

# Better Homes and Gardens® Real Estate

## SEEDS OF SUCCESS WORKBOOK

### Session Seven

*As an independent contractor sales associate affiliated with a Better Homes and Gardens® Real Estate franchised office, you have a variety of resources, tools, technologies and educational opportunities available to you. The Better Homes and Gardens Real Estate educational materials, programs, or meetings are not mandatory. Nothing in this document is intended to create an employment relationship. Any participation in this offering is entirely voluntary. Note: This document may contain suggestions and best practices with regard to specific issues you may encounter. These suggestions and best practices are completely voluntary for you to use at your discretion.*

**Slide 2**

Go over the goals for this session.

## **Session Seven**

# **The Listing Process: A Professional Approach**

### **Goals of This Session**

At the end of this session, you'll have the tools to

- Use the professional listing system to assemble your listing materials
- Ask critical qualifying questions to potential sellers to save you time and create results faster
- Explain how you work to raise your credibility and trust with the seller
- Use a personal standards evaluator tool to determine which sellers are qualified to work with you
- Organize a listing presentation
- Create a marketing plan to use with sellers
- Craft an objection buster to answer common seller objections

### Slides 3-4

#### Resources for Session Seven

Assemble these resources for your agents. They'll need them for assignments at the end of this session:

Materials for a sellers' pre-first visit package (a list is in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess))

Review BHGRE® listing presentation

The technology you use in your office (if you use specific technology) for competitive market analysis

**Live classroom:** You can bring an example of a good analysis.

## Resource List for Session Seven

- All materials can be found at <http://bit.ly/seedsofsuccess>

### Materials

- Evaluating Property Salability
- My 22-Point Marketing Plan
- Pre-Qualifying Questions for Sellers
- Questionnaire for Sellers

### Listing Presentation

- The Better Homes and Gardens® Real Estate listing presentation is available in the Greenhouse>Marketing>Presentations

### Videos

Videos available in the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success

- Accelerate Training Video: Qualifying Sellers
- Accelerate Training Video: Proper Pricing
- Accelerate Training Video: Craft an Objection Buster

### CMA Software

- The technology you use in your office, if you use specific technology, for competitive market analysis (CMA).

**Slide 5**

**The Professional Listing Process**

**Lecturette:** Take participants through the listing process flow chart. Explain why certain behaviors are done during this process. Discuss materials you have that should be used, and where.

Point out that these materials are in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess).

Where the BHGRE® Listing Presentation fits in the process goes here: To explain to agents the whole process as a system, and how BHGRE affiliated brokerage and office materials fit this process. Top-producing agents use this flow chart to create a listing system.

By the end of this program, you will have done all the work to create a complete listing system with all the checklists and packages needed to complete.

**Ask:** Why would it be important to complete each step of the process?

# Creating Your Listing System Flow Chart

✓	What	How	Materials to Use
	Pre-qualify seller	On phone/in person	Pre-qualifying Questions
	Set appointment		
	Educate seller/raise your value	Provide information/send to home	Pre-first Visit package
	Qualify seller/educate	At home	<ul style="list-style-type: none"> <li>• Qualify Seller Questionnaire*</li> <li>• Explain how you work</li> </ul>
	Make 2nd appointment	In person	
	Evaluate your chance of success	Do research	
	Prepare marketing presentation with plan & CMA/market trends		<ul style="list-style-type: none"> <li>• Anticipate objections with visuals</li> <li>• BHGRE® materials</li> <li>• Market trends</li> </ul>
	Present marketing plan (what you'll do & CMA)	At home with all decision-makers	BHGRE® Listing Presentation**
	List property		Listing agreement
	Market property	<ul style="list-style-type: none"> <li>• With your marketing plan</li> <li>• Communicate with seller</li> </ul>	<ul style="list-style-type: none"> <li>• My 22 Point Marketing Plan</li> <li>• Internal marketing checklist*</li> </ul>

\* Materials or documents are available in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess)

\*\* Materials or documents are available in the Greenhouse

**Slide 6**

Qualifying the Seller

**Lecturette:** The most critical time in the listing process is at the beginning. Qualifying the seller is key to listing properties that will sell. Real estate professionals ask in-depth questions that reveal the sellers' motivation and unearth objections sellers will have that must be anticipated or handled during a later phase (at the end of the first visit or the second visit or the marketing presentation) in order to list the property. This qualifying process starts before visiting the home.

