

WIN THE SELLER

PRACTICED LISTING PRESENTATIONS LEAD TO SIGNED LISTING AGREEMENTS

IGNITE POWER SESSION #4

Instructor Edition

In this chapter ...

- Win the Listing
- Provide Value with your Prelisting Packet
- Succeed with Your Seller Listing Presentation

Instructor:

Timing: 3 hours

Take-Aways of This Chapter

The purpose of this chapter is to have Cappers in Training focus on the content and delivery of the prelisting packet and listing consultation, or listing presentation.

This session DOES NOT include pricing. That's covered separately in the next Power Session. Details of the marketing plan are covered in another Power Session.

IMPORTANT!

- 1. Action Reveal – Instructor, this step of each class is essential to the Capper in Training's success. Please do not skip or diminish this powerful part of each day. It is essential to the participant's success to establish this habit and for you to hold them accountable.*
- 2. Daily Calls – Every class will include Real-Play calls.*
- 3. Explore the prelisting packet contents and how to follow up at the appointment.*
- 4. Learn and practice the listing presentation steps.*
- 5. Practice scripts for addressing seller objections.*
- 6. Learn how to communicate next steps.*

Activities in This Chapter

The activities in this chapter are designed to introduce and practice the listing packet and the listing presentation.

- 1. Daily Report Out*
- 2. Daily Calls*
- 3. Handwritten Notes*
- 4. Answer Client Questions*
- 5. Practice Seller Listing Presentation*
- 6. Prepare for Next Class*

You will be showing and discussing two videos in this Power Session. Have these loaded and ready to go.

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Today's Expectations

Capper in Training

1. Understand how to use the prelisting packet effectively.
2. Learn and practice your listing presentation.
3. Ask for the listing agreement to be signed.

Ignite Faculty

To maximize your learning, your Ignite faculty is committed to:

1. Devote the majority of time to **activities** in class.
2. Show great role-model **videos** in class.
3. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and pre-work **Mission**, and during the **phone call** activity make calls along with the class.

Instructor:

Cover this page thoroughly so that expectations are communicated and met!

Remind participants they are expected to have completed all pre-class Missions.

Ignite has been designed with their success in mind, which means there will be a lot of "DOING", not just listening and learning. Doing is where the learning happens! Remember there are expectations for you too! Especially to review the videos in the Mission prior to class. Help participants be successful!

Instructor:

Action Reveal





Hold the participants accountable for their Mission work and Daily 10/4!

There are three parts to the Action Reveal:

When participants have a question about the Mission, before you answer, ask the class, "How would YOU answer that?" This is a good way to check for understanding and to reinforce participants learning from one another.

Ask questions (on the PPT) to ensure learning from the videos. Ask for aha's from doing the Mission and working on their Daily 10/4.

1. Review **Mission** assignments and get questions answered.
 - a. Answer questions about any videos watched
 - b. Provide your aha's from the Mission
2. Announce your **Daily 10/4** activity results from the day before class and review leader board standings. Celebrate successes!
3. Make **Real-Play** calls in class.

IGNITE		Mission 4	
Complete this Mission prior to attending Ignite Power Session 4			
Click the  icon to access videos and reading assignments.			
DONE V	1. Daily 10/4 – develop your lead generation habit		
<input type="checkbox"/>	Complete your Daily 10/4 daily!		
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share		
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class		
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes		
DONE V	2. Extend your learning		
<input type="checkbox"/>	Share your Big Why and Value Proposition with five friends or family members (to affirm in your own mind and garner support)		
<input type="checkbox"/>	Practice scripts with a partner		
DONE V	3. Gather your tools – and bring to class		
<input type="checkbox"/>	Download and print the Ignite Prelisting Presentation for Sellers—from Ignite on KWConnect		
<input type="checkbox"/>	Download and print the Ignite Listing Presentation for Sellers— from Ignite on KWConnect		
<input type="checkbox"/>	Create a list of names to call in Power Session 4 Real-Play and bring to class		
<input type="checkbox"/>	Bring copies of scripts used in sessions 1 and 2 for use in this session		
DONE V	4. Prepare for a listing appointment		
<input type="checkbox"/>	Watch: Create a System to Secure Listings (5:30 mins)		
<input type="checkbox"/>	Watch: Listing Presentation – Bruce Hardie (16:06 mins)		
DONE V	5. Follow up – with previous Power Session		
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session		
<small>*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</small>			
<small>© 2019 Keller Williams Realty, Inc. Ignite v4.17</small> 			

Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

The Daily 10/4 is your most important business activity!

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11 Instructor				
12.	<i>Have participants report on the Daily 10/4. This is to be done EVERY class!</i>			
13.	<i>1. Participants should have entered their activities into the electronic myTracker —</i>			
14.	<i>show the leaderboard results in the classroom (on a projector if you have one.)</i>			
	<i>2. In addition, have each participant either fill in his/her numbers or you can fill the numbers on a white board or flip chart that is displayed in the classroom.</i>			

Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite instructor tools for ideas and inspiration.

Instructor: Your Turn – Lead Generate for Business

Remind

Daily 10/4 Real-Play

participants that

Real-Play is

Begin by saying an affirming message out loud. **“I attract new clients daily!”**

money-making

activity done in

the classroom

with the support

and guidance of

you and fellow

participants.

Ask for results at

the end of the call

time!

Celebrate

successes!

1. Get your phone and your list of contacts you prepared for this calling session. This week you'll be calling on more people you identified in your **Sphere of Influence** and newly added **for sale by owners!** You may have a few more **referral names** to call.
2. Use scripts already provided in Power Sessions 1–3 for calling.
 - Goal #1: Call for **20 minutes** and make contact with as many people as possible.
 - Goal #2: Ask for business, that is, an **appointment**, if it's a strong lead.
 - Goal #3: Ask for **referrals** from each contact.
 - Goal #4: Offer your **KW Mobile Search App** to each contact.
3. Record your results below and share them at the end of the call time.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Results

Name	Phone Number	App √	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

Time: 20 minutes

Your Turn – Handwritten Notes

Write notes and mail to 2–3 people you called to thank them for their time.

METS

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

REFERRALS

Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

FSBO

Thank you for taking the time to chat with me today. It was great getting to know about your property and I look forward to helping you any way I can. Please know that I am available to you at any time, to be an asset and resource to you. Please call me whenever a question or need comes up, and if you don't mind, I'll stay in touch to see if I can be of assistance. I wish you all the best!

Time: 5 minutes

Instructor:
Have participants write notes to the people they just called. Do this each class to build this part of their Daily 10/4 habit. Remind them that writing notes sets them apart from many other agents.

Congratulate them for making progress on their Daily 10/4 already!

