

Satisfying the Seller



Strategies to Get, Service and Sell Listings

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promoting
REALTOR®
success

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- Introduction

- The Chip in the Brain

Imagine...

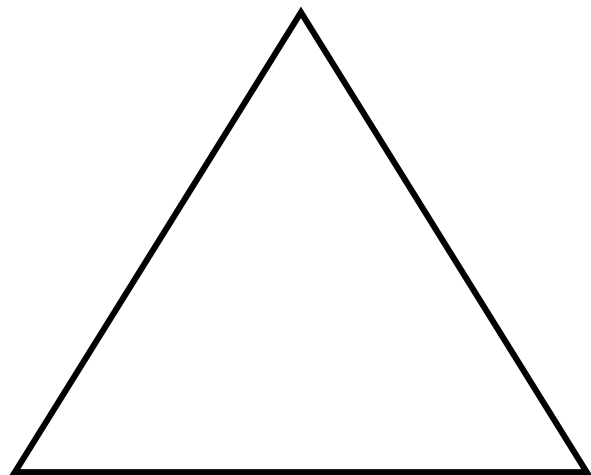
Example: “Thank you for calling the desk of _____. I am on the phone prospecting for potential buyers for homes that I currently have on the market. Your call is very important to me. Please leave a brief message and I will return your call at 10:30, 1:30, 3:30, etc. Have a great day!”

- 5 Reasons to be a Listing-Focused Agent

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-
-
-
-

- The Power Triangle of Listings

Key Point: If I can't...



• Win It Before You're In It - *The 10 Steps to Getting the Listing Every Time*

3 Themes

1. A _____ will yield a

2. There is a _____ between

3. We want you to make an _____

The 10 Steps...



_____ for the _____



The _____ Phase

Are you utilizing "The Call"?



Deliver a _____ - _____ Packet



Do Your _____



First _____

Are you utilizing "The Chat"?



The _____

Three things to do before starting your "presentation"

- 1.
- 2.
- 3.



Sell _____ First



_____ & _____



_____ the House



_____ the Deal

*“Wise men speak because they have something to say;
Fools because they have to say something”*

- What Happens Once You're "Listed"

- _____ is critical
- _____ the property
 - "Let's get together..."
- Offer an _____
- _____ everyone
- I have an offer for you...
 - The Golden Rule?
- Presentation strategies
 - Where?
 - How?

- What Is "Negotiation"?

- Between _____ & _____
- The 6 stages of negotiation
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
- _____ VS _____

- What about multiple offers?
- Time is of the essence
- Working with affiliates
- Repairs & Walk-throughs

- You Made it to the Finish Line

- Closing gifts and Appreciation events
- Repairs & Walk-throughs
- Tracking Your Business
- Follow Up

Sean's Recommended Reading List

- ✓ **QBQ!** - John Miller
- ✓ **Tribes** – Seth Godin
- ✓ **Every Day Agent** – *Straight Talk and Proven Methods to Grow Your Real Estate Business* – Whitney Ellis
- ✓ **How to Be a Great Real Estate Agent: The Principles of Client-Oriented Real Estate** – Joe Rand
- ✓ **Success is in Your Sphere** – Zvi Band
- ✓ **The 7 Spheres of a Friendmaker** – How to Build a Business on Friendship – Art Kelly
- ✓ **Delivering Happiness** – Tony Hsieh
- ✓ **Setting the Table; The Transforming Power of Hospitality in Business** – Danny Meyer
- ✓ **The Fred Factor** – Mark Sanborn
- ✓ **The Difference Maker** – John A. Maxwell
- ✓ **The Good Life Rules** – Bryan Dodge
- ✓ **Contagious; Why Things Catch On** – Jonah Berger
- ✓ **A Whole New Mind** – Daniel Pink
- ✓ **Drive; The Surprising Truth About What Motivates Us** – Daniel Pink
- ✓ **Switch; How to Change Things When Change is Hard** – Chip & Dan Heath
- ✓ **The Referral Engine** – John Jantsch
- ✓ **The Conversion Code** – Chris Smith
- ✓ **Steal Like an Artist!** – Austin Kleon
- ✓ **First Break All the Rules** – Marcus Buckingham & Curt Coffman
- ✓ **Now, Discover Your Strengths** – Marcus Buckingham & Donald Clifton
- ✓ **Really Important Stuff My Kids Have Taught Me** – Cynthia Copeland Lewis
- ✓ **Crush It!** – Gary Vaynerchuk
- ✓ **Integrity Selling for the 21st Century** – Ron Willingham
- ✓ **The Alchemist** – Paulo Coelho
- ✓ **The Complete Calvin & Hobbes** – Bill Watterson



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