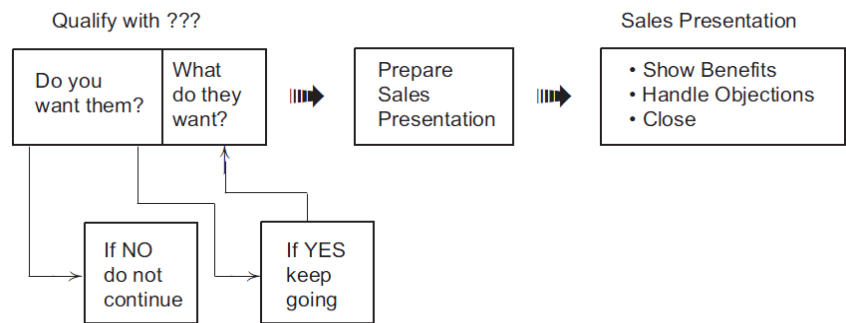
Two qualifying steps: Pre-qualifying (a few questions) to decide if you want to go ahead. Then, the face-to-face sit down formal qualifying process.

**Most Important Point:** How an agent asks questions in the qualifying steps determines how well he or she can list marketable property.

## Before You Sell Them: Are They Candidates for You?

Although your listing presentation should focus on presenting you as attractively as possible, it's important that we caution that all sellers should not be sold! Take some time out before you craft your presentation, and ask yourself, *"Does this seller meet my standards?"* Your qualifying questions should give you the answers.

Here is the flow of the seller interview process:



### Two Qualifying Steps

1. Pre-qualifying—a few questions to determine if you want to go ahead.
2. Formal qualifying procedure—a face-to-face sit-down meeting.

**Slide 7**

Why ask Pre-qualifying questions?

Skill Practice: Arrange students into task forces to answer the questions on the student page. Then discuss what happens during the first appointment.

**Live webinar:** summarize the major points from the student page by using slide 5

Pre-Qualifying questions, why ask?

## The Listing Process

### The First Step in the Listing Process: Qualifying the Seller

You may be qualifying the seller in an open house, over the phone, or in the seller's home. So that you don't waste your time or the seller's, it's important to decide what would cause you to want to list the property—and what would cause you not to want to list it. This decision is made by asking the seller qualifying questions. Armed with the answers, you can then decide whether this seller will provide a marketable listing to you, and will be the kind of person with whom you want to have an ongoing, professional relationship.

### Skill Practice

Decide the following and write your answers below. (Take 5 minutes to complete this exercise):

1. What are the questions you want to ask the seller on the phone before committing to an appointment to see the seller and his property? List here:
2. What are the most critical questions? Why?
3. What answers would cause you not to make the appointment?
4. What answers would cause you not to list the property?



**Slide 8**

Even before you go to the home expecting to qualify and give your listing presentation, you will want to ask some pre-qualifying questions. Why?

Discuss these questions. Have each agent work alone.

Hold a general discussion on when and how to use this pre-qualifying seller's questionnaire. This form is in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess).

## Pre-Qualifying Questions

A sample list for **Pre-Qualifying Questions for Sellers** is in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess) and available for your use.

### Gathering Information on the Phone/Open House from the Seller to Determine Whether Seller Is Qualified to Work for You

Seller: \_\_\_\_\_ Date \_\_\_\_\_

1. How long have you lived in (or owned) your present home?
2. What major improvements have you made to this house?
3. What's your reason for moving?
4. When do you want or have to move?
5. What other source of funds do you have available to you?
6. How do you feel about owner financing?
7. Who else are you talking with about the sale of your house?
8. Is there a specific price you are looking to sell for?
9. What are your major concerns in making a move?
10. What is most important to you: Pricing? Timing? Convenience?
11. How would it affect your plans if you couldn't sell?
12. What would it take to list with me?



