



Powerful Seller Presentations

SELLER PRESENTATION SCRIPT

AGENT: Hey Julie, Chad Goldwasser; it's great to meet you!

TECHNIQUE: The best salespeople always greet people warmly with a big smile and a firm handshake. First impressions are so important; make sure that you are always dressed professionally. No jeans, t-shirts or flip-flops. If you want to be the best, you have to dress the best. Master salespeople are well-groomed; they don't offend others with things like bad breath, cigarette odor, too much cologne, or a sloppy appearance. They pay attention to small details. Their shoes are shined, their shirts are ironed, and they present themselves with confidence. They do not bite their fingernails, pick their nose, or make people otherwise feel uncomfortable.

SELLER: You, too. Please come in! This is my husband Joe.

AGENT: Hi Joe, thanks for the opportunity.

SELLER: You bet! Thanks for coming out to meet with us.

AGENT: It's my pleasure. You guys have some beautiful trees in your yard, and I love the stone exterior.

SELLER: Thank you.

TECHNIQUE: As you walk up to the home, make sure that you take notice of something you can compliment the seller on. Make sure that it is genuine and that it doesn't come off as a ploy to gain approval from the seller. You may find it challenging with some homes to find something that you can compliment on, but think about it: how about a great location, good lot, nice trees? Just find something! Done correctly, this will break the ice and allow you to start establishing rapport and building a relationship.

AGENT: Okay, I'm going to set my things right here at the dining room table where we'll meet. All right?

SELLER: Yeah, sounds good.

TECHNIQUE: At this point, it is critical to take control of the selling situation. You must get the client comfortable taking your lead. By telling the client where you will be meeting, you are taking control and setting yourself up for a smooth presentation. Master salespeople recognize the importance of controlling the sales environment.

AGENT: Then we'll take a walk around the house, you can go through and show me the layout and all the good stuff that you love about your home.

SELLER: Excellent.

TECHNIQUE: As you are walking around the house, make sure to "sell" the home to them. Point out the great features and benefits that you will share with any potential buyers that you bring through the home. The sellers are watching your skills and will be impressed by your enthusiasm and excitement about their property. As you go through the home, make sure that you are leading them from room to room. When you are finished looking at the property, direct them back to where you will present.

AGENT: All right, now that we have looked through the home, let's go back downstairs and we'll sit down and put a game plan together.

SELLER: Perfect. It's good to know and see your excitement about our home. I really want an agent that feels close to the same way we do about our house.

AGENT: Yeah, I agree. It's very important that an agent has enthusiasm for the homes they sell. And I definitely get more excited about homes like yours that have been well taken care of! Could you please grab me a glass of water?

SELLER: Yes, of course.

TECHNIQUE: Notice the question that I asked: "Could you please get me a glass of water?" Of course they are going to say yes. Whether or not I am thirsty I always ask this question. This is again getting the client to feel comfortable responding in a positive way to my requests by saying "yes" to me. My goal within the first five minutes of any sales presentation is to get the potential client to say yes to me in some form or fashion at least 6 times. This is a detail that you should not overlook. Getting the client to feel comfortable saying "yes" to you will lead to a smoother close. The next step is to let the client know what you will be going over in your presentation.

AGENT: Thank you sir; I appreciate it. Okay, here's what I would like to do today. First we will review the information Julie gave me over the phone and make sure that we are all on the same page. Then we'll go through the market analysis and pricing, because that's really important to you, right?

SELLER: Definitely. We're very interested in getting your expert advice on the market and what you think our home will sell for.

AGENT: Good. And then we're going to talk about our game plan to get your home sold. Before we do that, do you have any questions for me?

TECHNIQUE: I always ask the client if they have any questions to find out if there are any concerns or objections that I can get answered right away.

SELLER: I don't, do you have any Joe?

SELLER: Not that I can think of right now.

TECHNIQUE: When I go on a complete listing presentation, I first review the Seller Information Sheet to clarify the information that I received over the phone is accurate and confirm that both homeowners are on the same page. Next I go over in great detail my CMA...this is what people want to hear about most, get it out of the way so they will really listen to the rest of your presentation. You can also at this time establish what is important to them and tailor the rest of the presentation to target their hot buttons. The CMA is complex. For further information about our CMA strategies, visit our Web site. For the purposes of this CD, we will focus on going through the Home Seller's Guide.

AGENT: Great. The first part of our Home Sellers Guide goes through and talks about our team that you're going to be working with. When you hire us, not only do you hire me, but you hire our entire team of experts to help you through the transaction and make sure that everything goes smoothly, which is what you want, right?

