

SELL YOUR LISTINGS

FOR SALE SIGNS DON'T PAY THE BILLS, SOLD SIGNS DO!

IGNITE POWER SESSION #6

Instructor Edition

In this chapter ...

- Stage, market, and communicate like a Mega
- Be recognized as an agent who gets listings sold
- Earn customers for life and get referrals

Instructor:

Timing: 3 hours

Take-Aways of This Chapter:

The purpose of this chapter is to have Cappers in Training recognized as agents who get listings sold, as well as premier providers of customer service, helping them win customers for life!

IMPORTANT!

1. *Action Reveal – Instructor, this step of each class is essential to the Cappers in Training’s success. Please do not skip or diminish this powerful part of each day. It is essential to the participants’ success to establish this habit and for you to hold them accountable.*
2. *Daily Calls – Every class will include Real-Play calls.*
3. *Importance of Staging*
4. *14-Step Marketing Plan*
5. *Effective Customer Communication*

Activities in This Chapter:

The activities in this chapter are designed to get participants be prepared for marketing and servicing a listing as soon as possible.

1. *Daily Report Out*
2. *Daily Calls*
3. *Staging Objections*
4. *Marketing Action Planning*
5. *Practice Seller Listing Presentation*

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

Cappers in Training

1. Discover the techniques for, and advantages of, staging a listing to get it sold.
2. Review the elements of your 14-Point Marketing Plan in action.
3. Learn the essentials of great service to sellers—from the moment they sign the listing agreement all the way through closing and beyond.
4. Study strategies and tips for great communication and problem solving.

Instructor:

Cover this page thoroughly and make sure everyone knows what's expected and has completed all Mission work.

Ignite Faculty

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

1. Devote the majority of time on **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 prework **Mission**, and during the **phone call** activity make calls along with the class.

Remember there are expectations for you too! Help participants be successful!

Be sure to review the videos in the Mission prior to class.

Action Reveal

Instructor:

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









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.

There are three parts to the Action Reveal:

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

IGNITE		Mission 6	
Complete this Mission prior to attending Ignite Power Session 6			
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"/>	Practice scripts with a partner		
DONE v	3. Gather your tools		
<input type="checkbox"/>	Create a list of names to call in Power Session 6 Real-Play and bring to class		
<input type="checkbox"/>	Download "Prepare for Your Open Home" checklist for sellers		
DONE v	4. Work the listing		
<input type="checkbox"/>	Read: KWLS Syndication		
<input type="checkbox"/>	Read: Create or Enter a Listing In the KWLS		
<input type="checkbox"/>	Read: Create a Greensheet When Your Listing Is In the KWLS		
<input type="checkbox"/>	Watch: Staging the Home 3-video series (33:28 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>how 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

participants that

Daily 10/4 Real-Play

Real-Play is a Begin by saying an affirming message out loud. **“My business is growing abundantly!”**

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 your social media contacts and any referral names you've received by now.

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 and offer your KW app.

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.				

4. Write a note to two – three people you called to thank them for their time.

Time: 20 minutes

Your Turn – Handwritten Notes

Daily 10/4 – Handwritten Notes

1. Write a note to **two – three 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!

2. Enclose a business card in each note, stamp, and mail from your Market Center.

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 set them apart from many other agents.

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

Stress how important this step is.