**Slides 9-10**

If Sellers are underwater

Have links available for your Department of Licensing and for other for helpful information

## If You Believe Sellers May be Underwater or Threatened to Be Underwater

1. *“Has making payments on your home become a burden to you?”*
  - a. If yes: *“Are you current on your payments?”*
  - b. If no: *“Have you discussed options with anyone?”*

You can suggest contacting your Department of Licensing for helpful information; talk to an attorney who specializes in equity-short situations; refer them to a trusted short sale team.

2. *“How much equity to you believe you have?”*
3. *“How many loans do you have?”*
4. *“Do you have any hardships that would influence your ability to make your payments?”*

**Property Address:** \_\_\_\_\_

Take 5 minutes to edit the above. Add your additional questions:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Now you have a draft of your **On The Spot Seller Questionnaire**.

This is the first part of your Listing System.

### The Pre-First Visit Listing Package

You have pre-qualified sellers. Now, raise your credibility with a pre-first visit seller's package.

When to deliver: AFTER you have pre-qualified the seller.

Have agents work alone, answering questions on the student page.

Remind agents that a sample of a pre-first visit package should be brought to the next Practicum.

#### **Slide 11:** Listing System checklist

Working alone, have agents answer the questions below.

**Live classroom:** Hold a general discussion on points on the student page

**Live webinar:** summarize using slide 8.

## The Pre-First Visit Listing Package

If you really want to raise your credibility with the seller, consider adding a **Pre-First Visit Seller Package** to your listing process.

The function of a pre-first visit listing package (sometimes called the pre-listing package):

- Extra refinement
- Raises your credibility
- Prepares sellers
- You provide testimonials
- Helps you get more information to sellers
- Differentiates you

Working alone, decide the items you think are appropriate for this type of package:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

How would you deliver this package to a seller?

**Slide 12**

The Formal Qualifying Appointment

Discuss the importance:

- To gather critical information
- Save you time
- Prove your professionalism
- Uncover hidden motivations.
- Use information to narrow home choices and close.
- To demonstrate to potential clients how you work/what you'll do for them.
- To inspect the home

Working alone, have agents answer the questions in their handout.

**Live classroom:** Hold a general discussion on points on the student page.

**Live webinar:** summarize

## Gathering Information

*The first appointment (or first part of a one-step process)*

**Working alone, answer these questions in writing.**

1. How will you explain to a seller, when you're making a first appointment, what your task is for that appointment? Decide on a script.
2. How will you introduce the seller questionnaire during that first appointment?
  - a. When, during the appointment, will you ask the seller these questions? Where?
3. What questions reveal the seller's motivation?
4. What questions reveal possible barriers to listing the property?
5. What answers from these questions might make you decide you may not want to list the property?
6. What is the seller looking for and judging you on during that first appointment?

**Slides 13-14**

Suggest agents customize this form for their use.

It's in  
[bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess)

Warning: **Do not answer any objections.** Why? This isn't the time. You are just gathering information from the seller right now.

**Lecturette:** Explain the importance of establishing personal/professional standards (minimums) for sellers/property from the beginning (save money, increase self-confidence, get results, etc.)

## Seller's Questionnaire

### Your dialogue and actions

- What's in it for them to meet with you (qualifying appointment?)
- Introduce the questionnaire/explain why
- Ask questions first/preview the home second
- Sit in a comfortable place (kitchen table?)
- What is the seller looking for from you?

### The seller's questionnaire reveals

- Lifestyle needs
- Preferences
- Function of need or feature
- What they don't want
- Hidden motivators
- Agent experiences
- Financial needs
- Timeframe
- Barriers

See the **Questionnaire for Sellers** in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess) and customize it to fit your needs.

Now it is time to try role playing with someone in your class to ask qualifying questions and to discover underlying motivations.

Working alone, have agents answer the questions in their manual.

**Slides 15-16**

Evaluating Property Salability is in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess).

## Evaluate Your Seller and Property to Meet YOUR Standards

Write five guidelines for yourself that you would need in place to list the property:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Write five guidelines for yourself that would cause you not to list the property:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Make a checklist of these and use them to qualify each seller and property. This can be part of your listing system.