SELLER: Yes, that sounds really good.

TECHNIQUE: Notice the question at the end of my sentence. "Which is what you want, right?" This is an example of a tie-down. A tie-down is a question at the end of a sentence that demands a yes. If what you said represents truth as the potential client sees it, they will respond by agreeing, won't they? And when they agree that some quality of your company meets their needs, they've moved closer to working with you. As you use these tie-downs, make sure to smile warmly and gently nod your head "yes." Because it is not a threatening question in any way, they will likely agree with their own nod or affirmative answer.

AGENT: Our team consists of an operations team, an inside sales team, buyer specialists, and listing specialists, which is what I am. The operations team is going to manage over 500 details that will go into the marketing and closing of your home. Inside sales is on duty from 8 a.m. until 8 p.m., seven days a week, to make sure that when a buyer calls on your home, we answer that call immediately and are able to set an appointment to show it. The buyer specialists are responsible for showing your home to the prospective buyers who call about your property, and they also handle our open houses. And my job is to make sure that we get your home sold for the most money in the shortest amount of time with the fewest hassles. Which is what most people are looking for, right?

SELLER: Most money, no hassle, yes, that's what we're looking for.

TECHNIQUE: Share the qualities that set you apart from other agents, the benefits they will see when selecting you as their agent.

AGENT: Good, well then, we have the same goals. The reason we have a team of agents is that 10 years ago when we started this company, there was only one person, me. As I gave really great service and took good care of people, those same people started referring others looking to buy and sell real estate. As we grew, more and more people wanted my service. When I couldn't handle the volume and still give great service, I decided to hire others. Then I trained those people thoroughly about my standards and expectations of how people should be represented. As a result, I have found that with this type of specialization that we offer as a company, the ability

to serve people at the highest level has increased immensely. That is how our team works. Does that make sense?

SELLER: Yeah, it makes perfect sense, and it sounds like you have it all together.

AGENT: Well, thank you, we very work hard at it. Now after 10 years there are 29 agents on our team, 23 of which specifically represent buyers because we attract a lot of them, which is what any seller should want, right?

SELLER: Right!

SELLER: Yes.

TECHNIQUE: Make sure to share the fact that you and your company produce a lot of buyers. This is one of the things that a seller is looking for more than anything. Notice throughout my presentation how I always refer back to the fact that our company produces a lot of buyers.

AGENT: Good. The second part of our guide explains our team's sales statistics. Any great agent that you are going to work with should know their statistics and share them with you.

TECHNIQUE: Here I am actually throwing any other agents that I am up against under the bus. The reason is that 95% of agents will not know and share their statistics. If you happen to be in a multiple interview situation and the other agents have not shared their numbers, this will immediately stand out to your potential client. The fact that you know yours will set you apart. Make sure to share your success with them. Tailor your numbers so that they make you look good among your competition.

AGENT: This is one of the most important aspects of choosing an agent to represent you. Their statistics will show you how effective they are at marketing their homes and getting a good price. The first statistic that they should share with you is out of the homes they list, how many do they actually sell? The Austin Board of Realtors shows that 20 percent of homes fail to sell. We sell 95 percent of the homes that we list for sale. So with us, you have a 15 percent better chance of selling your home than if you were to work with an average agent. Pretty good, huh?

SELLER: Yeah, that's really good to know.

AGENT: The other two statistics that you want to pay attention to are the list price to sales price ratio and the average days on market. These two are in direct correlation with each other. Here's what I mean by that. The longer a home sits on the market, the weaker your negotiating position is and the further you get below your asking price. Now when a home sells before it's listed in the Multiple Listing Service or within the first three weeks of going on the market, sellers have a much stronger negotiating position and they will usually get closer to their full asking price. This is why it is imperative to price your home correctly from the onset.

TECHNIQUE: Start positioning yourself to get their home priced correctly. Here is a critical fact: homes that are sold within the first few weeks of hitting the market sell for a much higher price than if they become stale. Your ability to help your clients understand and make a smart

decision regarding the price of their home will become one of the most important factors for success.

AGENT: When I look at the average days on the market for the entire Austin Board of Realtors, it is 75 days; ours is almost half of that. And also, as you can see, our homes are selling closer to their full asking price. The bottom line is, with us, your home will sell faster and for more money. My goal for your home is to drive a ton of traffic through it and get it sold within the first two weeks. That would work for you, right?

SELLER: Well like I said, sell it for the most money in the least amount of time. So my answer is: yes, that would work!

AGENT: Awesome. I am really looking forward to getting your home on the market.