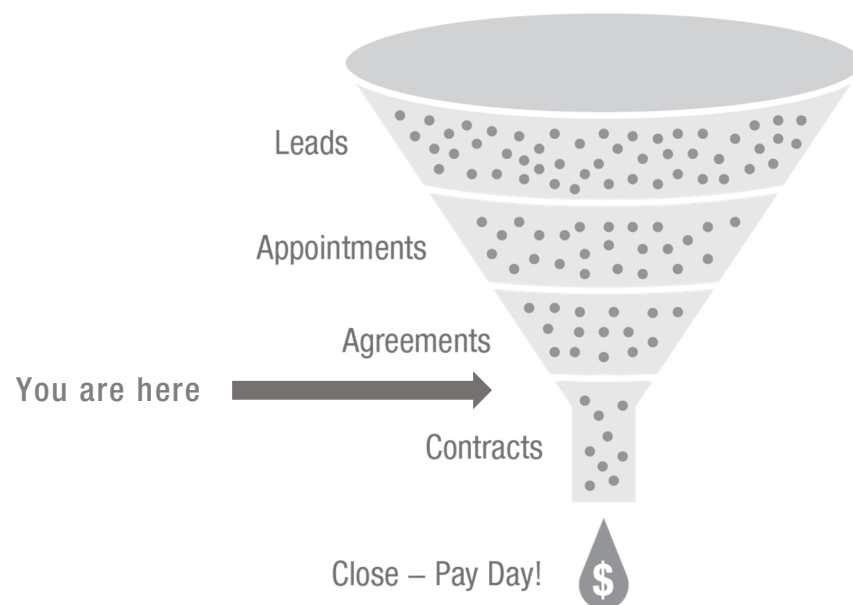
Get Your Head in the Game

So far, you have worked hard to find the business and get the appointment. Once you have landed the appointment, you demonstrated to the seller your value as their listing agent, and they signed the listing agreement with you.

Now what?

It's time to act on what you promised your sellers in your listing presentation! It's more than just sticking a sign in the yard. Successfully marketing and servicing a listing is very important to your client and could have positive, long-lasting benefits for you:

1. Get the listing sold by attracting buyers to the listing.
 - Do that job well and you will also generate additional buyers who will buy other listings and sellers who will see you as an effective listing agent.
2. Meet your sellers' needs in a focused and communicative way.
 - This will build your reputation as a top listing agent, generating repeat business and referrals from that seller and create many more paydays ahead.



Make It Happen – Marketing and Servicing Your Listings

Your service to sellers begins the moment they sign a listing agreement with you. You are now their advocate, their agent, and their **fiduciary**.

Fiduciary

A person who is legally or ethically entrusted to manage money or property between two or more parties.

Being the seller's fiduciary means servicing and marketing their home in the most effective way.

There are three steps in this critical phase of your listing relationship with any seller:

1. **Stage the Property**
2. **Market the Listing**
3. **Communicate with the Sellers**

1. Stage the Property

Think about buying a car. When you look online or see a car on a lot for sale, what attracts you the most? The shiny, clean car with newer tires? Or the rusty, dirty one with bald tires? Of course you're thinking, "What's the price?" So it comes down to price *and* condition, right? You'd be willing to sacrifice a little condition if the price is right!

It's the same with houses, especially in a competitive market. The homes in the best condition, priced properly, go quickly, and that's what you want for your sellers!

Most homeowners know it is important to keep a home clean, bright, and free from clutter while it is on the market for sale. But sometimes, taking the extra step to stage a home can make a difference in how a buyer values it, the price a seller might get for it, and how quickly it sells.

Instructor:

Discuss the "whys" around staging rather than assume everyone gets the point — that staging is important.

Goal of staging

- Present the best face of the home.
- Maximize the spaciousness of the home.
- Allow visiting buyers to envision themselves in the home instead of seeing the seller at every turn.
- _____
- _____

Ask:

What else is important about staging?

Instructor:

Tell:

The point about allowing buyers to envision themselves in the home is a great dialogue to have with sellers and will make later staging conversations easier. From decluttering to cleaning to landscaping, make the conversation about you working as a team to help set the stage for buyers to fall in love with the dream of them living in the home. And remind them that cleaning, weeding, etc., should not be part of that dream.

Instructor: Will Staging Bring in High Offers?

Explain how important proper staging is for the selling process.

Realtors who work with buyers say most are willing to offer more money for a staged home. How much?

According to NAR 2015 the #1 room to stage is the living room, followed by the kitchen, master bedroom, dining room, and bathroom.

Ask the participants if they agree with this order of importance — why or why not?

