

Better Homes and Gardens® Real Estate

SEEDS OF SUCCESS WORKBOOK

Session Eight

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.

Session Eight

Communicating the Brand and Your Value

Goals of This Session

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

- Integrate your company brand and your values into your listing presentation
- Create a 'value-exchange' to provide exceptional value to sellers
- Create an internal checklist for marketing your new listing for you and/or your assistant's use
- Follow up on the Internet lead
- Call on expired listings

Resource List for Session Eight

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

Materials

- The Internet Reply Note
- The Expired Listing Script
- Your New Listing Marketing Checklist

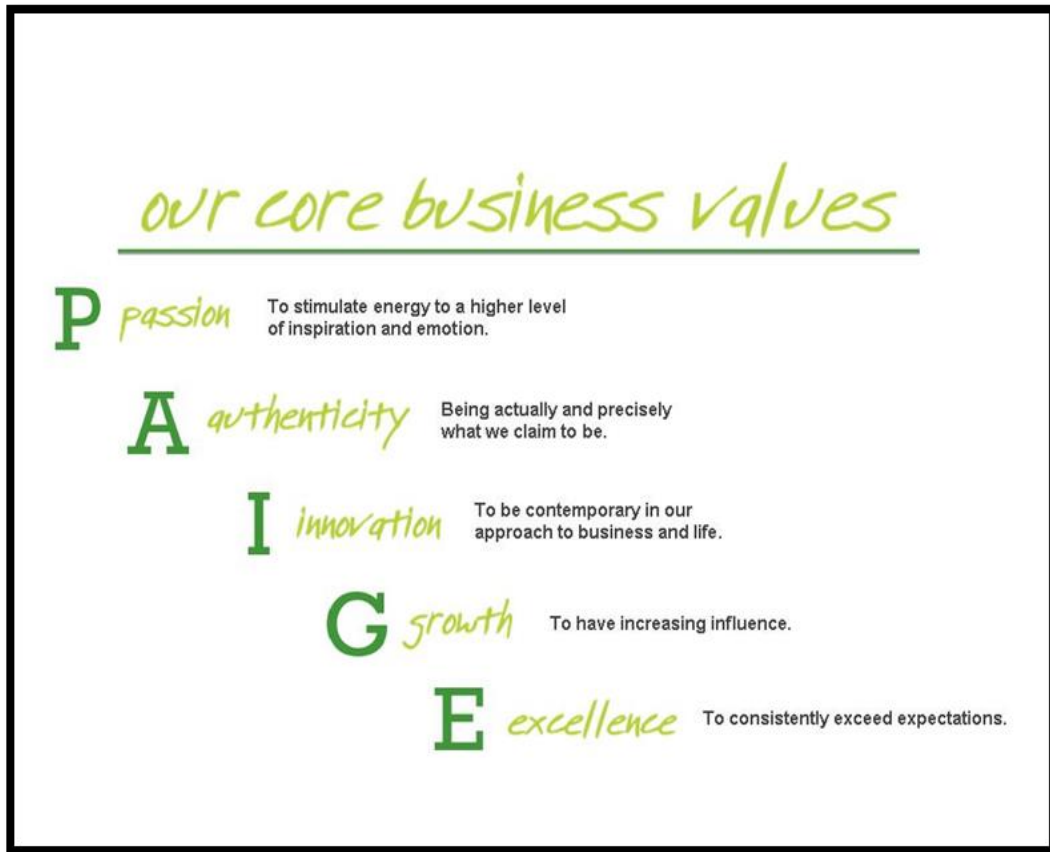
Videos

Video can be found on the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success

- Accelerate Training Video: The Expired Listing

Tips for Integrating the Vision and Values of Better Homes and Gardens® Real Estate Into Your Listing Presentation

The Better Homes and Gardens Real Estate Core Values



How will you integrate these into your presentation?

The Value Exchange

Working alone, list valuable services you'll provide to sellers. Write your ideas here:

Attach a benefit to those services, using the graphic below.