TECHNIQUE: This last sentence is an example of a presumptive close. I am getting the client into the mind frame that I will be getting their home on the market. I am presuming they will work with me. Use this technique throughout your presentation and when it comes time to sign on the dotted line it will be simple.

AGENT: Now, here we have compiled the top 10 reasons we believe you should list your home with us.

TECHNIQUE: You do not have to have 10, but think of the reasons that set you apart from other agents and use those. I will go through all of the reasons we use, to give you examples of what to cover, but I don't recommend doing this with every seller. Pick the top three that fit in with what they are looking for and focus on those. If you spend too much time talking about how great you are, you may end up turning the client off.

AGENT: The first reason is our team's statistics, which we just went over. Obviously any agent that you would consider working with should show you their numbers, right?

SELLER: Definitely yes, I think that's important.

AGENT: The second reason is our radio and television advertising. This is not something that you're going to find with a lot of other agents. It's something that we have invested in that sets us apart. I do not specifically advertise your home on the radio and television, I advertise our team and unique programs that we offer and this drives more buyers to us, which again, is a key to getting your home sold, right?

SELLER: Yes, absolutely, that's what we're hiring you for, to bring us buyers.

AGENT: Exactly, the more buyers we have, the more opportunities we will have to show your home and get it sold! The third reason people list their homes with us is our online presence.

TECHNIQUE: Succeeding in this day and age means that you must have an online presence. Make sure that this is at least one of the reasons that you focus on during your presentation.

AGENT: We have put a ton of our resources back into Web exposure because 96 percent of people start their home search on the Internet. We invest in search engine optimization strategies so that our Web site is one of the highest ranked when someone is searching for real estate in Austin. We also partner with many online real estate lead generation companies to direct people to our site. Next: expert marketing. Our proactive and aggressive marketing plan will ensure that your home gets the greatest amount of exposure. Again, this is to drive buyers to your home and to make sure that we get the word out to as many people as possible. The fifth reason is business volume. The average agent in Austin sold 6 homes last year and we sold over 525. If you were hiring a brain surgeon, would you want someone who had performed the procedure 6 times, or over 500 times? 500 times, right?

SELLER: Of course.

AGENT: Because that person has more experience! In addition, because of our high volume, we have more for sale signs out, which means more buyer calls into our office and more showings for our sellers. It just makes sense, doesn't it?

SELLER: Yes, it does.

AGENT: Excellent. The next thing is our special programs. We have a Guaranteed Sale Program. It's basically where we will come in and put an agreement together to sell your home in 90 days or we will buy it for cash. This will not make you as much money as it would to sell your home to a qualified buyer because I can't pay the full list price for the home. If there's a buyer that is interested in purchasing your home but needs to sell their home first, this program can be a huge benefit for you. We can guarantee to sell your buyer's home, which will make them more comfortable moving forward making an offer to purchase yours.

Another unique program we offer is our Gold Plus Service Program. This is where we come in and take care of the entire staging of the home to make you the most money. We arrange to get it cleaned from top to bottom, getting the trees trimmed, getting the yard done, mulching the beds, cleaning the carpets, the whole nine yards. This can save you a lot of time and energy and, in the long run, potentially make you more money. If that's something you're interested in, we can talk more about it a little later.

TECHNIQUE: Highlight special programs you offer that other agents do not and make sure that the seller knows this is unique to your company. For more information on the unique programs we offer, visit our website.

SELLER: Is there an additional fee for that?

SELLER: Yeah, that seems like something we would be interested in, what does that cost?

AGENT: It depends on the square footage of the home. For your home, it would be approximately \$3,000. If you decide to go with that service, we will add it to the listing agreement I have prepared in just a few minutes. Does that answer your question?

SELLER: Yes, it does.

AGENT: Good. The seventh reason people list their homes with us is our experience, education and market knowledge. After selling as many homes as we have, there really isn't anything that could come up during the process of getting your home sold that I haven't already experienced 50 times before. This is key because what I don't want to happen is to get an offer in on your home, have it go under contract, and then in the closing period have something fall through the cracks. If that happened, it would mean putting your home *back* on the market and that hurts us in terms of days on market, which again is crucial in getting the best price for your home. So, having an experienced agent representing you can mean thousands of dollars in your pocket. Also, education. Ever since I started in this business I have really focused on continuing my education. I have always kept up to date with any new marketing ideas and any changes in contracts that would affect my representation of our clients. And market knowledge is key. I am continually studying and learning the market, not only on a local level, but keeping up with national trends as well. This allows me to give my clients the best information when it comes to pricing their properties. When I receive an offer and it is under our asking price, my extensive market knowledge gives me the ability to negotiate strongly to get my clients the highest price every time.