32% of Realtors report a 1% – 5% increase in the offer

16% of Realtors report a 6% – 10% increase in the offer

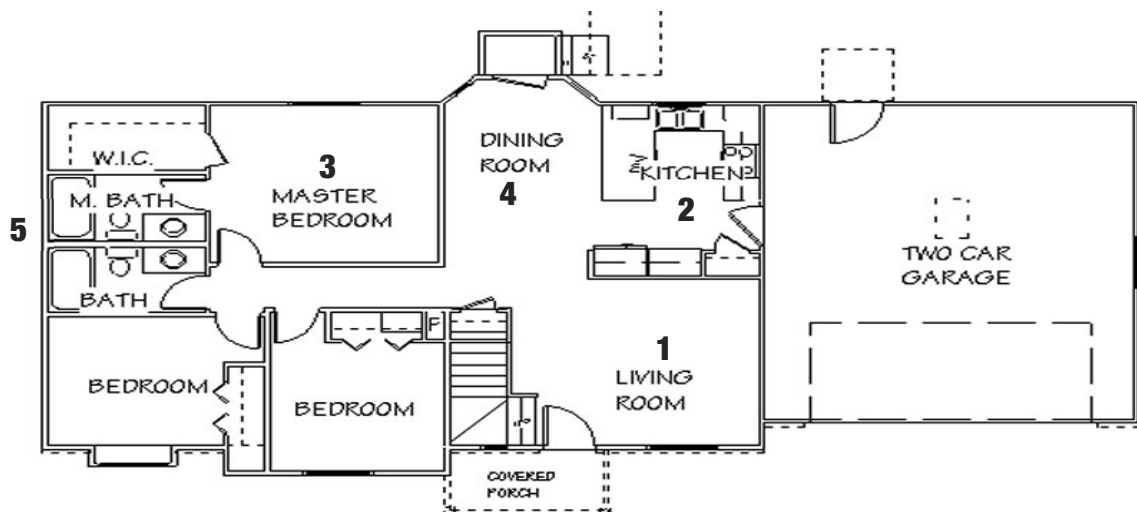
3% of Realtors report an 11% – 15% increase in the offer

Source: NAR 2015 Profile of Home Staging

According to the **National Association of Realtors 2015 Profile of Home Staging**, the median cost spent on staging a home is \$675.

And where is that money most often spent? The living room is ranked the #1 room to stage to increase the value a buyer is willing to offer for a staged home compared to a similar, not-staged home.

This graphic shows how the other rooms rank in importance of interior staging.



According to the **NAR 2013 Remodeling Cost vs. Value Report**, gardening and landscaping efforts pay off; curb appeal projects are rated among the most valuable exterior home improvement projects. A pleasing exterior with well-groomed shrubbery can really make a home stand out.

The Importance of Staging

Although you've discussed staging in your listing consultation, when it comes time to actually do it, some sellers may show reluctance and raise objections. Stress how the home's appearance helps to achieve a quicker sale and higher price.

Staging Objections

How would you handle the following objections?

- I don't see why this is so important.

If we want to sell faster or for more money than your competing sellers, then we need to stand out in terms of condition.

- Do we really have to make this repair?

We can sell it just the way it is, but it's likely to take longer and we probably won't get as much money. My recommendation is to have it repaired so that we can get the best price possible in the shortest amount of time. The choice is yours. What would you like to do—make the repair or take longer to sell?

- Why can't we sell the house "as is"?

Would you prefer to pay a few hundred dollars to paint a room, or do you prefer to deduct \$500 to \$1,000 from the sales price? Since buyers use outstanding repairs to negotiate a lower price, it's usually in your best interest to make repairs rather than have to negotiate with the buyer.

Time: 15 minutes

Instructor:

Have participants volunteer answers for the objections.

Instructor:

2. Market the Listing

Briefly go

through the 14 steps.

Put your listing on buyers' radar screens. Your **14-Step Marketing Plan**, which you presented to your sellers in your listing consultation, is designed to produce maximum exposure quickly and allow you to capture as many buyers as possible.

Tell participants to become familiar with and abide by signage rules in their geographic farm areas.

1. Price the home competitively with the current market and price trends.
2. Advise sellers on how to attract buyers by showing their home in the best possible light.
3. Place "for sale" signs, with property fliers easily accessible to drive-by buyers.
4. Respond to all buyer inquiries immediately.
5. Optimize the home's Internet presence by posting your property in the Keller Williams Listing System (KWLS), local and global MLS systems, and on social media, with plenty of photographs and a description of the property.

Tell the participants that good photos really matter! Once they can, they should consider using a professional photographer.

6. Market the home on multiple websites, including your own site, my KW local office, and KW national sites, to attract both local and out-of-town buyers.
7. Post the home on your branded KW app.
8. Create fliers and comment cards for viewers of the property.
9. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about the home.
10. Target your marketing to active real estate agents who specialize in selling homes in this neighborhood.
11. Include the home in your company and MLS tours, allowing other agents to see the home for themselves.
12. Create an open house schedule, and market and host the open house to promote the property to prospective buyers.
13. Target active buyers and investors in your database who are looking for homes in this price range and area.
14. Provide the seller with weekly updates detailing your marketing efforts, including comments from the prospective buyers and agents who have visited the home.

Your Turn – Marketing Action Steps

Analyze a Previewed Home

1. Choose one of the Daily 10/4 homes you've previewed recently.
2. Evaluate that property's features through these points from your 14-Step Marketing Plan. Write in comments on each point below and be prepared to share your thoughts with the class.

