

How To Get Listings And Do Listing Presentations

- I. Know your tools
- II. Farming areas
- III. Low cost ideas
- IV. More expensive ideas
- V. Tracking your leads
- VI. What to do/say when a prospect calls you
- VII. Preparing for the listing presentation
- VIII. The listing presentation
- IX. Follow-Up
- X. Review



1

When starting out with prospecting, the first thing you need to do is sit down and write out a list of the resources or tools that you have available and what you expect to accomplish with each tool or resource.

How much time can I spend each day prospecting? 30 minutes?– 3hrs?

How much money can I spend prospecting? \$50?-\$1000? month

Who do I want to target? City, neighborhood, age group, etc.

Who do I know that can help me? Family, friends, co-workers, etc.

What is my current sphere of influence? Family, work, church, clubs, etc.

What can I do myself and what should I pay someone else to do for me?

How can I use technology? internet, email, telephone, TV, radio, etc.

How can I use the printed advertising? mail-outs, newspaper, flyers, etc.

How can I use my car? looking for FSBO's, door magnets, car wraps, etc



You are 50% more likely to succeed at reaching your goals if you write them down

2

Farming Areas

Farming is finding an area of town that you feel comfortable with and blanketing it with advertisements about you. This is a very effective way to focus your marketing in a small area, thus saving money. Farming also gives you a stronger market presence since people see you and your advertising more frequently. You can farm a subdivision, apartment complex, or just a few streets.

1) Door hangers

2) Mail-outs

3) Join the homeowners association

4) Start a website for the neighborhood

5) Advertise in the neighborhood newsletter

6) Drive the neighborhood frequently in your car with your door magnets on and wave to everyone

7) While you're exercising and walking the neighborhood streets keep business cards on you to hand out

8) Sponsor a neighborhood event such as a hot dog cookout on the 4th of July or rent a snow cone truck for an afternoon and give free snow cones

9) Let people know that you live in the area and they should call you.

10) Provide sales data to the residents to show them what their homes are worth



How do you farm an area?

3

Low Cost Ideas

- 1) Use the MLS each day and check for EXPIRED or TERMINATED listings. Check and see if they have already re-listed and, if not, prepare a nice package for them that includes a CMA, a San Jac Real Estate "Selling Your Home" flyer, or a "Listing Packages" flyer, your business card and a nice letter that says who you are and that you noticed that their homes was off the market.
- 2) Drive around once a week and look for "For Sale By Owner" signs. Write down the address and phone number on the sign. If they have a flyer, take one. Prepare the same package as mentioned in #1 except in your letter, mention that we have a FSBO package and all of our listing packages allow the seller to still sell the home themselves and save money
- 3) Print out your own flyers or postcards and target "Sellers" by enticing them with how you can save them money and/or provide better service with our listing packages
- 4) Keep your door magnets on your car at all times and wear your name badge and/or company shirt as often as possible. You'd be surprised how many people will stop and talk to you when they KNOW that you are an agent.



4

More Expensive Ideas

- Zillow.com, etc. lead purchase web sites
- Car Wrap
- TV, Cable or Radio ads
- Billboard
- Community / Real Estate web site
- Social Media ads



5

Tracking Your Leads

- When someone calls you or comes to see you, ask them how they found you. (referral, advertisement, etc.) Keep track of the leads and where they are coming from
- Make sure your HAR web site is active and has the lead generator activated. Promote your HAR.com web site on your business card



www.har.com/daveturnquist

Whatever works, do more of it!

6

What to do / say when a prospect calls you

- Get as much information from them as possible unless they are elusive and will not give you any information. Build their trust first. Ask things like

- What are you looking for? (lease, purchase, sell, commercial)
- How much do you want to spend (buyer) or make (seller)
- Preference of School District? Subdivision? City? (buyer)
- Are you pre-approved for a loan? (buyer)
- Can I email, fax or drop off a list of homes to you? (buyer)
- Can I email, fax or drop of a free CMA to you along with some information about selling your home? (seller)
- What is your timeline?
- Can I have your phone number, email or address?



Always check the caller ID to capture the number and/or name

When greeting clients, say your first and last name and hopefully they will reciprocate

Be sure NOT to cold call people who are on the national DO NOT CALL list.

7

Preparing for the listing presentation

Remember to dress appropriately

Prepare the following documents and do your homework

- 1) Neighborhood CMA using HAR.com CMA Wizard
- 2) Matrix Tax printout off of MLS
- 3) Market Value Analysis Price Pyramid
- 4) Listing Data Sheet
- 5) Listing Checklist sheet
- 6) Listing Agreement and required addenda
- 7) "Selling A Home" tri-fold flyer
- 8) "Listing Packages" tri-fold flyer
- 9) "Why Choose Me As Your Agent" flyer
- 10) Home Warranty Flyer



Bring the following tools and know how to use them

- 1) Supra Electronic Lockbox
- 2) Tape measurer
- 3) Digital Camera
- 4) Talking House or 1-800 recorded info # (if necessary)



8

The Listing Presentation

- Dress Appropriately and don't forget to bring all of the documents and tools you need. Create a checklist if needed.

- Know how to get to the home and arrive on time

- Be prepared. Know the comps!!! Know our listing packages!!!

- Start by breaking the ice and getting to know the sellers (if you don't already know them). Show confidence and organization and take control of the presentation.