SELLER: That's a good thing.

AGENT: Definitely. Number eight: strong reputation and honest advice. Since the beginning of my career I have focused on making sure that I not only treat my clients well, but that I am also treating other agents, mortgage companies, lenders, and anybody else with a servant's heart. This benefits you because when I put a home on the market, other agents know that it's going to be priced well, in good condition, and if they sell the home, they know that there is going to be someone on the other side of the sale taking great care and making sure everything gets done. As far as honest advice, I have always been really truthful with people about pricing and the condition of their home. A lot of agents will come in and practice what we call "buying the listing." This means that they price your home as high as you want just to get their sign in the yard. The only thing this is good for is for your neighbors to sell their correctly priced properties. I have always been very honest about interpreting the market data and helping my clients make a smart decision about pricing their home.

SELLER: That's what we want, honest advice.

TECHNIQUE: We can talk about sales techniques all day long, but if you don't make a commitment to dedicate yourself to maintaining a great reputation, it won't matter. Reputation is key! Treat everyone with the utmost respect and integrity and your business will thrive. People will want to work with you. A great reputation is priceless.

AGENT: Of course you do. Now here it talks about working with a team versus an individual agent. The greatest benefit of working with a team of specialists is our extreme focus on our areas of expertise. While I am marketing your home to buyers and meeting with other agents to negotiate the sale of your home, our operations team ensures that nothing in your home closing slips through the cracks, and everything happens the way it's supposed to. This attention to detail and personal service doesn't cost you any differently than it would if you were working with a single agent.

TECHNIQUE: If you don't have a team, highlight the benefits of the personalized service that you will offer each and every client.

AGENT: The 10th reason people choose to list their home with our team is our Preferred Service Provider Program. The agreements we have with several service providers offer preferential pricing and priority treatment in services such as painting, plumbing, and tree trimming. We have all the services covered that you may need to get your home prepared to sell. Any questions on this?

SELLER: No. Looks like there's a lot of good reasons to work with your team.

TECHNIQUE: Develop relationships with service providers. You have business for them and they should offer preferential treatment to your clients and negotiated rates. You owe it to your clients to be the source for all of their home selling needs.

AGENT: I'm certainly glad that you think so. The next section covers the home selling process and reviews the activities that we will complete before we go on the market. The first thing we do is market research. That's all the information that I gather prior to meeting with you to ensure that we price the property correctly to get the most money for your home. I did all of that within the last couple of days so that we have the most up-to-date and accurate information.

The next thing is presenting the listing packet and market analysis to determine the highest market value for your property. We will then determine your sales objective, and that just has to do with you being honest with me on your situation and your goals. For example, if you were to come in to me and say that you have not made a payment in 3 months and you were going to be foreclosed on, well, that would be a very different objective and we would price it differently than we would with your current situation, which is wanting to get the most money for your home and getting moved to Minnesota, right?

SELLER: Yes, that's our objective.

AGENT: Okay. Next is the listing agreement and the seller's disclosure, which we will be going over in just a minute. The listing agreement establishes the terms of our relationship. It also legally binds me to represent you and your best interest.

TECHNIQUE: Notice here how I again use the presumptive close and state that we will be going over the listing agreement in just a minute, preparing them for signing that agreement. I also put myself in harm's way by stating that the agreement legally binds "me" to represent their best interest.

AGENT: The seller's disclosure is what you are going to fill out to notify the buyer of any challenges you have had or improvements that you have made to the property. The home staging consultation is when we will walk through the property and I will share with you what I believe are the things that need to be adjusted within the house to get you on the market and get you the best price, which is what you want, right?

SELLER: Yes, that will be helpful.

AGENT: Good. We'll do that tonight once we have completed the listing agreement. After that, when I leave I'm going to place the sign in the yard, even though we are not going to go onto the Multiple Listing service for another two weeks.

TECHNIQUE: Always get a sign in the yard as soon as possible and start marketing right away. Create a buzz about the property and give yourself the opportunity to sell the listing even before it hits the MLS. This will ensure you get your client the highest price for their home.

AGENT: We are still going to get the sign out in the yard and get some temporary flyers out because in the next two weeks as we are getting the home ready to sell and preparing for the Multiple Listing Service, there are going to be neighbors and potential buyers driving through the neighborhood. One of these people will pull your temporary flyer, which will state that the home is not yet listed on the Austin Multiple Listing Service, and to please call us for a private showing. When people see homes that are not yet listed on the Multiple Listing Service they get excited because they don't have to compete with other buyers for your home. When we get one of these people in the door and they fall in love with your home and make us an offer, guess how much we have to negotiate on the price?

