

“If You Don’t List, You Don’t Last.”
How to Master Listings™
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I. Why Sellers?

- Listings attract buyers
- Listings = buyers = more closings = \$
- The listing agent gets paid no matter who sells it
- More “Sold” signs = more sellers that want to list with you
- Control the listing inventory, you control the market
- Listing agents have more time control

The Value of Listings

- Average Commission per listing \$_____
- 48 Listing per year
- 80% go under contract
- 90% close
- Equal Annual Listing Income \$_____

II. How Do We Find Listings? **Prospecting types**

A. Active:

1. Cold calls
2. Sphere of influence
3. Mailings
4. Networking
5. HR directors
6. Builders
7. Adjacent property owners
8. Seminars
9. Investors
10. Lenders
11. Company Orphans
12. FSBO's (Unrepresented seller)
13. FRBO's
14. Farming (Social & Geographic)
15. Tell 20

B. Passive:

(People come to you.)

1. Open House
2. Floor Time
3. New home site office
4. Listings

III Getting The Appointment

“Yes, We’re thinking about selling.”

A. What can you offer them:

- Right Price analysis (CMA)
- Seller Net
- Reasons why property doesn’t sell
- Tips on staging the house for sale
- Showing tips
- Advertising tips

B. Is It a Qualified Appointment?

- Do they need to sell?
- Make sure you have enough time.
- Do you know how much they want?
- Are all the owners going to be present?
- Know the market.

C. Gathering Information

1. On them
 - a. Open ended questions.
Call for expanded answers
 - b. Tie down questions.
Can only be answered yes or no

2. On the Property
 - a. Ask them to describe the property
 - b. Run the market evaluation

D. Questions

- 1 Why are you moving?
- 2 Where are you Moving?
- 3 When do you want to/have to move?
- 4 Do you have an agent in your new city?
- 5 If we can agree on everything today are you prepared to list with me today?
- 6 How long have you owned your present home?
- 7 Have you ever sold a home before
- 8 What Major Improvements have you made?
- 9 What other agents are you talking with?
- 10 What other source of funds do you have available to you?
- 11 Is your company going to reimburse any of your selling and moving expenses?
- 12 Is you company offering a “buyout” if your house does not sell?
- 13 How did you arrive at your price?
- 14 Is Your current Mortgage assumable?
- 15 What are your concerns in making this move?
- 16 What is most important to you, Pricing or timing ?
- 17 Would you change your plans if you couldn't sell?

IV. Close for the appointment

- 1 One step?
- 2 Two Step?
- 3 At the property?
- 4 At the office?

V. The Pre Listing Package

The pre listing package is your introduction to the seller and a preview of the entire listing process. It is your first opportunity to make the sale, to close for the signature and most important it is your first opportunity to remove the fear from the listing process.

A good pre listing package should make them look forward to meeting with you. Here are some suggestions for your pre listing package:

1. A one page introductory letter on company stationary (from your Broker or a client?)
2. Testimonial letters from your satisfied clients, preferably from their company if you have them. (With your previous client's permission, include phone numbers and/or e mail addresses) If you are new, talk to your broker about using company testimonials.
3. A list of your production for the past year, Use the number of clients and customers you assisted in meeting their real estate needs, NOT how much money you made.
4. A list of your professional designations and an explanation of each and how they will benefit this seller. Plus a list of all education courses you have taken.
5. Charts or graphs showing your company or office market share.
6. Charts or graphs showing the importance of pricing it correctly. (A pricing video is great if you have one)
7. Tips for making the property more saleable. (Print or Video)
8. Copies of all the forms that you will be using.

The pre listing package is designed to "Pre-Sell" you as the agent of choice and put you one step ahead of the competition.

VI. The Presentation Appointment

Before making your presentation it is necessary that you prepare a planned presentation. Extensive studies prove without a doubt that successful salespeople have complete control of their presentation.

A. Why a planned Visual Presentation?

- ▶ Demonstrates your Professionalism
- ▶ Communicates your message more effectively
- ▶ Keeps you from forgetting anything

B. Explain the process.

1. Look at the property
(If the presentation is being done at your office this step has already been done.)
2. Marketing plan
3. Price and net
4. Forms
5. Decision

C. The Appointment Presentation

1. Previewing The Property
 - a. Have the sellers show you through?
 - b. View it alone?
2. Tape square footage and room sizes
3. Point out the problem areas to the seller
4. Be Objective

D. The Marketing program using the FAB matrix

Feature

- “We’re going to put your property in the Multiple Listing Service

Advantage

- “The MLS will expose your property to every real estate professional and buyer in our market place as well as internationally through the internet.”

Benefit

- “More exposure = more buyers = faster sale

We Have a Proven Program to sell your house

- Our Broker Open Houses
- Our Name Recognition
- Our Relocation / Broker to Broker network
- Our Multiple Listing Service
- Our Advertising Program
- Our Internet Marketing program
- Our Agent to Agent Network
- Our For Sale Sign
- Our Company Tour

I’ll be with you all the way from beginning through closing protecting your interest all the way.

E. Presenting Price

- Aside from price “Do you want me to sell it for you?”
- Explain pricing to them...
 - I don't set it.
 - You don't set it.
 - The Market sets the price
- I know what the market has said.
- Do you want Fact or Fiction?

F. The Listing Agreement

Have it filled out as much as possible before you meet with them.

1. Legal Description
2. Term
3. Commission

G. The Signature

1. Go over the listing agreement with them.
Ask “Do you have any questions”
2. Go over their net sheet with them.
Ask “Do you have any questions”
3. Ask them to sign.
4. Wrap it up and get out.

VII. Verify The Listing Will Sell

- Priced competitively
- Easy to show
- Full term
- Yard sign
- Repairs made
- Extras included
- Proper marketing fee
- Possession at closing
- Unconventional Price

VIII. Servicing The Listing

- A set day and time each week that you will contact them.
- A written breakdown of every minute spent on their behalf.
- Have a performance checklist
- 30 day price and market review.
- Feedback on showings

IX. Conclusion

Real estate has always been and will always be an inventory driven business and it is those companies and agents that control the inventory that control the marketplace.

We can't control the number of buyers that are in the marketplace and any given time but we can control the number of listings that we have. Buyers are attracted to us because of our listings; they contact us from our signs, advertising, and internet, another agent within our company or through an agent with another company. No matter how they came to us it most likely was because of one of our listings.

As professionals we need to provide sellers with value added service above and beyond their expectations,

Always do more that you said you would and remember: listings are, always have been and will continue to be the key to success in the real estate business.