- If you haven't seen the inside of the home yet, ask the seller if you can take a few moments to look around and see the features of the home. Take your Listing Data Sheet and a clipboard or notebook and take notes as you walk around. When you are finished, ask the seller to sit down with you at the kitchen or dining room table (or other appropriate place)



9

The Listing Presentation (continued)

- Start with the CMA of the neighborhood and explain what all this means and how their home fits into the equation. Point out some of the positives and negatives of their home. Be prepared to explain that other area homes have upgrades too, but that there is not a 100% return on any upgrade. Don't let THEM tell you what the home is worth
- Show them their Matrix Tax sheet and your CMA Pricing Pyramid sheet. Stress that overpriced homes take much longer to sell.
- Next, take out your Listing Packages tri-fold flyer and go through each package and the amenities that come with each one. Sell yourself and your services. Don't be afraid to ask for a 6% commission if you are going to provide 6% service. If they want to talk you into a reduced commission, explain that that also means reduced services and/or a reduced sales price. Why should you reduce your commission if the seller is unwilling to reduce their profit too? Remember, YOU are the expert on home sales, not the seller.
- Finally, take out the Listing Agreement and required addends. Go over each section with them briefly so that they understand what is in each document. Explain that these forms are standardized and every agency uses the same forms. Tell them that you will be happy to leave the information with them and call them at a later time if they would like to think about it. If they insist on signing the papers immediately, have them fill out the Seller's Disclosure while you are filling out the listing data sheet and taking photos. If needed, tell them you will come back later to take photos, install the Talking House, put on the lockbox, etc.



10

The Listing Presentation (continued)

POINTS TO REMEMBER

- 1) Be Prepared and Do Your Homework
- 2) Take Control and Show Confidence (not arrogance)
- 3) Give them a chance to speak and listen
- 4) Tell them the truth, not just what they want to hear
- 5) Don't Pressure Them
- 6) Explain that we offer MORE service for less money
- 7) Explain that buyers don't care whose sign is in the yard
- 8) Reiterate that listing too high will turn off buyers
- 9) Reiterate that our listings are seen worldwide on all MLS databases such as Realtor.com, Zillow.com, Yahoo Real Estate, Homes.com, Homeseekers.com, HAR.com, Redfin, etc
- 10) Offer a Variable rate commission. 6% if co-op. 5% if the you sell it with no other agent. 4% if the seller finds their own buyer

(You are not required to do this but it is a great way to convince them to list with you)



11

Follow Up

If the seller decided not sign the listing agreement the same day you made the presentation, make arrangements for a follow up call or email the next day or in a few days. DO NOT PRESSURE THEM TO SIGN IMMEDIATELY. If they want to interview other agents, that is their right. Ask the seller if they have any further questions or concerns during the follow up call. (send a letter in the mail thanking them)

If you don't hear back from the seller in a few days check the MLS daily to see if another agent has listed the home. Don't be a pest, but politely call or email a nice message that says that you enjoyed meeting with them and appreciated the opportunity to speak to them about how you could help them. Leave your name and number on the message or email.

If another agent ends up getting the listing, don't be a sore loser. Do not call and harass the seller and ask why they did not pick you. If they contact you then politely ask why they did not choose you. Even if you do not agree, tell them thank you and good luck and that you will keep their home in mind when you have buyers looking. Remember, just because another agent listed the house, doesn't mean it will sell. You may get the call after the other agent fails, and by that time the sellers will be much more willing to listen to you.



12

Follow Up (continued)

If you do get a call back from the seller and they decide to list with you, make sure that you FOLLOW THROUGH on everything that you promised them.

- Virtual Tour
- Talking House
- ShowingTime
- Digital Photos
- Weekly Feedback
- Electronic Lockbox
- Open House
- Listing Checklist
- Ask for Survey & other helpful docs
- Upload all disclosures into MLS

ShowingTime



Talking House
24/7 Wireless Home Marketing

*Remember that your listing may be Exclusive Agency and NOT Exclusive Right To Sell. If so, click on YES for Dual/Variable Rate on MLS

13

REVIEW

- 1) Prospect every day. You must sell yourself and be recognized by people in the community
- 2) Use the MLS and your expertise to gather knowledge that makes you "the expert" in real estate. Make people believe that you are the "go to" person when the need help with real estate.
- 3) Don't be afraid to spend money but be wise. If you spend nothing you will get nothing. If you spend too much you will still end up with nothing
- 4) Use your HAR.com member website to market yourself and to get online leads. Keep track of where your leads are coming from
- 5) Prepare for every listing presentation as if your life depended on it. Make your presentation better than anyone else's.
- 6) Take control and be confident and friendly during the presentation. Know what to say and when to say nothing.
- 7) Never pressure a client to list with you. If you have done your presentation well enough, they will beg you to list their home
- 8) Always follow up with potential clients but be very careful not to be a pest or harass them
- 9) Follow through on your promises and obligations to the client. If you do, they will remember it and will refer others to you.



14



TEST (6/7 Correct Required to Pass) How To Get Listings And Do Listing Presentations

NAME _____ DATE _____

- 1) Farming is focusing on one area of town or neighborhood consistently and blanketing it with your advertising and expertise. TRUE FALSE
- 2) Sending letters or postcards to expired, terminated and FSBO listings as well as having your door magnets on your car at all times is a cost effective and efficient way to find listings and new clients. TRUE FALSE
- 3) Your HAR.com agent web site has a free lead generator available on it TRUE FALSE
- 4) There is a national DO NOT CALL list that forbids you from cold calling people at random to try and advertise your services. TRUE FALSE
- 5) Dressing appropriately and being prepared with all of your documents ahead of time is important when meeting a potential client for a listing or showing. TRUE FALSE
- 6) You should always pressure the seller to sign the listing agreement immediately so that they will not have time to talk to another agent and change their mind. TRUE FALSE
- 7) San Jacinto Properties offers "Exclusive Agency" listings that allow the seller to find a buyer on their own a pay a reduced commission to us if they do. TRUE FALSE

15