Call this list your **Seller/Property Standards Evaluation**.

At [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess) is the **Seller/Property Standards Evaluator**, a valuable tool to help assure sellers are qualified to work with you.

**Slide 17-18**

Explain How You Work

- Your professional standards—and why
- What you will list—and what you won't list—and why
- What you will provide (MY 22 Point Marketing Plan)
- How you will be accountable
- You can provide your Professional Portfolio (we will learn how to put one together in session 8).

## Explain How You Work

### When

After gathering information from the seller

### Why

- To let sellers get to know you
- To raise your professionalism
- To prove you are worth the commission you want to charge

### In this mini-presentation

- Your professional standards—and why
- What you will list—and what you won't list—and why
- What you will provide (My 22-Point Marketing Plan)
- How you will be accountable
- What else would you include to gain trust and confidence from the seller?

You can provide your Professional Portfolio (*You will learn how to put one together in session 8.*)

Finally, walk through the home and take notes to prepare for your CMA.

Now, we're finished with the information-gathering first step, and ready to move on to the listing presentation.

### Slides 20-22

Presenting your listing presentation.

Use the BHGRE® visual listing presentation. It's in your Greenhouse.

Understanding Your Expectations

This presentation has many choices for your marketing of the listing.

Talk about the vision and values of BHGRE show how those are incorporated into your listing presentation.

- BHGRE Brand Video (embed)
- Post link here.

Where you can use the video – presentations, social media, email marketing

Bring a magazine to your listing presentation or pull up digital subscription on your iPad

## Presenting Your Listing Presentation

When should you give your listing presentation?

- In the first or second visit

**\*The BHGRE® Listing Presentation is in your Greenhouse>Marketing>Presentations**

## Your 22-Point Marketing Plan

This presentation has many choices for your marketing of the listing. So the seller will know what you are committing to, create a Marketing Plan so the seller knows exactly what you're going to do and when you're going to do it. A sample marketing plan is the **MY 22-Point Marketing Plan** in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess).

Marketing plan resources are available for your use in the Greenhouse, including:

- Digital Marketing Center
- Printed postcards
- Ecards
- Social media
- PinPoint for targeted mailing campaigns

Customize the **My 22-Point Marketing Plan** to fit each seller's needs.

**Presentation strategy:** Show the seller a completed marketing plan, with dates of completion, so the seller knows you follow through on your promises.

Ask agents to each choose 5 objections to work on (either in class for “live classroom”) or for their upcoming Skill Practice. They should be able to demonstrate how to handle these objections.

## The Listing Presentation

### When to Give:

Before presenting the Competitive Market Analysis (CMA) and closing for the listing.

### To give an effective marketing plan presentation, you must know:

1. The seller’s motivation to move (bigger home, less space, more comfort, prestige, etc.)
  - a. By using the recommended **Pre-Qualifying Questions for Seller** questionnaire, you have discovered the seller’s motivation.
2. Anticipated or potential objections:
  - a. Discovered during a good first-visit questioning session (such as have another agent, just want to sell it myself)

## Skill Practice

Use the **My 22-Point Marketing Plan** with supporting visuals to anticipate objections.

Choose a partner. Think of a seller’s situation (seller’s motivation and two anticipated objections—not on pricing). Describe these to your partner, who will jot them down to remember his role in this practice session.

Now, with your partner playing the role of that seller and you the role of the real estate professional, give your marketing presentation.

Seller: listen to see how your agent anticipates the stated objections. If he/she doesn’t bring these into the presentation, you bring them up as objections and see how he/she handles them. (Allow 25 minutes for each presentation.)



**Slide 23**

Introduce Handling Objections are at the end of this manual.

Objection Busters

**Lecturette:** Following the format on the student’s page, explain why the AAA method is effective (non-confrontational, encouraging, discussing the matter, not arguing). Go through the example at the bottom of the page.

Stress that the process of crafting answers using this flow is the “magic” that assures agents become confident. We won’t be providing scripts to memorize. You will create your own words using this process, so you’ll be able to handle any objections with confidence.