	Feature	Bridge	Benefit
	<i>What I'll do to get your home sold</i>	<i>Why it's in your best interest (seller's benefits)</i>	
	I will	So that	You will
1			
2			
3			

Take 2 minutes, working alone, to sketch a dialogue for explaining your valued services to sellers. Outline your dialogue here:

Skill Practice

Now, try out your dialogue: working in pairs, pick one valued service and practice attaching a benefit to a seller in a dialogue. (Take 10 minutes)

Discussion: When would you use this dialogue? Why? (5 minutes)

These services and their dialogue becomes part of your **Listing System**.

Value: An Exchange Between You and the Seller

10+ Valuable Services You Provide to Sellers

1. Market Comparison—how they're done
2. Estimate of Net Proceeds
3. Tips on staging a home to sell
4. Advice on timing of sale
5. Methods of financing
6. Estimate of repairs
7. Expert negotiator
8. Tips on showing a home
9. Tips on advertising
10. Reasons the home didn't sell
11. Area competition
12. Manage all of the transaction details

Other _____

Working alone, answer the following questions:

1. What materials could you give the seller before your first visit to explain these services? (These will go into your pre-first visit or pre-list package, part of your **Listing System**.)
2. What other information can you provide? Why?

Revisiting Your Professional Listing System

What You Are Already Accomplishing

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 sellers	At home	Qualify Seller Questionnaire
✓	Educate seller/show how you work		
	Make 2 nd appointment	In person	
✓	Evaluate your chance of success Do research		Marketing Presentation
✓	Prepare marketing presentation with plan & CMA/market trends		Anticipate objections with visuals company materials/market trends
✓	Present marketing plan (what you'll do & CMA)	At home with all decision- makers	Listing presentation & 22 Point Marketing Plan
	List property		Listing agreement
	Market property	With your marketing plan	Marketing plan presentation Internal marketing checklist

What do you still want to work on to master this process to list marketable properties?

1. _____
2. _____

The Listing Checklist to Launch the Marketing of Your Listing

Your home is listed! What's next? Creating a process to assure all bases are covered.

Why is this important?

- Organizes your activities
- Provides focus to your day
- Allows you to delegate
- Allows you to systematize the process
- Provides you a promotional tool for sellers

One of the most challenging things to do is to get every detail done in a timely manner. Checklists help solve that problem. They are part of systematizing your business.

You have a New Listing Marketing Checklist 'after listing' checklist in bit.ly/seedsofsuccess available for your use. You can customize it, and bring it to your next Skill Practice.

How would you use this in a listing presentation to prove to the seller you follow through with your promises?

How does it coordinate with your 22-Point Marketing Plan?

A New Lead Generating Source: Following up on the Internet Lead

Is this a **proactive** or **reactive** lead generating source? _____

Challenges:

1. Most agents don't follow up quickly enough.

Recommendation: Answer inquiry within 1 hour. Must have a system to provide an answer immediately (or within 2 hours)

2. Most agents give away too much information with their replies— without getting any information in return.

Recommendation: Be a resource; ask about them, what they are looking for, etc.

3. Most agents reply too long on 'cold' communication (email). Recommendation: Pick up the phone as soon as possible!

Your job in your email answers:

- Attach a benefit to a feature and ask a question
- Share your value statement
- Attempt to build a relationship
- Close on an appointment

In bit.ly/seedsofsuccess there is a document called **Internet Reply Note** available for your use.

Pick up the phone fast! On the phone listen for non-verbal hints:

- Pace of words
- Pitch of words
- Inflections
- Pauses

Pace and mirror these verbal habits to help the potential client feel comfortable.

As part of your Recommended Action Plan Checklist, you can follow up on Internet leads this week

New Lead Generating Method: Contacting Sellers Who's Listings Have Expired

How sellers are feeling when their listing expires:

- Seller had a bad experience; distrusts agents' promises
- Seller was not told the truth
- Seller wary of agents
- Seller is tired
- Seller wonders if home will ever sell

Working alone, answer these questions:

- In your area, how can you find those listings that expire?

- In your area and price range, what do you feel would be good target ranges of expired listings to investigate?

- How often would you contact a seller with an expired listing?

- What kind of follow-up program makes sense?

Skill Practice

Working with a partner, create a dialogue for an opening statement to a seller with an expired listing. See the questionnaire on the next page. You can use it to contact expired listings in the next week.

Discussion:

- Compare ideas about how to open the conversation with an expired listing.

- What are some of the objections these sellers may have to your service?