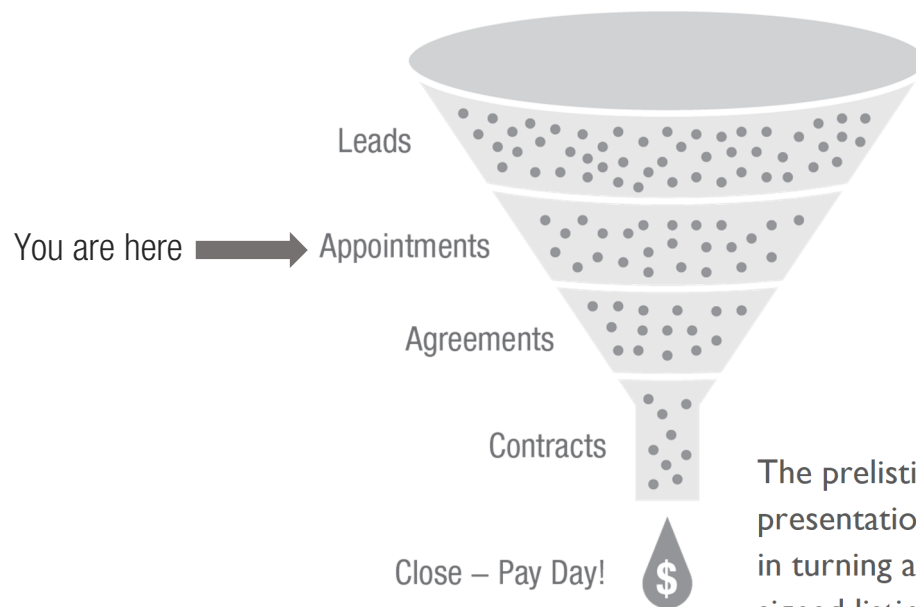
Get Your Head in the Game

Let's review where we are in the selling process. So far we have worked on capturing contacts, connecting with them, and then closed by asking for business and referrals. All the while we have cultivated the relationship by adding our contacts to marketing campaigns.

Now it is time to work with sellers!

The **prelisting packet** and the **listing presentation** are the one-two punch that provides sellers with all the information they need about the selling process and how your services benefit them.

The two complement each other and set you up for a win-win listing presentation that leads to a signed agreement to get their property sold.



Instructor:
Remind participants that this week we are focused on getting seller leads and getting an appointment!

Stress the importance of "sealing the deal" for the listing agreement.

Briefly recap the Drive to Payday.

Focus on Listings

Focusing on listings has major benefits:

1. **Listings provide more exposure:** advertising your listing gets your name out there in a big way.
2. **Listings bring buyers:** even if the buyer does not choose this property, they may be interested in your other properties.
3. **Listings are time leveraged:** on average, you can close on 2–3 seller listings to every 1 buyer listing.

Video

Instructor:

Find this video online on Ignite on KWConnect, under Instructor Resources for this Power Session. Play the video and ask for aha's.

Activity: Develop Your Listing Skills



- Watch “Develop Your Listing Skills”
- What are your aha's?

Time: 5 minutes

Make It Happen – Working with Sellers

It's time for your hard work in lead generation to pay off—time to win the listing agreement. You have two tools: an informative **prelisting packet** and a high-impact **listing presentation**. Together, they help you achieve the following:

- Prequalify the sellers to understand motivation.
- Position yourself as an expert.
- Win the listing.
- Allow you to price the home to sell for the most amount of money in the shortest time-frame.
- Properly set seller expectations, allowing you to create a great customer experience.

Prequalifying the Seller

When calling to set a listing appointment with the seller, you will want to confirm important details, including their motivation to sell. Prequalifying the seller will help you prepare for the listing appointment and gives you insight into the mindset of the seller.

It also helps you avoid wasting your time on those who aren't truly serious about selling their property.

The prequalifying process is a conversation with the goal to get to know the seller better. Use the scripts and questions on the next page as a guide for the conversation.

Instructor:

Explain that as part of your Ignite training you have two versions of the listing presentation: one for you to learn and one for you to use with your potential clients.

Seller(s) Name(s):		
Address:		
Phone:		
Appointment Date:	Time:	Location:
<i>Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?</i>		
1.	How did you hear about me?	
2.	Where are you moving?	
3.	What's motivating you to move there?	
4.	How soon do you have to be there?	
5.	If we sell your home in the next 30 days, will that pose a problem for you? If "yes," what would the problem be?	
6.	What would happen if your home did not sell?	
7.	How much do you want to list your home for?	
8.	How much do you owe on the property?	
9.	I'll be sending you a packet of information. Will you take a few minutes to review it before we meet?	
10.	Do you have any questions before we meet?	
11.	Will all decision-makers be there when we meet?	
<i>Just so you know, our meeting will take between ____ and ____ minutes, OK?</i>		
<i>I look forward to meeting with you on _____ at _____.</i>		

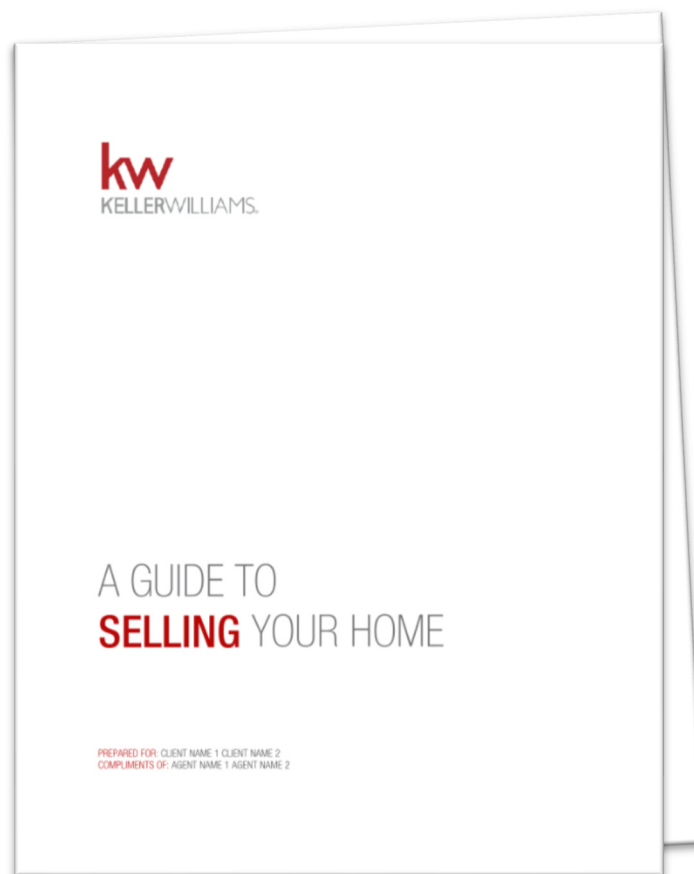
Prelisting Packet

An effective prelisting packet positions you as their real estate expert of choice—the best person to get their home sold for the right price in the least amount of time, and with the least hassle.

The prelisting packet plays two critical roles:

1. **Preselling** – The prelisting materials are specifically designed to build sellers' confidence in you, and to answer their questions and objections in advance of your presentation.
2. **Saving Time** – A strong prelisting packet will make the consultation experience smoother, and probably shorter, than it otherwise would have been.