Afterward, give each other feedback using the evaluator below.

<b>Presentation Evaluator Analysis</b>		
Use a scale of 1-4 with 4 being the highest	Agent 1	Agent
1. The presentation was in a logical sequence.	_____	_____
2. Asked questions to get my agreement and /or attention.	_____	_____
3. Used effective visuals.	_____	_____
4. Presented his/her 21-point marketing plan.	_____	_____

## Handling Objections: The Objection-Buster Technique

Importance of handling objections:

- Moves the sales process forward
- Poor handling (or none) stops the process
- Gives you confidence
- Helps sellers and buyers clarify real concerns
- Discovered during your qualifying and listing presentation

***On the next pages are 26 common listing objections. Read them.***

Working alone, choose five to work on during this session and to demonstrate next week in your Skill Practice (or in class).

Example

If doing 'live classroom', you can role play with someone. Be sure to give that person the seller's role!

**Some Common Listing Objections**

1. Your presentation is impressive, but I have a friend/relative in the business, and I think I owe it to him to list with him.
2. We appreciate your time but, we would like to try selling it ourselves for a few weeks.
3. We only want to sign a 30-day listing. As good as you seem to be, it shouldn't take any longer than 30 days anyway.
4. You're a fine company, but we have an appointment with (a strong competitor). We'll make up our mind after that. Ok?
5. The other real estate agent said she could get \$20,000 more than that price!
6. I remember reading in a real estate column that if I sign an Exclusive Agency Listing I can still sell the house myself and not owe a commission. That's what I'd like to do.
7. If I do sign your listing agreement, can I cancel the agreement whenever I want?
8. I don't want a key box on my door or anyone showing the house but you.
9. We had a very bad experience with the last real estate agency we dealt with. What makes you different than the rest? (Probably not stated unless you ask.)
10. Will you advertise my house every week?
11. I don't want to waste your time. I just want to know what you think my house is worth. Just give me a ballpark figure. I'll call you back if I like it.
12. What are you personally going to do to sell my house?
13. You're new. I think I need an experienced (or top, or person who works the area, etc.) agent.

14. Thank you, but we would like to think about this for a few days.
15. I'd like to talk to my attorney before I sign anything.
16. My attorney recommends that I not fill out a property disclosure form.
17. The other agent we interviewed said he would list our house for a lower commission. Are you willing to do that?
18. We like your presentation best, but we would like to test the market and list our house for \$20,000 more than you suggested.
19. We want the house shown by appointment only so we can be here to point out all the important little details of our house to lookers.
20. (FSBO) We will let you show the house, but we are only willing to pay one half of the commission.
21. (FSBO) Sure, you can show the house, and I hope you can sell it, but we are not paying any commissions. You will have to get the buyer to pay you,
22. I'll list with you if you will promise to advertise my house in the (expensive newspaper or magazine) and the Wall Street Journal.
23. Will you agree to advertise and hold my house open every Sunday?
24. I've never heard of your real estate firm. I think I need to list with the largest (or best known, etc.) company in the area.
25. The other real estate agent/firm I talked to has all the technology known to man.
26. They said they had the best web site. I think I need to list with him/that firm.

**Slides 24-25**

**Crafting an Objection-Buster**

Using the worksheet, ask each agent to pick an objection, then craft an “objection buster” in writing.

Explain what a “probing” question is (a question of what, why, how, how much—a way of asking, “tell me more”).

Stress the importance of staying with that question until you’ve really clarified it. You may have to role play an example of “probing.”

**Important Point:** It’s the process, not the answer, that’s the key.

**Live webinar,** assign the student to practice his 5 objection busters with someone and be ready to role play during the practicum.

**Live classroom,** have students craft the objection-buster and role play during the class.

## AAA Method of OBJECTION BUSTING

Just think of objections as one of the six no’s that you need to accept from your seller to get yes.

Here’s how to gracefully craft an objection buster. Use the AAA method.

A – Agree
A – Ask
A – Answer

**Agree:** When the objection comes from the seller, agree that he has an important point. After all, it’s important to him!