- What are some possible materials and dialogue you can develop to anticipate or handle these objections?

In bit.ly/seedsofsuccess there are documents called **Expired Listing Survey and Script** available for your use.

Video Resource | Accelerate Training video - The Expired Listing; available at <http://bit.ly/seedsofsuccess>

Summary of Session Eight

What You've Already Accomplished

1. Integrated the Better Homes and Gardens® Real Estate brand vision and values with your vision and values to create an effective listing presentation
2. Created several value-added services and offered methods to explain and show them to prove to sellers you are worth more than the commission
3. Provided a model listing checklist to customize and use after you've listed the property
4. Explored how to follow up on the Internet lead
5. Added one more pro-active lead generating source: The Expired Listing

Recommended Actions to Take Right Now

1. Start implementing the items in your Recommended Action Plan Checklist to continue growing your business
2. Practice your listing presentation (with market analysis) with someone
3. Integrate your value-added services into your listing presentation
4. Customize your after-listing checklist
5. Watch this video available in the Greenhouse>Learning>Be Better University>Resources>Video Resources>Seeds of Success:
 - a) Accelerate Training Video – The Expired Listing

Summarizing Your Accomplishments

You've worked very hard to start your real estate sales profession fast—and right. By finishing this program, you've actually accomplished what most take a year or more to do. You've done it in a few weeks!

Long-term Benefits

There's an added benefit to completing this program that you really won't realize for another year or two: You have launched your business in a much more organized, systematic way than most agents. Because you've packaged your systems, you'll be able to refine these systems for great success. At the end of your first year in the business, look around. Many agents with one year in the business are still struggling with the questions you asked in the first month in the business. Your business at the end of one year, in contrast, more resembles an affiliated agent who's been successful in the business five years. Why? Because you worked so hard in this program!

Here's what you accomplished:

Business Development

- Lead generating work
- 300+ sales contacts (how many results?)
- Listing appointments
- Showing appointments
- Sales
- Listings/listings sold

Caution: Don't focus on results now. Just focus on the activities. You will sell or list a marketable property in a short period of time with this level of lead generating contacts. Remember, this business isn't a three-month affair. It's a long-term sales-relationship business. You will want to set up properly now. Keep at it!

Business Support

Systems Completed: You have packaged the systems you need to appear organized and professional to your clients and customers:

- Buyer system—including buyer questionnaire and buyer presentation
- Listing system, including initial materials, marketing plan, and competitive market analysis
- Client follow-up system
- Marketing plan to your best source of business—circle of influence and those past clients

- Personal marketing vehicle

Sales Skills

By practicing sales calls and sales strategies, you've become an accomplished salesperson in a short amount of time:

- Four proactive methods of lead generation
- Two methods of reactive lead generation
- Listing presentation
- Buyer presentation
- Handling of 20+ objections (verbally and visually)
- Negotiating the offer to purchase

Self-Managing Your Business

One of the challenges of most educational programs is that they have little relationship to the day-to-day business activities in which agents take part. Not this one. What you did during this program is a prototype plan that you can continue to follow. In fact, not much of your business-producing plan will change from what you have learned. As you get more closed transactions, you'll be switching your lead generating methods toward these sellers and buyers. You'll have the resources to do more networking and getting more referrals from people you know. But, these sources are really variations of the first and best source, in *30 Days to Dollars*: People you know.

You may decide to start a geographical target market—sometimes known as a farm. You may decide to further specialize in For-Sale-By-Owners and/or Expired listings. Now you know what you're good at, and what you can do most successfully.

Most importantly, know that you have a firm foundation in real estate success. Now, it's up to you to plan the work and work your plan.

Your Facilitator and Coach Are Dedicated to Your Success

Please, too, take time to thank your facilitator and coach for all the work that goes into such a program. It's rare today that a new real estate sales agent has the opportunity to work closely with a seasoned professional in such a program. It requires dedication on everyone's part.

Congratulate yourselves, and the best to you for a fantastic future in real estate!

Recommended Action Steps to Take Right Now

- Complete your Better Homes and Garden® business plan that is available in the Greenhouse.
- Meet with your coach to help you in your next two months of running your own real estate business.
- Celebrate your *Seeds of Success* completion!