Get your copy out and let's take a closer look at the prelisting packet: **A Guide to Selling Your Home**.



Instructor:
Participants were asked to bring a copy of the prelist and the listing presentation with them to class.

Tell:
You can download and customize the prelisting packet from available on Ignite on KWConnect.

Step through each of the prelisting pages with the class. Pause to ask them why they think a particular page is included.

It's All About the Seller

This is the first page the seller will read. This will set the tone for your entire relationship with them. You want to provide an excellent customer experience, and by making the process about the seller, their needs, wants, and expectations. This alone may differentiate you from your competition.

Instructor:

Give the participants 2 minutes to read the page.

Go through each point on the “I Will Help You By...” page.

Ask the participants why each point is important to the seller and the process.

A GUIDE TO SELLING YOUR HOME

It's All About You

My real estate business is built around one guiding principle: **It's all about you.**

I Will Help You By ...

1. Taking time to **understand your wants, needs, and expectations**; answering your questions; returning your phone calls and emails the same day; and **being honest** with you at all times.
2. Helping you obtain the **highest possible price** for your house in the shortest amount of time.
3. Advising you on **pricing and staging** once I have evaluated your home thoroughly against the market.
4. Implementing a **comprehensive marketing plan** to expose your house for buyers through as many channels as possible.
5. **Coordinating the home-showing process** with your family's needs in mind.
6. Presenting all offers, and advising you on the terms and contingencies contained within.
7. **Negotiating** on your behalf for the best offer.
8. Scheduling and coordinating completion of contingencies and inspections, and monitoring the **buyer's loan process**.
9. Coordinating and supervising the preparation of all **real estate closing documents**, and guiding your through the closing process.
10. During the entire listing, from start to finish, always **representing YOUR best interests**.

It's all about you!

Get Ready to List

This page will help the seller prepare to list their house. It details how price, location, condition, competition, and timing affect property values.

Instructor:

Give the participants 2 minutes to read the page.

Lead a discussion on how these five factors affect the value of the property.

Ask the participants why each factor is important.

Explain that the only two that they can change are price and condition.

Tell:

We will cover pricing and the CMA – Comparative Market Analysis – in the next Power Session.

A GUIDE TO **SELLING** YOUR HOME

Get Ready to List

What will it sell for?

The market tells us how much your home is worth. I will advise you on pricing after my thorough analysis of your property compared to the market, and with my recommendation, you will make the final decision.

Five Factors Affecting the Value of Your Property

1. Recent Sales
Comparable homes in the area that have recently sold are how buyers and their agents will determine the fair market value for your home.
2. Location
Location is one of the most important factors in determining the value of your property.
3. Condition
The condition of the property affects the price and the speed of the sale.
 - Prospective buyers often make purchases based on emotion, so first impressions are important.
 - I'll advise you in optimizing the physical appearance of your home to maximize the buyer's perception of value.
4. Competition
Prospective buyers are going to compare your property—both the condition and the price—to other active listings in and around your neighborhood. In order to get buyers' attention away from your competition and focused on your home, we will be competitive by properly pricing and staging your home.
5. Timing
Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.

Of these five factors, you can only change two: the price and the condition.

PAGE 3 OF 8

Get Ready to Sell – Price

Instructor:

Give the participants 2 minutes to read the page.

Explain the pros and cons of an overpriced home and an underpriced home.

Ask participants for the benefits of a well-priced home.

We will cover pricing in the next Power Session.

This page of the prelisting packet discusses pricing for the seller to understand the value of a well-priced home. To help the seller understand the pitfalls of underpricing, point out that although the graph may seem that the better pricing strategy is 15 percent below market value to get the most looks by the buyers, it may also detract buyers who wonder if anything is wrong with the house. To help them understand the downside of overpricing, explain how it could lead to buyers overlooking their home.



Get Ready to Sell – Condition

This page explains the importance of first impressions in selling, what staging can do, and what staging helps control.

Instructor:

Give the participants 2 minutes to read the page.

Discuss the importance of proper staging. Tell about a time when you used staging to increase property value.

A GUIDE TO **SELLING** YOUR HOME

Get Ready to Sell – Condition

You don't get a second chance to make a first impression.

- Most buyers make decisions about the property they see within the first 15 seconds of entering the home.
- Homes in great condition attract more interest and offers, and tend to sell for more than homes in less than great condition.

Staging Makes the Difference

Decluttering and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. More buyers become interested and make offers allowing you to sell faster and for more money.

Stand Out From the Crowd

1. Start at the curb of your house, notice any maintenance or landscaping issues (chipped front door paint, poor outside lighting, dirty windows, overgrown bushes and hedges, cluttered walkway and driveway, etc.)
2. Inside the home, observe ... is it tidy, clean, and odor-free? Does the layout of furnishings allow for easy flow?
3. Throughout the house, make note of any areas that need painting or repair, and check flooring for wear and cleanliness.
4. Will the buyer be able to see themselves in the property, or will they be too reminded of your family? Make note of family photos and personal items that can be packed away.

PAGE 5 OF 8

Questions for the Seller

This section will allow the seller to answer questions about what they are looking for in an agent, prior selling experiences they have had, and how they would like you to communicate with them. Also, it allows them to think about any concerns they have about the marketing and selling of their home. This will help make sure the listing presentation will address and ease their concerns.

Instructor:

Give the participants 2 minutes to read the page.

Go through each question and ask the participants what they think possible answers might be.

The last question deals with concerns. Tell participants how you deal with specific concerns.

A GUIDE TO **SELLING** YOUR HOME

Questions for You

Your answers to these questions will guide me in how to best serve you. We'll discuss them when we meet.

- What is the most important thing you are looking for in your listing agent?
- What prior real estate transaction experiences have you had?
- How would you like to be communicated with?
 Email Phone Text Other (explain)
- How frequently would you like an update on marketing?
 Weekly Twice a month After each showing Other (explain)
- How frequently would you like an update on showings?
 Weekly Twice a month After each showing Other (explain)
- Please list what you are most concerned about in the marketing and selling process (buyer qualifications, showing procedures, open house, possession, pricing, negotiations, and other issues).

PAGE 6 OF 8

About You

This **customizable** page will allow you to provide personal information focused on what you offer and specifically how this will benefit the seller.

A GUIDE TO **SELLING** YOUR HOME

About Me

Insert your value proposition.

Expertise
Insert geographical areas of expertise, any specialty market segments, etc.

Technology
Insert the ways you give your clients an edge through technology.

Communication
Insert something on your accessibility and/or how you communicate with clients.

Clients for Life
Insert any stats or percentages of business from repeat clients, referrals, etc.

Awards/Recognition
Insert appropriate honors.

Personal
Insert charitable affiliations, volunteer work, interests, hobbies, family info, etc.

My Commitment to You
Insert your client commitment.

What My Clients/Colleagues Say

Lorem ipsum, Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorpersuscipit lobortis nisl ut aliquip ex eacommodo consequat.