**Ask:** Instead of countering the objection and risking an argument, first ask more questions to discover just exactly what the seller is talking about.

**Answer** the objection with new information. Last, close!!

**Example Dialogue:** *“I want to wait to sell.”* (Objection)

- **Agree:** *“I can understand your concern. Selling is a big decision.”*
- **Ask:** *“So I can understand exactly what you’re thinking about, do you mind if I ask you a few questions?”*
- **Probe** and ask more: *“Tell me about wait to sell.”*
- **Answer:** *“There’s some information that could help you make the best decision. Let me show you..., or*
- *Do you have any questions? Let’s go ahead.”*
- 
- On the next page is a worksheet for crafting an objection-buster.

Slides 26

## Skill Practice

Working alone, use this worksheet and write your process.

### Objection:

**A** You agree \_\_\_\_\_  
\_\_\_\_\_

**A** You ask \_\_\_\_\_  
\_\_\_\_\_

### More probing questions:

Tell me more \_\_\_\_\_

Please explain \_\_\_\_\_

Then what happened \_\_\_\_\_

How, what, when why, how much \_\_\_\_\_

**A** You answer (use visual) \_\_\_\_\_

Close \_\_\_\_\_

- What visuals do you need to find to prove your claim?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- Where can you find them?

\_\_\_\_\_  
\_\_\_\_\_

**Slide 27**

Transition: Another part of your listing presentation—the pricing part:

Competitive Market Analysis

Resources: You can use an example of an analysis from a good agent in your office. You may bring one of your good agents in to give a “mini-lecture” on compiling a market analysis.

**Lecturette:** The CMA. Using the points in the outline, give a concise overview of the market analysis. Explain computer programs that assist agents.

The CMA serves two major purposes during the listing: (1) shows you know the market and (2) lays realistic pricing groundwork.

A CMA should include:

- Active, comparable properties in the neighborhood.
- Sold, comparable properties that have sold within the last six months
- Expired, comparable listings in the neighborhood that have expired within the last six months
- Summary of the local pricing trends, average DOM, other market factors

# Pricing: Part of your Marketing Plan Competitive Market Analysis (CMA)

**Fair Market Value:** “The highest price in terms of money that a property will bring in a competitive and open market under all conditions requisite to a fair sale, the buyer and seller each acting prudently, knowledgeably and assuming the price is not by undue stimulus.”

**Practical Application of Fair Market Value:** Define a range of value for marketing a property in a given market that, coupled with a professional marketing effort, will attract sufficient interest to generate a timely sale.

## What is a CMA?

Price range vs. value

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Part of your marketing plan—the pricing part

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(Continued from previous page)

**Slides 28-30**

**NOTE:** You'll need a separate 3-hour session to adequately teach how to do a CMA, and have your agents construct CMAs and present them. Put this into your Business Foundations series (see the Coach's Guide for more on a Business Foundations Series. There is an example of a Business Foundations series in your coach's documents in [bit.ly/seedsofsuccess](http://bit.ly/seedsofsuccess)).

**Ask:**

When, during your Listing System process, should a CMA be presented?

How shouldn't you present a CMA? (Don't just send it. Don't just give seller a "ball-park" figure.)

**Ask:**

What do you think are common agent mistakes? (Presenting at wrong time. Relying on CMA to get a listing, etc.)

Do you have recommendations on software to create CMAs? Recommend here. > Toolkit CMA, RPR, MLS

Video Resource | Accelerate Training  
Video: Proper Pricing  
Importance of providing proof; show, don't tell.

**CMA Presentation Principle:** Start with the global (your area) market and move to the specific home to educate the seller on the

**1. Start with an explanation and educate about the market**

*State of the market*

- Is it a sellers' market (more buyers than sellers)? Why is this important to the seller?
- Is it a buyers' market (more sellers than buyers)? Why is this important to the seller?
- Is it a transitioning market? Why is this important to the seller?
- Show proof of your claims. (MLS, trusted statistical analysis companies, etc.)

