

Servicing your Listing

- The job of the listing agent is to get the home sold. The activities that the agent takes make up the servicing plan
- Servicing your listing is your chance to show the market what you do
- Servicing your listings well creates opportunities for more listings
- Repeat and referral business are rewards for superior customer service

A Plan to Sell Your Home

Servicing your listing starts with a specific plan

- Take out a calendar and schedule the expected life of your new listing
 - When will you communicate with the seller
 - What day will the home go on the market
 - When will all of the inspections be completed
 - When will any upgrades/improvements be completed
 - When will the staging be completed
 - When will photos be taken and ready

Listing Calendar continued

- The Listing Calendar schedules the life of your listing
 - When will all of the property marketing materials be ready
 - What day will the sign be installed
 - What day will you have your office preview
 - What day will be the first open house
 - What day will be broker tour
 - When will all property disclosures be available
 - What day do we expect to listen to offers

Preparing the Home For Sale

- Pricing the Home is the most important step in preparing for a successful sale
- The Listing Disclosure Package including all required disclosures plus all 3rd party inspections should be completed prior to marketing the home
- Staging a Low cost/ high return way to enhance the value of the home

Staging your Home

This is the process of preparing the home to be presented in its best light

- Clean the entire home inside and out
- Paint where needed
- Remove all Clutter
- Remove all personal items, photos, knick-knacks etc..
- Remove excess furniture
- Rearrange furniture if necessary to enhance flow
- Landscape where necessary to enhance curb appeal

These small items generally return between \$3 to \$10/\$1 spent

Marketing your Listing

- Identify the properties best features and benefits.
- Create a professional brochure highlighting the properties best features and benefits through written word and photos
- Create an internet based marketing plan using specific property websites and social media
- Create Just Listed and Open House Invitation post cards to be hand delivered in the neighborhood

Steps to Selling your Listing

- Hand deliver your Just Listed Card to the closest 250 neighbors
- Hand deliver your “Open House” invitations to the same closest 250 homes
- Have your office preview your new listing
- Enter the Home on the MLS
- Hold the Open House
- Have the Broker Tour
- Follow up with all inquiries about the property
- Track any and all listing disclosure package downloads

More Steps to Selling your Listing

- Schedule agent previews and showings
- Maintain a plan to keep your marketing materials for the home getting disseminated
- Contact all active agents in the area about your listing
- Prospect neighbors asking if they know anyone who would like to move into the area
- Prospect neighborhoods/demographics which are likely to move to your neighborhood

Open House

Open Houses are a great way to meet the neighbors (possible sellers) and prospective buyers. Holding them well is important to your success

- Invite the neighbors
- Know the neighborhood market (study)
- Use many open house signs
- Greet all people personally (No TV ever!)
- Have nice music playing softly in the background
- Have a Guest book
- Escort the prospects and be sure and ask qualifying questions: How long have you been looking, what are you looking for, Does this home fit your needs, etc..
- Always follow up with everyone who leaves their contact information