Testimonial Name
City, State

Lorem ipsum, Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorpersuscipit lobortis nisl ut aliquip ex eacommodo consequat. doloreu feugiat nulla facilisis at vero eros et

Testimonial Name
City, State

PAGE 7 OF 8

Instructor:

Briefly explain the benefits of this page.

Tell participants not to focus on customization of this page, this will be covered in a job aid later.

Explain that new agents can get testimonials from Market Center leaders, fellow agents, or friends and family.

Listen to a Master

Instructor:

Find this video **Video**

*online on Ignite
on KWConnect,*

*under Instructor
Resources for
this Power
Session.*

*Play the video
and ask for
aha's.*



Activity: Watch a Master Model a Successful Listing Presentation

- Watch **“Listing Presentation”** featuring KW Mega Agent Josh Bath.
- What are your aha's?

Time: 5 minutes

Listing Appointment

Once you have confirmed the appointment, prequalified the seller, and sent the prelisting package, follow these steps in the listing appointment process:

1. **Greet**
2. **Walk Through the Home**
3. **Listing Presentation**
 - a. Comparable Market Analysis (CMA)
 - b. Close for Listing Agreement
 - c. Next Steps

1. Greet

Entering and touring the home is a key moment that can be emotional and exciting. Greet the seller warmly and thank them for the privilege of the appointment.

SCRIPT

Thank you for inviting me here to apply for the job of getting your home sold.

2. Walk Through the Home

Instructor:

Talk about how you tour a house and what you look for during the tour.

The kitchen table is the best place for the presentation because it is there the sellers are most relaxed and friendly.

SCRIPT

Do you mind if I set my things down in the kitchen?

Keep your **Home Tour Checklist** with you and leave everything else at the table. At the end of the tour, it will feel natural to return to the kitchen for the presentation.

If possible, tour the house without the sellers. This will give you the ability to focus on the tour, not the sellers. You will be able to control the time and agenda for the tour. Additionally, touring without the sellers will prevent the sellers from building up the home's value in their minds by telling you every detail they perceive as a positive.

After the tour, be sure to compliment the house and bring up any positive details you noticed during your tour.

Note: Find this checklist in your Ignite Toolkit available on KWConnect.

Home Tour Checklist	
EXTERIOR	
Stories: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4	
Brick Sides: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 Stone Sides: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 Frame Sides: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4	
Roof: <input type="checkbox"/> Wood <input type="checkbox"/> Composition <input type="checkbox"/> Metal <input type="checkbox"/> Tile <input type="checkbox"/> Other	
Foundation: <input type="checkbox"/> Slab <input type="checkbox"/> Pier and Beam <input type="checkbox"/> Other	
Fence Type: <input type="checkbox"/> Wood <input type="checkbox"/> Chain Link <input type="checkbox"/> Iron <input type="checkbox"/> None <input type="checkbox"/> Other	
Lot Description: <input type="checkbox"/> Normal <input type="checkbox"/> Large/Huge <input type="checkbox"/> Corner <input type="checkbox"/> Level <input type="checkbox"/> Irregular <input type="checkbox"/> Other	
Yard Amenities: <input type="checkbox"/> Outdoor Living <input type="checkbox"/> Pool <input type="checkbox"/> Alley Access <input type="checkbox"/> Other	
Tree Size: <input type="checkbox"/> Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> None <input type="checkbox"/> Other	
View: <input type="checkbox"/> City <input type="checkbox"/> Greenbelt <input type="checkbox"/> None <input type="checkbox"/> Other	
Flood Plain: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Builder:	
Features: <input type="checkbox"/> Gutters <input type="checkbox"/> Curb <input type="checkbox"/> Sidewalk <input type="checkbox"/> Sprinklers <input type="checkbox"/> Carport <input type="checkbox"/> Hot Tub <input type="checkbox"/> Porch <input type="checkbox"/> Deck <input type="checkbox"/> Covered Patio <input type="checkbox"/> Out Buildings <input type="checkbox"/> Other	
Garage Spaces: <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> Other	
Doors: <input type="checkbox"/> Double <input type="checkbox"/> Single <input type="checkbox"/> Front <input type="checkbox"/> Side <input type="checkbox"/> Rear <input type="checkbox"/> Openers <input type="checkbox"/> Other	
Security System: <input type="checkbox"/> Owned <input type="checkbox"/> Leased <input type="checkbox"/> None <input type="checkbox"/> Other	
Community Amenities: <input type="checkbox"/> Pool <input type="checkbox"/> Park/Playground <input type="checkbox"/> Lake <input type="checkbox"/> Hike/Bike Trail <input type="checkbox"/> Golf Course <input type="checkbox"/> Tennis Courts <input type="checkbox"/> Community Center <input type="checkbox"/> Community Gardens <input type="checkbox"/> Other	
UTILITIES	
Heat: <input type="checkbox"/> Central <input type="checkbox"/> Gas <input type="checkbox"/> Electric <input type="checkbox"/> Heat Pump <input type="checkbox"/> Zoned <input type="checkbox"/> Other	
A/C: <input type="checkbox"/> Central <input type="checkbox"/> Gas <input type="checkbox"/> Electric <input type="checkbox"/> Heat Pump <input type="checkbox"/> Evaporative <input type="checkbox"/> Boat <input type="checkbox"/> Boat <input type="checkbox"/> Other	
Water: <input type="checkbox"/> City <input type="checkbox"/> Well <input type="checkbox"/> MUD <input type="checkbox"/> Private <input type="checkbox"/> # Water Heaters <input type="checkbox"/> Other	
Sewer: <input type="checkbox"/> City <input type="checkbox"/> Septic <input type="checkbox"/> MUD <input type="checkbox"/> Other	
Energy: <input type="checkbox"/> Solar <input type="checkbox"/> Double Pane Windows <input type="checkbox"/> Water Collection <input type="checkbox"/> Extra Insulation <input type="checkbox"/> Other	
<input type="checkbox"/> Vinyl <input type="checkbox"/> Wood <input type="checkbox"/> Laminate <input type="checkbox"/> Ceiling Fan <input type="checkbox"/> Fireplace <input type="checkbox"/> Coffered	
It-ins <input type="checkbox"/> Molding <input type="checkbox"/> Vaulted Ceiling <input type="checkbox"/> Other	
et <input type="checkbox"/> Tile <input type="checkbox"/> Vinyl <input type="checkbox"/> Wood <input type="checkbox"/> Laminate <input type="checkbox"/> Molding <input type="checkbox"/> Other	
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3. Listing Presentation

The listing presentation is where you will convince sellers to list with you. It's your opportunity to explain the reasons why they should hire you to list their home, and the list price you recommend. At the listing appointment, you will:

- **Create a great impression** to build the sellers' confidence in you as their real estate agent of choice to get their home sold.
- **Share your price recommendation**—the initial list price for their property—one that's designed to get their home sold in the shortest amount of time and for the most money possible.
- **Set expectations** for how you will market the home and work with the sellers.

Next, you will review the entire Seller Listing Presentation. You can go page by page to learn the materials in order to provide a valuable customer experience.