Pricing: Is the home priced properly according to the market comps? If not, is it too high or too low? What would make you think this?

Signage: Must be placed according to any homeowners association restrictions and with local traffic patterns in mind. Where will your signs be?

Staging: Was the house properly staged? What would you have done differently? How could you proactively persuade the sellers?

Images: What features of the home will you want emphasized in online photographs and the virtual tour?

Buyer Profile: What is the buyer profile for the home you've chosen? First-time buyers? Young families? A larger family relocating for professional reasons? How could you market to them specifically?

Instructor:

Have the participants evaluate one of the homes they have previously previewed for their Daily 10/4. Have them consider the current staging and marketing. What are their thoughts and comments?

Debrief activity by asking for volunteers to share results and aha's.

Time: 20 minutes

Aha's from Activity

- _____
- _____

Hold an Effective Open House

Part of your marketing strategy, and one of your 14 steps, is to show the property through an open house. Holding an open house is an excellent way to market your listing and market yourself as a real estate expert.

Open houses benefit the seller by attracting buyers to their home.

Instructor:

- The more visits a house get, the faster it will sell.

Find this video

online on Ignite on

KWConnect, under

Instructor

Open houses benefit the agent holding the open house as a key lead generation strategy because ...

Resources for this

Power Session.

- They offer a relatively safe and nonaggressive sales environment.

Play the video and

ask for aha's.

- They provide opportunity for great face-to-face prospecting.

Ask:

How many have

held an open house

already?

How did it go for

you?

What could you

have done

differently?

What did you think

of Chris's ideas on

holding an open

house?

Do you have ideas

that work with

Chris's strategies?

- The open house event—and the time leading up to and after—provides opportunity for you to build relationships, market your name to a geographic farm, and secure a neighborhood's mindshare.

Refer to your Ignite toolkit for a guide: **Prepare for Your Open House.**

Video

Activity: Hold an Effective Open House



- Watch the video: **“Hold an Effective Open House”**.
- What are your aha's?

Time: 10 minutes

Get the Word Out

Think of an open house as a BIG event! Treat it as a massive marketing campaign; unleash all your lead generation creativity.

Invite people directly to your open house by actively prospecting for traffic. This is a critical lead generation activity that will build your database and position you as the neighborhood expert.

Door Knocking

In SHIFT, Gary Keller recommends knocking on 100 surrounding homes. Why so many? Because informing the neighbors about your open house will not only create more traffic, it will also allow you to lead generate for buyers and sellers, and preview other homes for sale in the neighborhood. Be sure to include any nearby apartment complexes as this will also give you the opportunity to lead generate for renters who may be interested in buying.

Leverage the Internet

National Association of Realtors (NAR) reports that ninety-two percent of buyers use the Internet in their property search. Zillow, Trulia, and Realtor.com are popular sites for open house information.

Social Media

Use Social Media to get the word out about your open house. Create a Facebook event and invite everyone. Market the open house as a fun and exciting event. Post your open house on neighborhood groups and forums. Get the word out to as many groups and forums possible.

TIP

When it comes to Facebook, don't use your personal Facebook account for your real estate services. Why? It lacks professionalism. Establish a professional Facebook account for your Real Estate business.

Twitter is another amazing way to keep connected to your clients. Twitter gives you 140 characters (or less), to give updates to your Followers about your open house. You can use hashtags to connect with your market, and extend your posting reach beyond just your Following. Use it to engage, and keep strengthening your relationships.

Social Media Ideas

Instructor:

Facilitate a discussion on the uses of Social Media in Real Estate marketing

- Use images when you post on Facebook.
- Tweet tips about moving and staging.
- Marketing a new real estate listing? Set up a Pinterest Board for your real estate listings.
- Engage when you use social media for real estate. Use contest and sweepstakes.
- _____
- _____

Community Websites

Many neighborhoods have community websites and Facebook pages, this is an excellent way to get the news out about your open house.

Leverage your Database

Pull up your “Mets” in your database and call people who may be interested in the open house property, or might know of someone else who would be interested. Send an email to your database announcing the open house and information about the house and neighborhood as an enticement.

3. Communicate with the Sellers

Remember you have told the sellers it is all about them and you have promised them a 10++ customer experience. You have agreed to communicate in the ways that work for the sellers, whether once a week, once a day, by phone, email, or text message.