SELLER: Well, I wouldn't think any.

AGENT: That's right. Little or none! We will also put the lockbox on the home tonight. However, no one will enter your home until you are ready. The next activity is going to be your responsibility. It is to complete the seller homework. These are the seller documents that I sent you yesterday through e-mail. Have you had a chance to fill those out?

SELLER: Yeah, I have just a few questions about them.

TECHNIQUE: Always deliver the Home Seller's Guide and pre-listing paperwork to a prospect before your appointment. By doing this you will accomplish many things. One, it shows you are a prepared professional. Two, it will save time at the appointment because hopefully they will have already looked through the Home Seller's Guide and filled out your documents. Three, they will have questions and you can get those answered up front. And four, if they do have the documents completed, you will know they are ready to list with you.

AGENT: Good, we'll get those answered after we finish the listing agreement.

TECHNIQUE: Notice another presumptive close.

AGENT: Then I will complete the final pre-listing activity by filling out a property profile, which will take me just a few minutes tonight after we complete the listing agreement and as we are doing our walk-through. Those are all of our pre-marketing activities; any questions about any of this?

SELLER: Nope, I think you explained it really well.

AGENT: Great! The next section of our Home Seller's Guide talks about the marketing activities done by our operations team. The first thing they will do is to schedule the virtual tour and photography of the home for the Internet and for our property flyers. They will then create

the fliers, which are all color and they will be inside and outside of the property. On those flyers we'll have an 800 number, which has an interactive voice response recording so that at any time of the day someone can call about your home and get up-to-date information. If they want to know your home's value, they will be prompted to hit the "pound" sign, and then will be sent directly to our inside sales team who can get them pricing information. They will also work with those buyers to set an appointment to show your home. We don't put the list price on our flyers because we want people to call the 800 number. By doing this, they are qualifying themselves as someone interested in your home. The system that is attached to the 800 number captures every caller's phone number whether they press "pound" or not. We are then able to follow up with every single inquiry about your property and work as hard as we can to get those buyers in your door.

TECHNIQUE: If you don't use an IVR system, start! It is a great source for buyer leads if done correctly.

AGENT: Next, we're going to place the listing on the Multiple Listing Service. This is the system that nearly all licensed agents subscribe to in order to get all the details about properties and locate homes for their clients to purchase.

Our operations team will promote your listing with its virtual tour on many Web sites. Like I said before, we allocate a lot of our marketing dollars to ensure a high search engine ranking to our Web site, GoldwasserRealEstate.com, when people are searching for homes in Austin. Your listing will also appear on Realtor.com as a showcase home, which means that your home will have extra attention drawn to it with a special border and additional photos to stand out from other listings on the site. Additional Web sites that your home will be featured on are statesman.com, austinhomesearch.com and kellerwilliams.com. Another benefit you will see because of our radio advertising is the high amount of local traffic we receive due to our banner advertising on 590KLBJ.com, again driving traffic to us from those radio spots that I told you about before.

TECHNIQUE: Continue to highlight the marketing that you offer that makes you stand out. What are you going to do differently to get their home sold? And remember to always hit on the fact that you drive a lot of traffic to your Web site and the homes that you have for sale.

SELLER: Yeah, you know what? I'm really looking forward to listening to those now!

AGENT: Good. Well I hope you enjoy them. I have fun putting them together.

AGENT: Another unique service that we offer is automated online home feedback. Every time an agent shows your property, we want to get feedback from them about your home as soon as possible. We want to find out what they thought about the condition and the price of the property and if their clients are interested in making an offer. Our home feedback system will e-mail all agents that show your property and ask them these questions. All responses will go directly to you. And our team also will receive the feedback so that we are able to see if someone is interested in your home, at which point we will follow up quickly to determine what we can do to produce an offer. And you want offers, right?

SELLER: Without a doubt!

SELLER: How long does it take to find out if someone that looked at our house is interested in making an offer?

AGENT: Well it just depends. Once we receive notification that your home was shown, we contact that agent immediately. If we don't make contact, we continue to make all efforts to get in touch with them until we get feedback on your home and find out the level of interest from the buyer.

SELLER: Great.

AGENT: As soon as we gather that we will contact you.

SELLER: Great.

TECHNIQUE: Always get feedback from agents that show your listings. At the same time, find out if there is any way you are able to help that agent encourage their clients to write an offer on the listing. I can't tell you how many times I have been able to produce a deal for my clients that may have otherwise not come to fruition just by speaking with the other agent. Also, let people know that you will look at any and all offers. When offers do come in, thank the agent, no matter what the terms and price. As long as you have something to start with, you can make the deal work!