Eventually, you will memorize this entire presentation and its related scripts. This will be crucial for your success as a listing agent, as many before you have found.

How to Use the Listing Presentation

When it is time to go on your listing appointment, you will give the customer the version without your notes, and you may use your version with scripts as a guide until you have it memorized.

Instructor:

This is a great time to share a story about your first listing, or ask a participant who already has taken a first listing to share their story.

Let's get into the actual Seller Listing Presentation ...

Instructor:

The entire Seller Listing Presentation (42 pages) has been included in this training module to go through page by page. Participants were asked in their pre-work Mission to bring a copy of this. They can use this copy to make notes as you review each page and explain its purpose.

The end goal is to have the participants learn and then practice the presentation.

Include examples as often as you can.



A GUIDE TO **SELLING** YOUR HOME

PREPARED FOR: CLIENT NAME 1 CLIENT NAME 2
COMPLIMENTS OF: AGENT NAME 1 AGENT NAME 2

Instructor:
*Remind
participants
to customize
the cover
page.*

Instructor:

Remind the participants that these are the notes and scripts they will use during the presentation.



A GUIDE TO SELLING YOUR HOME

Your Notes

In Preparation

1. *Confirm appointment time*
2. *Show up on time, or a little earlier*
3. *Have a copy of the Listing Presentation for the sellers (with no script notes!)*
4. *Have business cards to present with a copy of the Listing Presentation*
5. *Know the comps for the home and the local market conditions (days on market, inventory on the market, etc.)*

Appointment**Tell:**

"Thank you so much for giving me the opportunity to get your home sold."

Review the Prelisting Packet you left with the seller.

Ask:

"Did you have a chance to review the Guide to Selling Your Home I left you?"

If yes:

"Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?"

If no:

"Well, let's review the packet quickly before we move on. There are some questions at the end for you to answer."

Be sure to get their preferred communication method and frequency!

Tell:

"We've got six goals for today's meeting." (Quickly run through the six goals)

About Goal #6, let me explain that we can expect one of three outcomes from our meeting today:

1. *You may list your home with me and that would be great!*
2. *You may not list your home with me and, to be honest, that wouldn't be so great, or*
3. *I may be unable to take the listing.*

Is that fair?



A GUIDE TO SELLING YOUR HOME

Thank you!

For the opportunity to get your home sold. My goal is to get you the most money, in the shortest time, with the least amount of hassle. I look forward to putting my expertise to work for you, from listing to closing and beyond!

Goals For Today

1. Discuss your motivation for selling
2. Define your 10+ Experience expectations
3. Review what you can expect from Keller Williams and me
4. Explain the selling process from listing to closing
5. Review the three factors that get your home sold
6. Decide to work together



Uncover and Prioritize the Seller's Needs

Remember, the listing consultation is about **them** and **their needs**, not about you. You are there to **ask questions** and **listen to their answers**.

Your job is to make sure they see you as their expert adviser—one who knows the listing and selling process. Your advice and input will help them get what they want from the sale.

Some rules of communication:

1. **Ask** LOTS of questions
2. **Listen** more than you talk
3. **Affirm** their responses with: "Great," "That's wonderful," "Yes," "I agree"
4. **Don't assume** they already know something, they understand what you've told them, or they're done expressing their opinion or feelings. Always ask for clarification.

Ask:

"Mr. /Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind if I ask a few questions and take notes?"

Ask each question and write down their answers. Writing notes demonstrates to the seller that you are listening to them and truly care about their needs.



A GUIDE TO SELLING YOUR HOME

It's All About You

1. Why are you moving?
2. Do you need to sell within a certain timeframe?
3. Do you have a price in mind that you think your home will sell for?
4. Are you staying in the area after your home sells?



A GUIDE TO SELLING YOUR HOME

Your Notes

Delivering a 10++ Experience

Tell:

*"I'd like for you to have a great experience selling your home, and that begins with me being **very** clear on what your expectations are, so I would like to ask you about that Okay?"*

Ask each question on the page, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if the sellers are a couple.

Tell:

"Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way."



A GUIDE TO SELLING YOUR HOME

Delivering a 10++ Experience

- On a scale of 1 – 10, with 1 being not so desirable and 10 being extremely desirable, what one thing has to happen in this transaction for your experience to be a 10?
 - What is important to you about that?

- If we could add just one more thing, what other thing has to happen to make your experience a 10+?
 - What is important to you about that?

- If we could add just one more thing for this experience to be a 10++, what would it be?
 - What is important to you about that?

Your Notes



A GUIDE TO SELLING YOUR HOME

Why Keller Williams Realty?

Tell:

"Let me tell you a little bit about the company I work with—Keller Williams Realty—and why you've made a great decision to talk to us about selling your home."

Quickly cover the selling points about KW – #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally!

Ask:

"Any questions?"

As your experience grows, you will share more about your abilities and expertise. As a new agent, you may choose to share more about Keller Williams.



A GUIDE TO SELLING YOUR HOME

Why Keller Williams Realty

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.



Track Record

I'm proud to work for the world's largest real estate franchise by agent count. It's proof that when you offer a superior level of service, the word spreads fast.

Knowledge

Keller Williams Realty has been named the #1 training company across all industries by Training Magazine. Our training helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading curriculum and research resources. It's what prepares me to provide you with unparalleled service.



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A GUIDE TO SELLING YOUR HOME



Technology

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is available on KW's Web network of more than 76,000 sites, including my Mobile Property Search App. Best of all, every single Internet inquiry in our system on your property will come directly to me so that I can follow up quickly with those potential buyers.

Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.



Your Notes



A GUIDE TO SELLING YOUR HOME

You Get From Me

Tell:

"What you're getting from me is the following ..."

Quickly cover the professionalism and expertise you provide, highlighting each category listed on this page.

Ask:

"Any questions?"

Tell:

"With my technology, we can conduct your entire real estate transaction online. Our paperless transaction management system means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents."

"Having the paperwork online, provides a level of security for your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access."



A GUIDE TO SELLING YOUR HOME

You Get From Me ...

Communication

Your needs always come first!

I will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email, or text message. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table, and the steps leading to a successful closing once an offer is accepted.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and sold quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Your Notes



A GUIDE TO SELLING YOUR HOME

Tell:

"With my technology, we can conduct your entire real estate transaction online. Our paperless transaction management system means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents."

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A GUIDE TO SELLING YOUR HOME

You Get From Me *(cont.)*

Technology

A suite of technology tools will help us communicate easily, always know where we are in the process, and allow us to work together remotely when needed.

Staging

Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

Your Notes



A GUIDE TO SELLING YOUR HOME

The Home Selling Process

If their answer to the Prelisting Packet question – “Have you ever bought or sold real estate?” was no, you may need to explain the steps more thoroughly. If yes, you can skim over this content.

Tell:

“I’d like to explain the selling process to you and what services I’ll be providing at each phase along the way.”

Cover the three phases listed.

Ask:

“Any questions?”



