

How to win this listing from beginning to end

There are four main phases of the listing presentation that you need to focus on:

- 1) Pre-Call
- 2) The Initial Call
- 3) The Walk Through
- 4) The Presentation

Pre-Call

In today's world we have the ability to do so much research before we ever even meet our clients in person. For this reason, you need to focus on two areas of research right off the bat:

- 1) Research your client – By now, you probably have their cell phone, email and more. You can plug this contact information into the Facebook search box and look them up on LinkedIn, Instagram, Twitter, Google or wherever else you can think of. Learn as much about them, their hobbies, their children, likes and dislikes and anything else that you can use to give you something to talk about and create instant rapport when you meet in person.
- 2) Research their local neighborhood – It's not enough to know what percent your market has gone up or down or anything else that I can find on Google. You need to act like an appraiser and call the past agents from houses that have sold in the area and find out why they sold for what they did. Did the owners do any expensive updates or was it a divorce situation? You need to know so that when the seller tells you that their house is worth XYZ because their neighbor sold their house for XYZ, you can respond intelligently with the details about the specific house they are talking about. This will position you as an expert and begin the process of not making the commission you charge a focal point.

The Initial Call

- 1) Listen to what they say on the phone and fuss over what matters to them. If they love dogs, then be prepared to show a lot of affection to their pets. If they tell you what their neighbor's house sold for but they think that their house is worth more because of the birdbath they built in their back yard, that should tell you two things:
 - They're nuts!
 - You still need to make a big deal about the birdbath when you see it!

2) Find out the answer to these 3 questions:

- Why are they are moving?
- What is their time frame - not only for when they want to list but also for when they want to sell by?
- What happens if they don't sell by then?

By doing this, you are picking up on future pressure points and motivating factors that we will be using later in your listing presentation.

Talk to them about their plan B. *What happens if you don't sell?* Make them go there and imagine it so that it feels real to them. The more real it feels, the more realistic you can expect them to be because they are going to want to avoid having to execute on plan B.

3) Make sure that both decision makers will be present. This is an obvious one for most sales people but they just aren't sure how to make it happen without sounding like they need both decision makers present so they can close them together... which they do. For this reason, just use a line such as, *"my marketing plan is very detailed and cutting edge and will be tough for anyone to explain it unless they followed it every day. That's why it's important that I have you both there."*

4) Go in last if possible and make sure to get a promise that they won't list with someone else without having you there first. Other sales people who don't get the chance to go last have adjusted and tried to overcome this by offering to lower their commission in exchange for a commitment right then and there. They even tell the seller that "they are a friend of yours" and it won't be a big deal. They will actually call you themselves so that the seller doesn't have to.

- To overcome this say something like, *"Some sales people are trained to be slick and offer to drop their commission if you sign on the spot while they are there because they know that they don't market your property the way I do so rather than add more value, they just rely on old tactics of "get the listing at any cost" and just drop their price to try and make that happen. I am sure you agree that that's not the type of negotiator you want representing you anyway. Now, I'm not asking that you guarantee that you will list with me but will you at least promise me that you won't sign any contracts with anyone else before I show you what I do different? (wait) Perfect. Thanks!"*

Using this response is layered on many levels. You planted the seed that if someone else does try to close them that they are "slick." By saying "some sales people," you are referring to others, not you, which creates an "us" vs. "them" mentality. You are also giving to get by telling them that you are not asking them to promise to list you (give) only asking that they promise that they won't sign any contracts with anyone else before I show you what I do

different (get). You are also creating the secret of what you offer and making it sound like the other side doesn't want them to see what you do because it is so much better than everyone else.

- 5) Don't get off the phone until you've given them an assignment. Tell them that you will be following up with an email as soon as you get back to the office that you need them to look out for and that it will have instructions for a few things that you will need from them as soon as possible in order to do your job to the best of your ability. Then send them an email (Video) the moment you get off the phone that includes:
 - Amazing video testimonials from past clients (This frames you.)
 - Requests For:
 - What they think are the top **3 best selling points of their house**
 - What they think are the top **3 potential obstacles for buyers**
 - Who they think is the **ideal buyer**

The answers from the seller will let you know what kind of seller you are dealing with. It also allows you to subconsciously take control of the transaction. When you put someone to work, it asserts your control while also building trust because you are working on something together. These little things matter because you don't want to be 2nd place in a real estate transaction.

Listing Appointment / Walk Through

- 1) Get in the right state of mind. Listen to music that pumps you up or whatever it takes. Go into the appointment with the mindset of a winner ready to close them!
- 2) Get there EARLY!! Even if your sellers are late people, it's different when you are late. Don't be late!!! Be early. Don't leave in time to get there on time because best case... you do. But worst case... you don't! Leave early = best case you are there early. Worst case = you are there on time.
- 3) Ask at some point "Perfect! So who's going to show me around this beautiful home!" The answer to this question will show you who the decision maker is and who you need to be focusing on for the rest of the appointment.
- 4) When walking around their house remember it's emotional for them. The lines on the door with the kids' height mean something. Don't act like a general contractor pricing out a job! This is where their initial assignment for the top 3 best selling points is going to tell you what to fuss over. At the same time make it a point to not make a big fuss about the top 3 potential obstacles they told you about. They already know they are a weak point. There is no need to rub it in or make them feel worse about them.
- 5) Don't be so robotic and tell them what about their house takes away or adds value! Don't ever give your opinion on what takes away or adds value because they will assign the value or lack of value to you when you have no

control over the value. That's the market's job! Instead say things like, "Wow! I really love the green walls in your son's room. I can see how it's made it an exciting place for him to hang out and sleep in! But **research tell us that** you might want to go with a more neutral tone on the walls to appeal to a broader audience and help to get you the most amount of money in the least amount of time." **Research tells us...** is your best friend on a listing appointment. Use it and use it often. It doesn't allow them to get offended by your opinion.