AGENT: After we are listed in the Multiple Listing Service, our team will arrange to have your home shown on an area property tour. This is a coordinated tour for a large group of agents at one time to take them through your home and get more exposure and more feedback for you.

We also create an advertisement for your home in the Central Texas Premier Homes magazine. This is a Keller Williams advertisement that is distributed to more than 14,000 locations including area grocers, major employers, gas stations and street boxes—just another way to guarantee more exposure for your home.

Your home will then be featured in our Austin House Report magazine. This is a Goldwasser Real Estate publication that goes out quarterly to over 10,000 residences all over Austin.

And finally, our operations team and I will be touching base with you every week to keep you up to date on the status of your home sale.

TECHNIQUE: Communication is key. Let the client know how often and who will be contacting them from your company.

AGENT: We'll provide information on showings, open houses, property tours, page views on our Web site, and all the other marketing results that we have to report. Jessica is my transaction manager and she will be contacting you tomorrow to get everything started. She'll be in close contact with you throughout the entire process. Do you have any questions about this?

SELLER: No, I don't think so.

TECHNIQUE: Make sure to always follow up your signed listing agreement with a phone call the next day letting the client know how much you appreciate their business. This will show them your proactive approach to communication. It will also reinforce the fact to them that they have made the right choice to work with you.

AGENT: Okay, well the next section reviews the details of our ongoing radio and television advertising, which I already explained the benefits of. We're on the radio every weekday morning and on TV several times a week, which again promotes our team and our Web site to drive buyer traffic.

The next section goes through and outlines the timeframe in which the marketing will take place. It details, from today, how many days it will take to implement our system. We ideally need at least 6 days from the signing of the listing agreement to effectively pre-market your home for sale before putting it on the MLS. This will ensure you receive top dollar if you're priced correctly.

TECHNIQUE: Don't rush yourself to get the home on the market. Take time and make sure that all of the marketing is ready when the home hits the MLS and you will see greater results. It is important to do adequate pre-marketing of all properties. Continue to reiterate the importance of pricing the home correctly.

AGENT: When an offer comes in I will sit down and look at it very thoroughly. I will then e-mail it to you so we can discuss it. I will go through the offer with you and I'll share any concerns that I have and negotiate the best deal for you. I will then complete and review with you the Seller's Estimated Charges sheet so you will know almost exactly how much money you will receive at closing. I want things to be very clear for you throughout the process so that you feel comfortable, okay?

SELLER: You know what, Chad? I already feel really comfortable with you. The money we actually walk away with is really important. At what point do we stop showing our home to buyers?

AGENT: As soon as we have a signed agreement, we'll change the status of your property in the Multiple Listing Service to pending taking backup offers. We will always want to leave the door open for buyers that may be interested in making backup offers on your property. However, the number of showings after the status is changed will drop immensely.

Once we get your home under contract, we'll then move to the closing process. As your transaction manager, Jessica is going to be handling many of the details of the sale. And just so you know, she is one of the most amazing people I have ever met and very detailed. She and I are going to touch base daily to make sure that everything is happening the way it should. So you can contact Jessica or myself for most anything you need, all right?

SELLER: That sounds great. Is she specifically assigned to us?

AGENT: Yes, she is there to serve you.

TECHNIQUE: Build up your transaction manager. This is the time to show confidence in your team so that the seller will look to them for advice, keeping you free to continue to prospect for more seller clients. Ensure them that you will be in constant contact so they don't feel as if you will be passing them off to an assistant.

AGENT: Then we will get the contract receipted with the title company. What that means is that the earnest money will be deposited and we'll have an official contract. We're going to confirm the payoff on your current mortgage so that we can get that paid off at closing. We will follow up and make sure that the buyer's loan approval, their inspection, and their appraisal are under way so that nothing slows us down when it comes time to close. We'll negotiate the terms of the amendment after the buyer has an inspection. Most buyers will ask for some repairs; I advise my clients to offer some form of monetary compensation in lieu of repairs. That way we reduce your liability if something isn't fixed to the buyers liking. If you do agree to complete repairs, they must be finished prior to closing and you'll need to arrange for those repairs—and again in the back of this packet is a list of our preferred service providers for all of your needs. You will also need to arrange to disconnect your utilities for the day after closing.

Then, I'm going to receive a title commitment, which will tell me if there are any liens on the property, and what they are. I will make sure that the only lien on your property is your mortgage, which should be the only one, right?

SELLER: Yep, that's it.