A GUIDE TO SELLING YOUR HOME

The Home Selling Process

I am committed to sell your home for the most money, in the shortest amount of time, and with the least amount of hassle possible. I have prepared a competitive price recommendation, and provided a step-by-step process for preparing your home for sale. When I've earned your business and we agree to move forward with an agreement to hire me to assist in the sale of your home, we move into the next three phases of the selling process.

1. *Servicing and Marketing*

My **14-Step Marketing Plan** will begin and I'll be proactively communicating on a regular basis to keep you updated on the status of inquiries, showings, and feedback.

2. *Offers and Negotiations*

Every offer presented will be discussed in detail with you. I will point out the pros and cons of each offer and negotiate with the buyer's agent on your behalf to earn you the most money in the shortest time. You will always make the final decision as to which offer to accept.

3. *Contract to Close*

I will coordinate the closing process, managing all the details and all the paperwork, while keeping you in the loop. I will track and monitor every phase of the inspection, title, and lending process, and complete the close with the least amount of hassle to you.

Your Notes



A GUIDE TO SELLING YOUR HOME

A Smooth Closing

If they've sold a home:

Tell:

"It may have been a while since you've sold a home, so let's look at what's expected of sellers at the closing table."

If this is their first time selling:

Tell:

"Let's review what's expected at the closing table."

Ask:

"Any questions?"



A GUIDE TO SELLING YOUR HOME

A Smooth Closing

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed and keys to your home.

Sellers Commonly Pay the Following At Closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

The Closing Appointment

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions, and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

Bring to the closing:

- House keys
- Garage door opener(s)
- Your picture ID

Your Notes



A GUIDE TO SELLING YOUR HOME

Three Factors

It's important to point out the three things that make the difference between getting the home sold and having it sit on the market with little attention from buyers. All three can be handled strategically to get the job done quickly!

Tell:

*"The location and **condition** of the home are the first things that attract buyers and their agents. You can't change the location, but you can change the condition of your home so that it's as appealing as possible."*

"Marketing of the home is critical and this is where my expertise comes in. I will review my comprehensive marketing plan with you in a moment."

"We'll also discuss that the price is determined by what buyers are willing to offer and how to price the home so it will get sold."



A GUIDE TO SELLING YOUR HOME

Three Factors that Get Your Home Sold

1. **Condition** of the House



2. **Marketing** of the House to Buyers

3. **Price** of the House



PAGE 21 OF 42

Your Notes



A GUIDE TO SELLING YOUR HOME

Condition

Tell:

"Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters."

"Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home."

"Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This means a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don't often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings."

"Once we agree to work together, I'll advise you on how to properly prepare your home with staging to accomplish this. Does that sound good?"

(Go over the quick list of tips to improve the appearance of the home.)

Ask:

"Any questions?"



A GUIDE TO SELLING YOUR HOME

1. Great Condition Sells!

The First Impression Begins at the Curb

- Keep grass freshly cut.
- Weed and apply fresh mulch to garden beds and plant small flowers.
- Remove all yard clutter.
- Apply fresh paint or stain to fences.
- Paint the front door, add a new welcome mat.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.

Interior Should Be Bright and Inviting

- Clean or add a fresh coat of paint to walls and ceilings.
- Shampoo carpets and scrub floors if needed.
- Clean all bedrooms, bathrooms, blinds, light fixtures, baseboards, vents, and fans.
- Clean out and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Remove any extra wall hangings, furniture, knickknacks, photos, and kitchen gadgets (consider a temporary self-storage unit).

For Showings to Buyers ...

- Turn on all the lights.
- Open window coverings in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Vacate the property while it is being shown.

Your Notes



A GUIDE TO SELLING YOUR HOME

Marketing

Tell:

"Let's review my 14-Step Marketing Plan that's designed to attract buyers quickly."

(Go over each step of the 14-Step Marketing Plan.)

Ask:

"Any questions?"



A GUIDE TO SELLING YOUR HOME

2. Marketing Your House

My 14-Step Marketing Plan is designed for maximum exposure of your home in the shortest period of time.

1. **Price your home competitively** with the current market and price trends.
2. **Advise you on how to attract buyers by showing your home in the best possible light.**
3. **Place “for sale” signage**, with property fliers easily accessible to drive-by buyers.
4. **Respond to all buyer inquiries** immediately.
5. **Optimize your home’s Internet presence** by posting your property in the Keller Williams Listing System (KWLS), on local and global MLS systems, and on social media, with plenty of photographs and a description of your property.
6. **Market your home on multiple websites**, including my own site, my KW local office site, and KW national site, to attract both local and out-of-town buyers.
7. **Post your home on my proprietary search app** and other KW agents’ apps (more than 1 million downloads and counting).
8. **Create fliers and comment cards** for viewers of your property.
9. **Distribute “just listed” notices** to neighbors, encouraging them to tell family and friends about your home.
10. **Target my marketing to active real estate agents** who specialize in selling homes in your neighborhood.
11. **Include your home in our company and MLS tours**, allowing other agents to see your home for themselves.
12. **Create an open house schedule**, and market and host the open house to promote your property to prospective buyers.
13. **Target active buyers and investors** in my database who are looking for homes in your price range and area.
14. **Provide you with weekly updates** detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

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Your Notes



A GUIDE TO SELLING YOUR HOME

Global Exposure

Tell:

"Your home will be advertised throughout the Web, on multiple sites, locally, nationally and globally."

Ask:

"Any questions?"



A GUIDE TO SELLING YOUR HOME

Global Exposure

When you list with me, you will have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through all

the **top real estate search websites**—including



and **hundreds** of additional channels.

Your Notes



A GUIDE TO SELLING YOUR HOME

Price

Tell:

"So, you're probably interested in what your home is worth, right?"

"Well, the price of your home is determined by the market. That is, what buyers are actually offering and competing sellers are accepting based on recently sold properties. The market fluctuates from state to state, city to city, and even neighborhood to neighborhood. Depending on the number of homes for sale at any given time, the market will either favor the buyer or the seller."

"Our current market favors ..."

If a seller's market – inventory less than 6 months supply:

"... sellers. This means there are more buyers than properties for sale, so sellers are emboldened to ask for more than market price. It is easier for sellers to sell a well-priced house, and properties priced right can go fast. Buyers have fewer choices and must act quickly to get the home they want."

If a buyer's market – inventory greater than 6 months supply:

"... buyers. This means there are more homes for sale than there are buyers for them. In this market, sellers have less options and buyers are in control. Sellers must price their home even more strategically to make it attractive to the few buyers looking. And they must be prepared to negotiate to get the home sold."

Tell:

"Many sellers make the mistake of pricing their homes. You many have even noticed some of your neighbors make those mistakes in the past."

"But smart sellers understand...price is determined by the market."

Ask: *"Any questions?"*



A GUIDE TO SELLING YOUR HOME

3. Price to Sell!

- A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers in a shorter amount of time.
- An **underpriced home** may sell quickly, and yet may detract buyers who wonder “what’s wrong with it?”—as well as be overlooked by buyers looking in a slightly higher price range.
- An **overpriced home** will be evident by a lack of interest, fewer showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s perspective.