Update your sellers regularly—from listing to closing, including the status of your marketing efforts, feedback from the home's showings, any offers on the table, and the steps leading to a successful closing once an offer is accepted.

Be sure to block time on your calendar for this follow up with your sellers and be sure these updates happen—even if there is no news to report!



This may look like just words, but it represents the covenant or agreement that you have entered into with your sellers. Great communication is not just about agreement over what you communicated, it's equally about agreement on how and when you will communicate.

There is no such thing as over-communicating when it comes to providing outstanding service to your clients!

Communication Checklist

What value do each of the following communication tips provide to the customer?

Instructor:

Have the participants read each communication tip and then write how this is of value to the customer.

Ask for volunteers to share what they perceived as the value.

Ask other participants if they came up with different values.

Communication Tips	Value to Customer
Follow Preferences: Always ask and learn about your customer's preferred communication method and timing—is it phone, email, text message? Twice a week?	
Match Style: In person or on the phone, always seek to match their communication style.	
Always Update: Updates should happen even when there may be no new information to share. If there is no news, consider if there needs to be changes in condition, price, or both.	
Be Prompt: Always respond as soon as possible, or on the expected schedule.	
Never Talk Down: Always communicate as a partner with your customer.	
Keep a Log: Maintain a communication log in your eEdge database so you are always reminded of what was said in the last contact. Read your log before you call.	
Decision-Maker Focus: Always include all decision makers.	
Great Attitude: Always be enthusiastic and positive.	

Customer Experience

Customers do business with you because of your service and the perceived value they get from that. They want to do business with people that help them feel comfortable with making one of the biggest decisions in their life.

Instructor:

Ask participants to describe what “customer experience” means to them.

TRUTH

An excellent customer experience will set you apart!

Always Under-Promise and Over-Deliver

This idea should be a hallmark of your business. Here are some examples:

- If you say you will communicate once a week, communicate twice a week or until your seller asks you to scale down!
- Say your staging expert will be in touch with the sellers that week, and then make sure the stager calls them the next day.
- _____
- _____
- _____

INSTRUCTOR:

Ask:

What is the impact of “under-promise and over-deliver” as a service principle?

What’s an example you’ve experienced that pleased you as a customer?

The answer could be, “Being contacted when you aren’t expecting it—just being asked, ‘Is there anything I can do or answer for you?’ makes a great impression.” Ask for other examples.

Be Solutions-Oriented

Instructor:

Ask the questions on both these points and ask the class to provide answers to help each other.

Hone your problem-resolution skills. Make it a habit never to communicate with a client about a problem without having one or more solutions to recommend. Your clients are looking to you to be the expert—to have the answers.

What kind of problems might arise that you can apply solutions to and be seen as the customer's “hero”?

Develop Staging Resources

You'll discover with a little practice you can become a great first-tier staging adviser. However, you'll also want to get to know a few staging professionals who will work with you and enhance your professional reputation.

Who will help you with staging?

Instructor:

Find this video online on Ignite on KWConnect, under

Instructor

Resources for this Power Session.

Play the video and ask for aha's.

Video

Activity: Create a WOW Experience



- Watch the video: “Create a WOW Experience”.
- What are your aha's?

Time: 10 minutes

SUPER Service

Providing a terrific customer experience is the cement that holds a great seller business together.

SUPER is a great acronym for helping to remember the critical dimensions of great service.

Communication Tips
<p>Sincerity – Be honest and reliable.</p> <p>Understanding – Focus on their needs, wants, and values.</p> <p>Predictability – Deliver what is promised and expected.</p> <p>Exceptionality – Provide the extraordinary and uncommon.</p> <p>Responsiveness – Report quickly and reliably.</p>

Providing SUPER Service forges relationships with customers that are the foundation for growth including:

- Repeat Business
- Referrals

Stay in touch with your sellers using the touch campaigns in eEdge including personal contact, and you can become their **“top of mind”** resource for real estate for many years to come. You want to be their real estate agent for life.

The relationship is bigger than one transaction.

Instructor:

Your Turn – Listing Presentation II

*Break
participants*

*into groups of
two (make sure
they are with
different
partners).*

*Each person
will take 15
minutes
practicing the
listing
presentation.
Then they will
switch.*

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

*Ask for aha's at
the end of
practice.*

More Practice Makes Perfect – Your Listing Presentation

1. Break into groups of two (work with a different partner than the last time you practiced your listing presentation).
2. Take turns practicing the Seller Listing Presentation.
 - Practicing the listing presentation will help make it seamless in front of the potential clients.
 - Incorporate what you have learned today to communicate the benefits of staging, your marketing plan, and your communication.
 - Continue to practice this listing presentation with your accountability/script partner.