AGENT: Jessica is going to then arrange for closing and get a time set up with the title company, then she'll let you know when and where it will be. The title company will then deliver to me what is called the HUD 1 Settlement Statement, which will have a detailed report of your fees. I'll make sure it is all correct and in line with the contract, and then we'll get you closed! Simple, huh?

SELLER: You sure make it seem simple!

AGENT: Well, thank you. I'm going to make it simple. The whole time, Jessica and I will be keeping you up to date with status reports and letting you know of anything that we need from you.

Now, here is the home selling process diagram, which breaks the entire sale into a two-phase flowchart. We have reviewed each of these steps in detail; this is a great reference to show the steps in the order that they will occur.

TECHNIQUE: Make sure that as you move through your presentation that you share with the client that you will be handling all of the details. Explain the entire process in simple terms that they can understand. The goal of your presentation is not to have your sellers become overwhelmed; it is to help them realize how much you will be doing to ensure a smooth transaction.

AGENT: The next page reviews the pricing of your home. Factors that *will* affect the value, and the things that *don't* affect the value.

TECHNIQUE: If you have already come to an agreeable price for the seller's home, breeze through this section. Hopefully, prior to your visit, the seller has read through this section and understands the importance of pricing their home correctly. If the seller insists on an inflated list price, take time to discuss these factors in detail. Thoroughly elaborate on the ramifications of overpricing.

AGENT: Things that we will consider are your *location* – you're in a very desirable area, and so close to campus, and that's going to definitely help your value. Your *competition*, which means how many homes are on the market in your area and what they are selling for. Currently there are 15 homes for sale in your neighborhood ranging from \$500 to \$750,000. Next is the supply and demand. If there are fewer homes for sale and a lot of buyers, that'll push your price up, which is the case right now in your area, which is good, right?

SELLER: Definitely.

AGENT: Also, the mortgage market affects your value. Interest rates are currently very low and that is good. The economy: is our economy strong or in a recession? Right now it is very strong, and that's good for the sale of your property. The condition of your home also will affect the value, which I have to say, your home is immaculate.

SELLER: Thank you. We do our best.

AGENT: And finally, the style. Is your floor plan livable and does it flow easily?

The factors that won't affect the value of your home are: Your cost and needs. I have a lot of people tell me that they need a certain amount of profit out of their home. Unfortunately, the market does not listen to what you need; I just have to take the market statistics and help you determine a good price for the home. Your personal aesthetic improvements... that room that you painted pink upstairs, someone may not like that, so we can't take the amount that you paid for the paint and put that back into the price of the home, right?

SELLER: Right, we definitely get that.

AGENT: The reproduction costs: what it would cost to build your home new? That's not a variable either. The taxed-assessed value doesn't have a whole lot to do with the pricing of your property, because the city will just go through a process that doesn't actually look at current market statistics such as recent sales. And finally, your emotions. Most people love their home, and feel it is the best on the block. While that may be true, it does not affect the price that a buyer is willing to pay. And that make sense, right?

SELLER: Yes, it does. I'm glad we've all come up with a price that's agreeable and seems sensible.

AGENT: Yeah, me too. Next we'll talk about the dangers of overpricing your home. This just shares with you that if we price your home at market value and there were 100 people out there looking for a property in your price range, we would get about 60 of them to come through your door. Some of them would take it out of the running because they need more bedrooms or there was just something else about the property that didn't fit.

If we push the price up by 10%, that 60 goes to 30. And if we push it up 15% we're going to lose 90% of the people that would potentially look at your home because we are priced out of the market. Our goal has always been to sell our client's homes for top dollar, and we do that by pricing correctly in the beginning—that's how we're going to attract attention to the property. We price it correctly, and we drive a lot of buyers through the door. Some sellers' approach is to price it higher in the beginning and then bring it down later when it doesn't sell. Unfortunately, what usually happens is: as they sit for sale they start reducing their price, and they actually end up chasing the market down and accumulating more and more days on the market. Once a home has been available for sale for a sustained period, your negotiating strength is weakened. A property that may have initially sold for \$500,000 if priced there from the beginning, ends up selling for \$450,000. So the pricing discussion that we had earlier is the most important discussion that we will ever have. By pricing your home correctly today, you are ensuring the most profitable sell. It is so important.

TECHNIQUE: Throughout your presentation you will be using nonverbal gestures such as a head nod or an extended pause to make your point and get another "yes" from your client. Body language is just as important as the words you choose.

SELLER: Yeah, we had that trouble the last time we listed our home. The agent was not nearly as thorough as you and we priced too high. It cost us a lot of time, and now we realize, a lot of money as well.

