

Advanced Listing Skills in a Low Inventory Market



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More Than One Way to Succeed with Listings

Eight Skills to Work Successfully and Efficiently with Seller

1. _____ listings.
2. Improve your _____
3. Impress with your presentation _____.
4. Get more cooperation on the best _____.
5. Get easier and larger _____.
6. _____ with more confidence.
7. Get _____ more easily.
8. Raise _____ of _____ and _____

Sources for Listings

What is your best source for listings? _____

Marketing Methods

What is your Marketing Strength? _____

Principles of Effective Marketing

1. Feature _____.
2. Feature Real Estate _____ activity.
3. Create and Strengthen Your Brand _____, _____, _____.
4. "Speak" in Your " _____."
5. Add Calls to Action.
6. Embed a Statement of your _____ and _____.

Sphere Marketing

What is your Sphere Priority? _____

Geographic Specialization (Farming)

Successful Farming

1. You know more about the _____ in the area than any other Agent.
2. You know how to get the _____.
3. The people in the area know that you know 1, and 2. Above.

Expired, FSBO, Neighbor Calls, and Doors (or not)

Agent's 4 Greatest Listing Presentation Weaknesses

1. Not Leading with _____.
2. _____
3. How they present their _____ the Listing.
4. How they _____ asking price.

Lead with Questions

Pricing and Value

1. The most important factor in pricing is the _____.
2. Ask ____? _____? _____? And _____?

Rules of Pricing Language

1. Your job is to _____ on price.
Then to Market the property to get the Highest Possible Price
2. The owner _____ and _____ the price.
3. The Agent does not have a _____,
The Agent has _____ and a _____.
4. If after _____ weeks with normal marketing it is not sold, it is not a good price.
It is best for the Agent never to say that it is a good price until it is solidly sold.

Pricing Process and Script

Raise Quality of Service

1. Make _____ a habit.
2. Name three vendors with whom you will develop a closer relationship.

3. Use checklists, whiteboard, and/or online platforms.

Look back at your notes. What are your top three priorities to be a stronger Agent with your Sellers and your listings?

