that shows all the websites)
- 3 Extra professional pictures online (share bad photos vs. your quality)
- 4 Virtual tour online (show them the one you made)
- 5 Staging (if necessary – explain the stats on homes staged vs. not)
- 6 Create a professional brochure/flyer (show them the one you created)
- 7 Send post cards to neighbors notifying them your property is for sale (show example)
- 8 Notify agents in my office, my region and across the globe about the property
- 9 Hold open house(s) (describe your Mega Open House strategy... even create a flyer to illustrate)
- 10 Personally invite your neighbors to the open house/broker preview

# THE LISTING PRESENTATION



## MARKETING PLAN

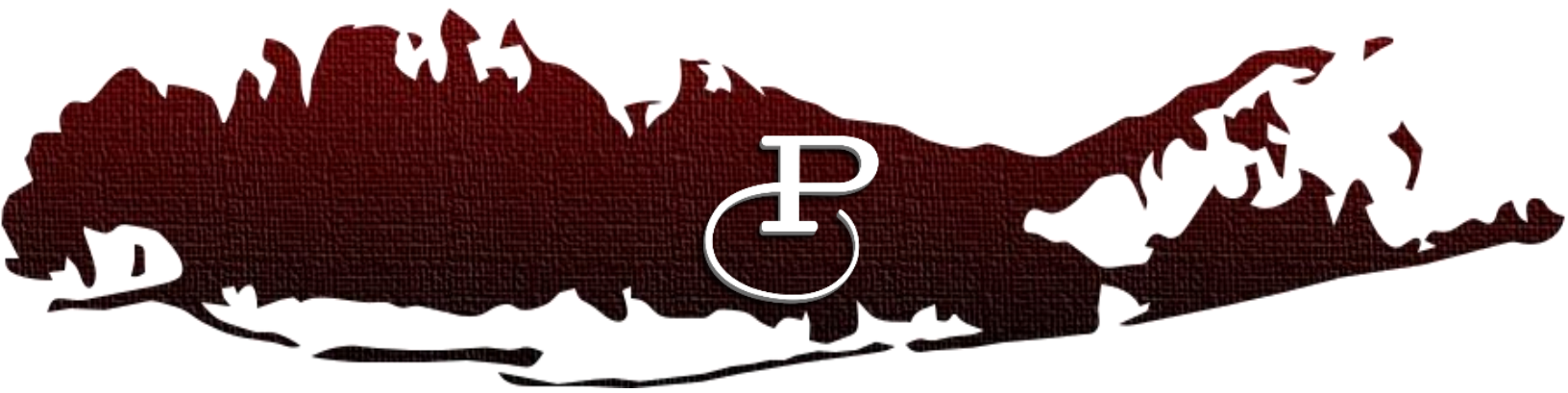
- 11 Prospecting daily for (x) hours to find a buyer for your home
- 12 Aggressive follow-ups with prospective buyers (explain the training and designations received)
- 13 Hold a broker Open House
- 14 Advertise
- 15 Weekly check-in calls to “stay on the pulse”
- 16 Automatically via email, send you all feedback from showings (Homefeedback.com or other solution)
- 17 Automatically email new listings that are pending and sales in your neighborhood
- 18 Review pricing weekly and notify you immediately of market changes
- 19 (Optional) I do/my team does 100% of the showings – (you hired us to “sell” your home, that’s our job)

## A graphic featuring a dark brown crocodile silhouette on a teal background. A large, stylized white 'P' with a copyright symbol is overlaid on the right side of the crocodile. The background has a geometric pattern of teal and white triangles.

[illegible]

# PREMIUM GROUP REALTY

Committed To Excellence



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