

Listing Real Estate

- The number one goal of all Real Estate companies is to list and sell property
- Listings give brokers a message to bring to the market: *Something to Market*
- Listings create a Legal obligation between the broker and the seller
- Listings are where the price and commission is detailed
- Listings are the life blood of Real Estate

Listings Step 1

- **Contacts = Contracts:** Prospecting leads to listing appointments
- **Listing appointments = Listings taken:** Your presentation, reputation, and professionalism will dictate your efficiency level
- **Preparation is key to listing property:**
 - Know your prospect (ask questions/prequalify)
 - Know your market
 - Know your conversation (scripts)

Prequalifying the Seller

- Prequalifying is all about: Who, What, Where When and Why questions
 - Who is the prospect: Single, Couple, Partnership, corporation etc...
 - What is their property: Size, condition, location, amenities, upgrades and flaws
 - Where are they planning on moving too
 - When to they need/want to be there
 - Why are they doing this: Job transfer, down size, need more space etc...

Pertinent Info about Sellers

- How much do they owe on the home
- Have they already purchased their new home
- Has the seller been involved in many transactions?
- Have they or do they plan on interviewing more than 1 agent
- How much do they think their home is worth
- What would happen if their home didn't sell
- What the owner likes and dislikes about their home

The Prelisting Package

This package is most powerful when delivered to the seller in advance of your meeting. The package should include the following:

- Property Profile (Generally all of the tax record info for the property)
- Comparative Market Analysis (CMA) this will include all pertinent market info including graphs about pricing, days on market, and current competition
- Sellers Net Sheet: How much will the seller net after all costs of sale and payoff of liens
- Property Marketing Plan including current samples

Comparative Market Analysis (CMA)

The CMA is a Report which describes the current market for real estate that compares to your prospects property and includes the following:

- Currently active listings in the area (the competition)
- Currently pending listings in the area (reflects the most recent activity)
- Sold listings in the areas which have sold over the past 3-6 months (States what homes actually sold for recently)

Valuable Information to Report

- Current market velocity: How many days, weeks, months of inventory is currently on the market i.e. # of listings/# of sales per week
- Comparable DOM (Days on Market)
- Current expires, cancels and withdraws: Demonstrates current market strength/weakness
- Sellers Net Sheet: How much will the seller get based on your information (Listing Price)

The Listing

“This is where the Rubber meets the Road”

You must bring together all of your information from prequalifying the seller, the CMA you prepared, and your value proposition as an agent and company to the listing presentation

Know your Prospect

Knowing how to present to a prospect will increase your efficiency. How do they process information?

- Visually: Do they process information in pictures and graphics (People who need to see the information)
- Auditory: Do they process information by sound or vocal clues (I hear what you mean)
- Kinesthetically: Do they process information through feelings and emotions (I feel ...)

The answers to your prequalifying questions will give you a clue as to what type of person you are dealing with

The Listing Appointment

- Always be on time: This is a job interview
- Tour the home, preferably by yourself (like a buyer)
- Sit at a table: You need a flat surface to present your information and to review and sign paperwork
- Make your listing presentation: Should be scripted yet specific to the subject property

The Listing Presentation

- Start with you and your company: Track record, recent transactions, testimonials, references, and professional qualifications
- Present your marketing plan (how you're going to get their home sold)
- Discuss the CMA: How does their property fit into the market based on the CMA
- Establish a marketing price or expected sale price
- Explain the services that you will provide
- Ask for the Listing

Top Reasons Homes Don't Sell

- Price: This is the most common reason for a home not to sell. Buyers are ever smarter and recognize when benefits do not match price (a poor Value)
- Condition: Also stated in terms of price. If condition (Benefits) doesn't meet market standards then the price must be reduced (Value)
- Location: Again Stated in Price. Some locations are less desirable than others and value is created in the price
- The Agent: Ouch!