THE LISTING PRESENTATION

A Natural Close!

CONFIDENCE

Hi … (name??) I’m Kerri! We had an appointment at \_\_\_\_ (time) and its \_\_\_\_ (time) sharp (pause) Thank you for having me over … I’m excited about getting your property SOLD!

**<<we are too, come on in!>>**

Do you mind if I take a quick look around? **<<Sure, I’ll show you>>** (don’t let them show you around, see the home through the eyes of a buyer)

Ok, I’ve been working on this already for you and I wrote down three … real important questions …

1. Do you absolutely want to sell your property? **<<well, yes>>** Fantastic!

2. Will you price your property to sell or do you want to keep it on the market for an indefinite period of time? **<<we’re ready to get it sold, but we aren’t going to give it away>>** Great!

3. And you … want me … to handle the sale for you? **<<well, we need to hear what you have to say>>** Excellent!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

4. Of course! NAME, at the end of my presentation today …one of three things will happen…

1 …You’ll have the opportunity to … sell your property with me … or …

2 …You’ll decide not to … sell your property with me … or

3 … I’ll decide not to take the listing … just so you know - any one of these is fine

OBJECTION **<< well, wait a minute – why wouldn’t you take my listing?>>**

What would cause me not to accept the listing? Great question! Well, I would only want to take a listing I know I could sell – I want to be successful for you… that’s what you want, right? **<<yes>>** GREAT! Then we are on the same page!

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

5. Let’s quickly take a moment and review the questions I asked you over the phone…

A) You said you were moving to the Villages right? **<<yes>>**

B) You said you were moving because the place is requiring a lot of maintenance, correct?

<< **yep>>**

C) You said you wanted to be there by summer … correct? **<<that’s our plan>>**

D) You would like to price your property at $349,000… right? << **well we’re thinking that may be too low>>**

E) And … you said you owe about $150,000 … is that right? **<<yes>>**

F) Now … you weren’t planning on selling it yourself, were you? **<< no, we’re too busy for all that now – we spend part time in New York with our grandkids>>** Terrific!

6. So … there are only two issues we have to look at today… number one is …your motivation to … sell this property … and … number two … the price we set on your property … so, on a scale of 1 to 10 – ten being the highest; how would you rate your motivation to move?

**<< well, I guess we’re about an 8>>** Got it!

7. I’ve prepared what we call a Comparative Market Analysis … There are two parts to this research … Part one … we call … fantasyland … what owners LIST property for … part two … we call … reality … what Real Estate agents SELL property for … We’re going to have to … decide now … where we’re going to spend our time …

8. As you know, the purpose of the Comparative Market Analysis … is to determine the value of your property … not according to the appraiser or what you paid for it or what I think it’s worth– we MUST determine the value in the eyes of the MARKET or, in this case, the eyes of the BUYER … You know how buyers determine value, obviously? **<< they shop around>>**

9. Sure! They determine value by comparison shopping. They look at the price of your property based on its features and benefits, and compare it with the features and benefits of similar properties that have sold recently or that may be on the market. Does that make sense?

**<< well, yes of course>>**

10. So … you can see … that if you want to increase VALUE, we only have two choices:

A) Adjust the price … or …

B) Add more features and benefits … for the same price … Does that make sense?

**<<yes it does>>** Good!

11. So … unless you are planning to add MORE features and benefits to your property … Are you? … **<<No>>** … then price is the issue and our #1 marketing tool … May I show you what I mean?

A) This property is just like yours …

B) How many bedrooms? **2+ den, 3, 3**

C) How many baths? **2**

D) How many square feet? **2,100, 2,400, 2300**

E) Do you know this neighborhood? **Yes, yes but I haven’t been in it, yes**

F) Have you seen this house? **No, no, we’ve driven by it**

(Based on the features and benefits of the property tell them)

1. Your house is better.

2. This house is a little better than yours.

3. This house is very similar to yours. (Justify why you said that by comparing their features and benefits)

G) What price are they asking? **$299,000, $345,000, $339,000**

H) Look how long it’s been on the market? **42 days, 51 days, 21 days**

I) You would like to be in by \_\_\_\_\_\_ (time)… right? **<< yes>>**

OK! AND SO REPEAT

12. What price do you feel we should use … based on this… to create value in the eyes of the buyer … and get someone to decide to buy your property versus the competition? << **well based on this, we should go with $338,000>**> I agree.

13. All we need to do now is simply … sign the paperwork … so I can help you get you to an easier lifestyle and spending more time with your grandkids….won’t that be great? **<<yes, thank you.>>**

If they balk on price, you’ll have to handle as an objection:

1. Hmmm…. So what price do you absolutely have to have? ( ) Ouch!

2. Based on that … there are a couple of real important questions I need to ask you.

3. Specifically … what is it about your property that makes it worth $\_\_\_\_\_ more than this one? <<use features & benefits discussion or the market standard discussion below or carrying costs discussion>>

4. (Name) in today’s market place … that means you’ve simply brought your property up to selling standard … right?

5. All properties today, in a market where there’s new construction with bells and whistles around should have \_\_\_\_\_\_\_\_ to sell… right?

6. Let me ask you a question … If a buyer wants to buy your property … but … they plan to get rid of \_\_\_\_\_\_\_\_ … the moment they buy your property … how much is it worth then? Exactly!

7. Did you add that to your property for the next buyer … or … for your own enjoyment?

8. If you were purchasing a property … and two similar properties were for sale … one for \_\_\_\_\_\_\_\_ … and one for \_\_\_\_\_\_\_\_ … which would you buy?

9. Wouldn’t you want to use the extra \_\_\_\_\_\_ … to do what you wanted to the property?

10. Don’t you think most buyers would feel just like you? Of course they would.

11. That’s why … I’m going to recommend … a price of $ \_\_\_\_\_\_\_ … based on what we know … we can … list your property … for that price now, correct?

Excellent! All we need to do now is simply … sign the contract … so I can help you get what you want … in the time you want … won’t that be great?

Common objections:

Lower the Commission/Elmer Fudd said he would do it for 1% less than you

Start High and Entertain Offers; Lower the Price Later

Wait for the Market to Get Better

Shorter Listing Time Period

What will You do to Get it SOLD