

Meet the Sellers
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What is your goal in a listing appointment?

The Initial Phone Call – Helpful to know before you go.

- Why are you selling?
- When do you need to move?
- Have you made any improvements or additions? What are the estimated dates?
- What is the size of their house?
- Do they have any idea of what price they want for their house?
- Are they interviewing other agents?

Research – Where are you looking? What do you need to know?

CMA Basics

Pre-Listing Package – things to consider having in it

- Cover Letter - Personalize
- Bio – Resume - Testimonials
- Company Profile
- Communication Guidelines
- Key Market Factors – Price, location, condition, competition
- Pricing guidelines
- Expectations of who does what
- Basics and more about getting a house ready for sale
- Pet Checklist
- Home Warranties
- Presentation of offers
- Multiple offers
- Termite, septic, flood zones, insurance – challenge points
- Negotiation Process
- Closing Process
- Moving Checklist
- Items we need from the Seller
- Customer Information Sheet – Personal information, birthdays, hobbies
- Items the Seller loves about their house
- Property Condition Disclosure information
- Contract with watermark

Conducting the Listing Appointment

- Be 5 minutes early. Do NOT be Late!
- Take the time to build rapport.
- Walkthrough the home briefly.
- Listen, Listen, Listen to their story
- Timing
- Process
- Pricing
- Seller Net Sheet
- Disclosures, Paperwork
- What sold you on your home when you bought it?
- What is the amount owed on their house?
- Agency
- Preparation of the house – Stuff, Staging, and Showing

Show your Value! Tasks you do.

Write Down 20 Things You Do when working with a Seller

- | | |
|------------|------------|
| 1. | 11. |
| 2. | 12. |
| 3. | 13. |
| 4. | 14. |
| 5. | 15. |
| 6. | 16. |
| 7. | 17. |
| 8. | 18. |
| 9. | 19. |
| 10. | 20. |

Make a list of all the tasks you do for a client. Show them.

Then Google “Critical Role of the Realtor - Orlando Association of Realtors” and pull up the list the Orlando Association has prepared for agents with 230+ Items on it. Not all are relevant, and maybe you don’t do all of them. Review the list and use what applies to you.

Marketing Plan overview – What are you going to do?

- Professional Photos
- MLS
- Online locations
- Video
- Local Marketing

Contract to Close – Prepare them with Accurate Expectations

- Be proactive with contract performance dates
- Meet the appraiser, defend the price - Price defense: Improvements, best comps, market data
- Potential Problems – Repairs, Appraisal, Closing Delays, Last Minute challenges
- Closing Gift

Keep Up with Them – Providing Market Data and Friendly check-ins Be their REALTOR for Life