*Market Statistics*

- Number of homes available in that price range (that the seller is competing with): \_\_\_\_\_
- The number of buyers who bought in that price range within a period of time (supply vs. demand): \_\_\_\_\_
- Time on market for sold homes: \_\_\_\_\_

*What this means to the seller:*

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Slides 31-33

## **2. Movement of the market in general**

- Active (significance of supply)
- Pending (significance of pending sales vs. supply)
- Time on market for pending sales
- Expired (price range that determines a home will expire; significance of expired listings)
- Sold

## **3. Movement of the market in competing homes**

- Active (significance of supply)
- Pending (significance of pending sales vs. supply).  
Time on market for pending sales.
- Expired (price range that determines a home will expire; significance of expired listings)
- Sold

## **4. Positioning your home in the present market for most attractive sale to you (pricing in relationship to best competition for a sale)**

- Homes that best compete with seller's property—and why
- Positioning you feel is necessary to sell the home to the best buyer (positioning that creates competition and best price for the home)
- Educate the seller on what happens when the home isn't positioned properly and languishes on the market. Show examples of homes which didn't sell, had price reductions, and finally sold for a lower price than comparable homes which were properly positioned (priced in the market).



**Your goal:** Show the seller, with generous evidence, pricing substantiation for your claims.

Common agent mistakes:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Recommendations for CMA software: Toolkit CMA, RPR, MLS

**CMA Practice**

**Live webinar**, use this exercise in a Skill Practice.

**Live classroom**, you may do this exercise during class.

# Presenting the Market Analysis (CMA) and Closing for the Listing

## Skill Practice

### When to present the market analysis

**How:** Start with current trends

Choose a partner. The partner (seller) will have one anticipated objection: the price you are going to give him will be too low. Now, the agent presents the market analysis, starting with a short explanation of current trends. (Allow 10 minutes each to role play.)

- Agent: in your presentation, anticipate and address the price objection with your presentation. At the end of presentation and discussion, close for the listing.
- Partner (seller): if you don't think the agent gave you a good enough explanation of why he's recommending that price, give the price objection straight to him. **Caution to Partner:** don't make this practice so hard that the agent doesn't have time to close for the listing. Let the agent have a win!

After each presentation, use the evaluator below, discuss.

<b>Market Analysis Presentation Evaluator</b>		
<b>Rating: 1-4, 4 being excellent</b>	Agent 1	Agent 2
• Presentation was logical, starting with current trends	_____	_____
• Current trends were tied logically to the specific home seller's market area.	_____	_____
• Material was presented in an informative, logical manner.	_____	_____
• Price objection was anticipated, and handled well.	_____	_____
• Visuals showed why over-pricing was dangerous.	_____	_____
• Closed for the listing.	_____	_____
• Recommendations for refinement:		
Agent 1 _____		
Agent 2 _____		

**Slides 34-36**

Summarize this session using the points on the student page here.

## Summary of Session Seven

### What You've Already Accomplished

1. Looked at the components for a complete listing system
2. Explored several questions to pre-qualify a seller
3. Learned the parts of the pre-first visit seller's package
4. Found the importance of using a detailed Seller Questionnaire; designed a method to determine whether a seller is qualified to work with you
5. Learned ways to present how you work to raise credibility with the seller
6. Designed your marketing presentation using the BHGRE® listing presentation
7. Designed a marketing plan integrating the many marketing tools provided by BHGRE in the Greenhouse
8. Learned how to craft an objection buster

### Recommended Actions to Take Right Now

Summarize recommended actions to take right now.

1. Craft at least 5 objection-busters and practice them with another agent
2. Assemble a pre-first visit seller's package
3. Practice asking seller the questions in the Questionnaire for Sellers to uncover hidden motives
4. Practice your How I Work dialogue
5. Do a CMA on your own home; present it to a fellow agent and get feedback
6. Customize the My 22-Point Marketing Presentation
7. Put together your listing presentation and practice it
8. We suggest you watch these videos available at <http://bit.ly/seedsofsuccess>
  - a) Video Resource | Accelerate Training Video: Proper Pricing
  - b) Video Resource | Accelerate Training Video: Craft an Objection Buster