A competitive price is not based on what sellers hope for:

- Price is not what sellers need or want from the sale
- Price is not what sellers paid originally or what the house down the street sold for
- Price is not what a website or another agent suggests

Price Is Determined By the Market

The price is what **buyers will actually offer** and competing sellers are accepting, and it’s based on the current market—those properties that have recently sold. This locally set market price will influence whether buyers even see your home in their online search, whether they schedule an in-person showing, and what price they will ultimately offer.

Your Notes



A GUIDE TO SELLING YOUR HOME

Comparative Properties

Prepare in advance several comparable properties—similar size, location, and amenities that sold recently.

Include this information after this page and go over it carefully with the sellers.

Tell:

"Mr/Mrs. Seller, the truth is, buyers are very smart and informed about the market, especially those who have been looking for a while. They have been looking online at property websites and will know what similar homes in your neighborhood are listed for. And buyers are always looking for a great home at the right price."

"I have done some in-depth research and analysis looking at comparable properties that have SOLD recently, and look at how long they take to sell, and how much competition there is on the market."

"So let's take a look at the comparable properties I've included here, and we'll be able to determine the value of YOUR home. Okay?"



A GUIDE TO SELLING YOUR HOME

Comparative Properties

Comparative Market Analysis (CMA)

Here you will insert the Comparative Market Analysis that you have done for your potential client.

We will be covering CMA in the next Power Session.

Your Notes



A GUIDE TO SELLING YOUR HOME

Price

Tell:

"After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation."

"Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property."

Write in the average sales price for the area and the price per square foot. Then write in your recommended price range for their home along with price per square foot. For example: Average: \$250,000 and \$100/sq. ft. Recommended: \$245,000–\$255,000 and \$98–\$102/sq. ft.

Ask:

"After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?"

If Yes: "Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold and get you packing!"



A GUIDE TO SELLING YOUR HOME

Recommended Price for Your Home

My recommendation is based on the following.

- A detailed, custom market analysis
- The unique characteristics of your home and its setting
- My expertise in the real estate market

My primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

- Average Sales Price: \$
- Average Sales Price (\$ / sq. feet): \$
- Recommended List Price: \$
- Recommended Sales Price (\$ / sq. feet): \$

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Instructor:

Tell the participants they will cover pricing and pricing objections in the next Power Session.

If you are asked questions about pricing, tell them you will be able to answer their questions in the next Power Session. Do not get off track from the listing presentation.

Your Notes



A GUIDE TO SELLING YOUR HOME

List

Tell:

"We're in agreement about the price and it sounds like all your questions have been addressed."

Ask:

"Based on everything we've discussed, I feel like we have the makings of a win-win relationship. Would you agree?"

"Are we ready to move ahead on this?"

"Is there anything we need to do before we get started?"

"Would you like me to handle the sale of your home?"

"Are you ready to decide to choose me to represent you in the sale of your home?"

If yes: Hand the sellers your **Listing Agreement** and a nice pen and ask them to sign.

Tell:

"Thank you, I am looking forward to..."

If no:

Ask:

"What is preventing you from moving forward? Do you have additional questions for me?"

Tell:

*"I also have prepared an **Estimated Seller's Net Proceeds** to give you an idea of what you can expect to receive at the closing. This details various deductions for title and/or escrow companies, insurance payments, HOA dues, real estate commissions, etc."*



Listing Agreement Document

Instructor:

Explain what the Listing Agreement is for anyone not familiar with this document.

Do not go into detail about the contract here. Make sure to tell the participants when the next contracts training class will be in your office and encourage them to attend.

If there are a lot of question on this document, let the participants know you will answers their questions after you are done going over the Listing Presentation.

Here is where you will insert your Listing Agreement. This is the paperwork that the potential client will sign to agree to work with you. This is the purpose of the Listing Presentation.

You can get a copy of this document from your Market Center.

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A GUIDE TO SELLING YOUR HOME

Seller's Disclosure Document

Instructor:

Explain what a Seller's Disclosure Document is for anyone not familiar with this document.

Do not go into detail about the contract here. Make sure to tell the participants when the next contracts training class will be in your office and encourage them to attend.

If there are a lot of question on this document, let the participants know you will answers their questions after you are done going over the Listing Presentation.

Here you will insert your state's Seller's Disclosure Document.

This is a form completed by the seller listing any known issues with the property, as well as any remodel projects completed during the time they owned the home. Be sure to follow your state's guidelines regarding the timing within which the seller is required to provide this disclosure. This information is useful, but is no substitute for an inspection by a licensed inspector.

You can get a copy of this document from your Market Center.

Your Notes



A GUIDE TO SELLING YOUR HOME

Moving Checklist and End of Appointment

Tell:

*"So you know what to expect, I've provided a **What to Expect Next Checklist**."*

*"As a bonus, I've included a **Moving Checklist** for moving day. I know there are so many things on your mind and these little things can be overlooked."*

Tell:

"Thank you so much! It's been such a pleasure meeting with you and getting to know you. And I'm so happy that we'll be working together. I promise to live up to your expectations and do everything I've committed to."

"Let's set up a time to discuss options for staging your home, and I'll get a sign in the yard right away. Does that work?"

"Thank you, and I'll be in touch on _____ (insert appropriate day). Please contact me whenever you have a concern or a question. I'm here for you!"



A GUIDE TO SELLING YOUR HOME

What to Expect Next Checklist

Activity	Date
Sign in the yard	
Lockbox on the door	
Posted in MLS/KWLS	
Staging consultation	
Professional photos taken	
Fliers created	
Schedule Open House (optional)	

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A GUIDE TO SELLING YOUR HOME

Moving Checklist

New Telephone Number: _____

New Address: _____

Before you move, you should contact the following companies and service providers:

Utilities:

____ Electric
 ____ Telephone
 ____ Water
 ____ Cable
 ____ Gas

Professional Services:

____ Accountant
 ____ Doctor
 ____ Dentist
 ____ Lawyer

Government:

____ Internal Revenue Service
 ____ Post Office
 ____ School
 ____ State Licensing
 ____ Library
 ____ Veterans Administration

Clubs:

____ Health and Fitness
 ____ Country Club

Insurance Companies:

____ Accidental
 ____ Auto
 ____ Health
 ____ Home
 ____ Life
 ____ Renters

Business Accounts:

____ Bank
 ____ Mobile Phone
 ____ Department Store
 ____ Finance Company/Credit Card

Subscriptions:

____ Magazine
 ____ Newspaper

Miscellaneous:

____ Business Associates
 ____ House of Worship
 ____ Drugstore
 ____ Dry Cleaner
 ____ Hairstylist

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Your Turn – Listing Presentation

Instructor:

Break

participants into groups of two.

1. Break into groups of two.
2. Take turns practicing the **entire** Seller Listing Presentation.

Each person will take 15 minutes

- Practicing the listing presentation will help make it seamless in front of the potential clients, and could make the difference between winning and losing the client.

practicing the listing

presentation.