Sit down/Presentation **(Don't go on forever!!)**

There are some things that you are going to cover that are specific to your area that aren't covered in this training. What's covered is the stuff that all of you should be doing regardless of location.

The three things that all sellers want to know are:

- a. How much is their house worth?**
- b. What You Are Going To Do Differently To Sell It?**
- c. How Much Do You Charge?**

All three will be covered in your presentation but I recommend going over the price that you would recommend for their house right in the beginning so you can focus on the details you can control for the rest of the meeting and make the price secondary. Go over it quickly and move on and only go back if they ask you to.

Remember though, you aren't talking them in to buying anything. You are in their house because they have already made the decision to sell in most cases. The only question is with whom? If you don't have the belief in yourself to close them, then quite frankly, they shouldn't be using you.

- 1) Understand that you want people to choose you because of your PROCESS not because of your PRICE!! Anyone can compete on price but not everyone can compete on process. If you are competing on price then anyone can compete with you. The local idiot with a license can beat you on price. (Remember – You don't want to be a part of the race to the bottom!) Many of you are competing on something you don't have control over. We don't control the price. We control the marketing, the process and the system we implement to save them time, make them money and alleviate stress.
- 2) Start off by asking, "On a scale of 1-10, what has to happen today for this meeting to be a 10 for the both of you and convinces you guys that I am the professional to market and sell your house for you?"
 - Get them to change from interviewing you to setting criteria that if met, the expectation is that they will hire you.
- 3) Come in w/research on who their ideal buyer is already and have the research done beforehand. "Mr/Mrs Seller. There are approximately 21,000

potential buyers that match the exact profile of the type of person that would buy this house and be happy for many years. I've already prepared for you what the "Coming Soon"/"Just Listed" ad will look like and my marketing team is ready to go the moment you make the right decision to list with me to put your property in front of them right away".

- a. This Leverages two things... "Guilt" and "Loss Aversion". You are also showing them action while others have just talked about what they were going to do.
 - b. Note: You can watch Jared's training on how to create leads on Facebook and Instagram on his youtube channel at www.youtube.com/jaredjamestoday to learn how to target an ideal buyer like this.
- 4) Explain to them what you do differently with your open houses. Open houses still work. Everyone kept putting them in the Sunday paper and thought they stopped working. NO... THE SUNDAY PAPER STOPPED WORKING! Not only do you advertise digitally but you also welcome the whole neighborhood and personally invite them because nobody sells the neighborhood like the neighborhood. (Nosy Neighbors)
 - 5) Buy their domain www.123mainst.com and show it to them in a limited fashion. You can use www.listingstoleads.com/jaredjames to set up your single property website where you will be driving traffic to create potential buyer leads.
 - 6) Don't use those TERRIBLE Syndication List pages in your presentations! Your potential seller has never heard of 97 of those sites because they don't matter. To overcome this, say something like, *"Some Realtors still use these which just shows that they are more interested in impressing you with useless info then they are with actually putting the marketing dollars towards places that actually work. Research shows us there are x number of top sites that we should be targeting. Remember, we don't price houses; the market does that. But we do position them in the best places to attract the highest bidders in the shortest amount of time. Does that make sense?"*
 - 7) Show them the postcards, letters and other marketing materials you plan to use and talk to them about the door knocking you plan to do as well.
 - a. This will make them feel comfortable and feel that you aren't all new school. They will understand this part and appreciate the hard work that goes into this portion. It's just a way to reconnect with them by using something they are familiar with.
 - 8) If you have a team, this is where you outline what their roles are, create expectations and get them excited about having specialized people. If you don't have a team then you don't cover this at all.

Now this is where you close them...

"Mr and Mrs. Seller. When I first talked to you, you mentioned XYZ that needed to happen for you to feel like this meeting was a 10 and give you the confidence to make the right decision to hire me to market and sell

your home. Is there anything that you feel that I have left out so far that you need addressed or do you feel that I've addressed the areas that matter most to you?" (LET THEM TALK)

*"Perfect! Well I know from our first conversation that you want to be out of your house in the next _____ so is there anything else that is keeping you from making the right decision of hiring me to start marketing your home to get it sold so you can _____?" (insert a pressure point mentioned earlier such as their desire to get closer to their grandkids or downsize and stop paying such a large mortgage payment)? **Note: Remember, a closed mouth doesn't get fed! You have to ask for what you want and that means you have to close.***

At this point don't even talk about the commission yet. If they don't bring it up then just write it into the agreement and when going over the contract just tell them what you charge and move on.

If they bring it up and tell you that _____ was willing to do it for _____. Tell them confidently *"I'm just not _____. With me you are getting (XYZ marketing) which costs me money. As I've explained, I do more than just throw your house up on the MLS to compete with hundreds of other listings and then pray that it sells. You are also getting my negotiating skills which can be the most valuable part of this whole process. If I know that I am more valuable to you than _____, what does it say to you if I am willing to devalue myself just to make a sale? Lucky for you, I can see the value in your house as well and I will negotiate what it's worth."*

Then go right back into your close. *"So Mr. and Mrs. Seller. Is there anything else that is keeping you from making the right decision and hiring me to start marketing your home to get it sold so you can _____?" (Insert the appropriate pressure point again)*

Any time another objection comes up, just answer the objection and go right back into your close. Remember, if you leave their home without a signed agreement, your chances of getting the listing drop dramatically. CLOSE, CLOSE, CLOSE!!

If they don't sign immediately, follow up right away and point to your reviews and be consistent and ask for their business again.

This is the kind of training we provide in our Virtual and One on One coaching programs. To get more information please visit www.jaredjamestoday.com