AGENT: That's unfortunate, and some people don't realize that the agent they choose can literally save them or cost them thousands of dollars.

TECHNIQUE: Whatever you do, do not ever criticize other agents! This goes back to dedicating yourself to a great reputation. By talking badly about other people you only make yourself look bad. Always take the high road. Win people over with your professionalism.

AGENT: Now, let's talk about preparing your home to sell. The first area here discusses broadening the appeal of your home. I'd like you to walk through the house and look at it as if you were a buyer, be really picky, and get it in the best condition that you can. For example, repainting the pink room, or replacing old appliances. Another option is to remove furniture that makes a room feel small. Take the magnets and kids' artwork off of your refrigerator. Make sure that your home is clean, but not too perfect. Balance that brand new look with some of its lived-in warmth. You should pull everything personal off of your bathroom counters like toothpaste and cosmetics. These things will make buyers feel like they are invading your space. The goal is to make your home more comfortable for buyers.

Less is definitely more. It's important not only to have visible areas clean and organized, but closets and garage spaces also. If it looks to a buyer that your things don't easily fit into the storage spaces in your home, they won't be able to visualize their belongings there either.

You see, we have this pool of buyers out there, and our job is to take away as many objections to your home as we can. The bottom line is we want to make sure the house is clean, comfortable, relatively neutral and uncluttered and you can see the importance of that, right?

SELLER: Yes, interesting. Those are great recommendations. And...now that you say it, I'm thinking I may want to take a couple more days to get ready for the market and get a portable storage unit. Do you think it would be worth it?

AGENT: Yeah, I think that's a great idea. And I think it'll increase your profit.

SELLER: Awesome! I'm going to do it.

AGENT: Okay, good.

The following page has a list of 24 simple things you can do to make your home more marketable; these are the little details that will make a huge difference. I always tell people the devil is in the details when you're getting your home ready to put on the market. Here are some suggestions: have the carpets cleaned, clean the baseboards, take a wet rag and go over the water heater, make it shine and do the same thing to the air conditioning and heating unit. Replace burnt out light bulbs. Just the simple things that will give us the best opportunity to maximize the money in your pocket. I encourage you to complete the checklist prior to our first showing. I promise it is going to make a difference.

TECHNIQUE: Next to pricing, the condition of the home is critical. By taking time and emphasizing the importance of getting the home in the best shape, you will help your clients to realize the greatest amount of profit from the sale of their home in the shortest amount of time.

AGENT: Now, the next page shares who on our team will be in contact with you throughout the transaction. I will be your main contact, and you can always call me if you have any questions. Jessica, your transaction manager, will manage all of the marketing and closing of your property. So if you have a question about your virtual tour, flyers, or any other marketing-related questions, you can call her directly. You'll also potentially meet one of our buyer specialists who will be holding your house open the first week we go on the market. When it comes time to negotiate an offer on your home, I will handle that. Then after we get your home under contract, both Jessica and I together will make sure that all the details are handled to ensure a smooth closing.

SELLER: And when do we actually do the open house?

AGENT: Usually we'll do that the first Sunday that we're on the market from 1 – 4 p.m., okay?

SELLER: Okay.

AGENT: Now, here under closing fees and payoff, it describes the different fees for handling the sale of your property. These are the seller's estimated charges that I shared with you earlier. They are fairly standard; some of the fees are charged by the title company, some are charged by the state, and in there we also include our fee. We will go through this in detail after we finish our listing agreement and decide on a final price for your home.

TECHNIQUE: Always go through the seller's estimated charges and make sure you get an exact or approximation of the seller's mortgage payoff. When it comes time to close, this

estimate will allow you to go back and compare fees and this can save a lot of headaches if there is a dispute.

AGENT: The last part of our Home Seller's Guide will give you the names and numbers of some of the best companies that we have partnered with to help you get your home ready for sale. It also contains a list of utility providers that are in the area, so when you need to go and get them disconnected you have the information right here.

SELLER: Okay, that's great. And when should I plan on getting our utilities turned off?

AGENT: You know, I always tell people to schedule it for the day after closing. On the back of the Home Seller's Guide are references from people we have served in the past. If you have any questions about the way we serve people, you can contact them. There are also agent interview questions that I would encourage you to ask anyone that you're talking to that's going to represent you. Any questions?

SELLER: Well, Chad, based on your thorough presentation, I don't think so.

SELLER: It looks like you covered just about all of the questions on your list, but let me ask you just this one: when will the marketing of our home begin?

AGENT: Julie, that's simple: right now! Let's get you moving.