Then they will

- Continue to practice this listing presentation with your accountability/script partner over the next several weeks until the script becomes natural and easy for you.

switch.

Walk around the room to ensure that all groups are performing the activity and to answer any questions that may arise.

Time: 40 minutes

Aha's from Activity

Ask for aha's at the end of practice.

- _____
- _____
- _____

A Note about Objections

Even with a perfectly prepared and scripted listing presentation and all the confidence in the world, you are bound to come upon what are known as objections.

“We’re just not sure yet.”

“Your commission seems high.”

“We’d like to sleep on it.”

“We’re interviewing other agents before we make a decision.”

“How long have you been in the business?”

Objections are simply comments or questions from the seller that may seem to slow down or hinder progress toward an agreement, and don’t have to when you’re prepared!

Objections are evidence of concern and/or uncertainty and your job is to address and allay these concerns with your knowledge and expertise.

Top agents are prepared to answer objections even before they come up. There are great scripts to address every common objection and there are several included at the end of this Power Session.

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Recap of all assignments from today, and in preparation for next class.

Action	Completed / Due Date
Practice your listing presentation with a partner.	
Practice listing presentation objections with a partner.	
Practice all other scripts with a script partner.	
Complete your Mission for next class.	




Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class

Instructor:
*Ensure that
 participants
 are preparing
 with their next
 Mission!*

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE		Complete this Mission prior to attending Ignite Power Session 5		Mission 5
Click the  icon to access videos and reading assignments.				
DONE v	1. Daily 10/4 – develop your lead generation habit			
<input type="checkbox"/>	Complete your Daily 10/4 daily!			
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share			
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class			
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes			
DONE v	2. Extend your learning			
<input type="checkbox"/>	Study your local market statistics and be prepared to discuss in class			
<input type="checkbox"/>	Practice scripts with a partner			
DONE v	3. Gather your tools			
<input type="checkbox"/>	Prepare a list of names to call in Power Session 5 Real-Play and bring to class			
<input type="checkbox"/>	Bring your laptop/tablet to class—you'll use it to access your MLS to create a CMA - Comparative Market Analysis.			
DONE v	4. Prepare for a listing appointment II			
<input type="checkbox"/>	Watch <i>Mega Camp 2014 Sellers</i> (29:25 mins) 			
DONE v	5. Follow up – with previous Power Session			
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session			
<p>*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</p>				
<p>© 2019 Keller Williams Realty, Inc. Ignite v4.17</p> 				

Your Turn - Prepare

Instructor:

Allow

Targeted Prospecting *participants*

Every day in class, you will be making calls to specific targeted groups. We will follow the three-step process each time.

1. **Prepare** – Create your call list for the next class.
2. **Take Action** – Real-Play calls will be made in the next class.
3. **Maintain** – Notes will be written to all those you call in class.

time to develop a list of new names to call for next class.

Prepare Your List

Prepare a call list for your next class consisting of the people you haven't contacted yet. Include some **expired** and **withdrawn listings** as well as any **referrals** you've received.

They may need help finding expireds and withdrawals.

Name/Type	Name(s) and Phone Number(s)

Help them find these in your MLS.

Emphasize that at this point they should have referrals to call because they've been asking everyone for them!

Tell them to be prepared to call these people next class!

Recall and Remember

What is the purpose of the prelisting packet?

Your prelisting packet prepares the seller for your listing appointment, helps you evaluate their motivation to work successfully with you, and results in a signed listing agreement. An effective prelisting packet positions you as their real estate expert of choice—the best person to get their home sold for the right price in the least amount of time, and with the least hassle.

What are the five factors affecting the value of your property?

1. Price
2. Location
3. Condition
4. Competition
5. Timing

What are the three phases of the home selling process?

1. Servicing and Marketing
2. Offers and Negotiations
3. Contract to Close

What determines price and why?

The price is determined by what buyers will actually offer and competing sellers are accepting, and it's based on the current market—those properties that have recently sold.

Should be 200 new! Remind them of this essential goal!

How many contacts in your KW eEdge database by the end of Ignite? _____

How many contacts do you have today? They should have at least 50–60 by now!

From Aha's to Achievement

AHA's

Instructor:

Have participants fill in their aha's individually, or brainstorm as a group.

What are your aha's?

BEHAVIORS

Instructor:

Ask: *How will you translate your aha's into concrete changes in your behaviors?* Example: **Aha**—I need to practice my scripts. **Behavior Change**—

Find a script partner and schedule time.

TOOLS

Instructor:

Tell: *List out the tools you will use to achieve real behavior change.*

Examples: accountability tool, time-blocking on calendar

What tools will you use?

ACCOUNTABILITY

Instructor:

Tell: *Evaluate what kind of accountability will sustain your behavior change.*

Is this an accountability partner? Mentor? MyTracker? Be realistic. The best accountability system is the ONE you will use.

What does accountability for this look like?

ACHIEVEMENT

Instructor:

Tell: *Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?*

What will you achieve?

Enhance Your Learning

Use Tools

Home Tour Checklist
Prequalifying Script
Prioritizing Needs
My 10+ Customer Service Agreement for Sellers
Listing Consultation Checklist

Connect on Social Media

Keller Williams Facebook Page -
<https://www.facebook.com/KellerWilliamsRealty>
KW Blog - <http://blog.kw.com/>
Inman - <http://www.inman.com/>
Your Market Center Facebook Page

Instructor:
Explain the importance of these resources to “enhance” their learning. The videos, tools, and books mentioned are for serious learners!

Point out how important these can be to their success.

Scripts

Seller Objection 1: We Need an Agent with More Experience

Keller Williams is different. I'm a partner with others in my office. We share in the profit of our office. When one makes money, it benefits the rest of us too. So I have lots of motivated agents and many years of experience working for you. Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let's move ahead now.

Seller Objection 2: We Need to Think It Over

I hear you saying you want to be confident. If you were 100 percent confident in me, you wouldn't bring this up. If you knew I was going to do everything possible, you'd sign. The truth is you can never know that. Let's sign the agreement and know that you can cancel with me any time you are not satisfied.

Seller Objection 3: Another Agent Will Charge Less

I can appreciate that there's someone who will work for less, but your agent negotiates for you. If they can't negotiate with you about their own money, how likely will they be to fight for your money when buyers make a low offer?

Seller Objection 4: Why Won't You Reduce Your Commission?

Let's say your boss came to you and said, "I want you to do the same job for less pay and you'll have to work harder." Would you be motivated? No. Well, that's like me. I'll need to work hard for you; that's what you want, isn't it? You want the most money possible, right? Agents who discount their commission will offer buyer agents less money too. You want to give the biggest incentive possible to buyer agents, don't you?

Seller Objection 5: Why Should We Pay?

Has there ever been a time when you bought something for less, thinking it was a great value - only to find out it was not, and you had to replace it and spend more? Quality lasts. It delivers value. Is this time like that time? It is.

Ignite Correction/Suggestion Log

Your Name: _____ Market Center: _____ Date: _____

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.

Or mail to:

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Austin, Texas 78746