Time: 30 minutes

Aha's from Activity

- _____
- _____

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
Time block to practice your seller listing presentation and scripts.	
Speak to other agents about staging resources and professionals.	
Create marketing ideas for your listings or future listings.	
Create social media posts on a listing you may have or help promote a listing of someone from your Market Center (ask first!).	
Prepare for next class with your next Mission.	

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

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


Prepare for Your Next Class

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 7

Click the  icon to access videos and reading assignments.

Mission 7

DONE ✓	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 ✓	2. Extend your learning
<input type="checkbox"/>	Practice scripts with a partner
DONE ✓	3. Gather your tools – and bring to class
<input type="checkbox"/>	Create a list of names to call in Power Session 7 Real-Play and bring to class
<input type="checkbox"/>	Do Research on your local market statistics and bring to class: <ol style="list-style-type: none"> 1. Average days on market in two different price ranges 2. Number of homes for sale in the same two price ranges
<input type="checkbox"/>	Request a copy of a Buyer Representation Agreement from your Market Center
<input type="checkbox"/>	Download and print the Ignite Buyer Presentation – on Ignite on KWConnect
<input type="checkbox"/>	Download and print the Ignite Buyer Needs Analysis Questionnaire – on Ignite on KWConnect
DONE ✓	4. Prepare for the buyer consultation
<input type="checkbox"/>	Watch: Buyer's Consultation (5:31 mins) 
DONE ✓	5. Follow up – with previous Power Session
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session

*Access videos from [KWConnect.com](https://www.kwconnect.com), Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.



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Your Turn – Prepare

Targeted Prospecting

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.

Prepare Your List

For your next class, you will focus on **first time home buyers** and **renters**, as well as the many **referrals** you’ve been getting from calling Mets.

Industry	Name(s) and Phone Number(s)

Instructor:
Ask participants to write names and phone numbers. Tell them to complete this list and be prepared to call these people next class!

Recall and Remember

Instructor:

Allow time for What are the three phases of your listing relationship with a seller?

Cappers in

Stage the Property

Training to

Market the Listing

complete this

Communicate with the Seller

Recall sheet.

Ask for their

answers

Why is staging important?

before

Taking the extra step to stage a home can make a difference in how a

supplying the

buyer values it and the price a seller might get for it.

correct ones.

Why is pricing number one on the 14-Point Marketing Plan?

Because if the house is priced incorrectly, it does not matter how well it is staged or marketed. It will probably not sell.

What are the five elements of SUPER service?

Sincerity

Understanding

Predictability

Exceptionality

Responsiveness

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

How many new contacts do you have today? *200 new + your existing Mets* ____

They should have at least 100 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.

What behaviors do you intend to change?

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?

Instructor:

This section occurs on the last class of each week.

Achievements of the Week

You are continuing to grow through your second week of Ignite. You are acquiring and adopting new skills. You will need to continue to implement and work to master these new skills.

Use the chart below to chart your progress.

New Skill	Started Implementing	Continuing to Master by Doing...
Use the Prelisting Packet		<i>The purpose of this section is to work on accountability and mark progress. Use this time to recap, encourage, and congratulate the participants for what they have learned and accomplished thus far. Have the participants review this page and put a check mark in the columns that best describe their progress. This format will be in each end-of-week Ignite session.</i>
Deliver your Seller Listing Presentation		
Ask for the business		
Discover pricing strategies		
Prepare a CMA		
Learn pricing and pricing objection scripts		
Learn the importance of staging		
Implement the 14-Point Marketing Plan		
Effectively communicate with your customers		
Provide an excellent customer experience		
How many contacts have you added to your database this week?		

Remind participants to put all contacts on a touch campaign.

Enhance Your Learning

Watch on KWConnect

- Using Facebook in Your Business
- Capture Leads at Your Open House
- Open House Follow-Up and KW Technology
- Market and Service Your Listings Part 1
- Market and Service Your Listings Part 2

Use Tools

Communication Checklist

Prepare for Your Open House

Nine Staging Steps

Web

REALTOR® Magazine Online's Personal Marketing Tool Kit –
<http://realtormag.realtor.org/tool-kit/personal-marketing>

Additional KWU Training

Customer Experience

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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