

Listing Presentation

What is a listing presentation?

What does it look like?

What does it sound like?



Photo Courtesy of BreakthroughBroker.com

AID, Inc.

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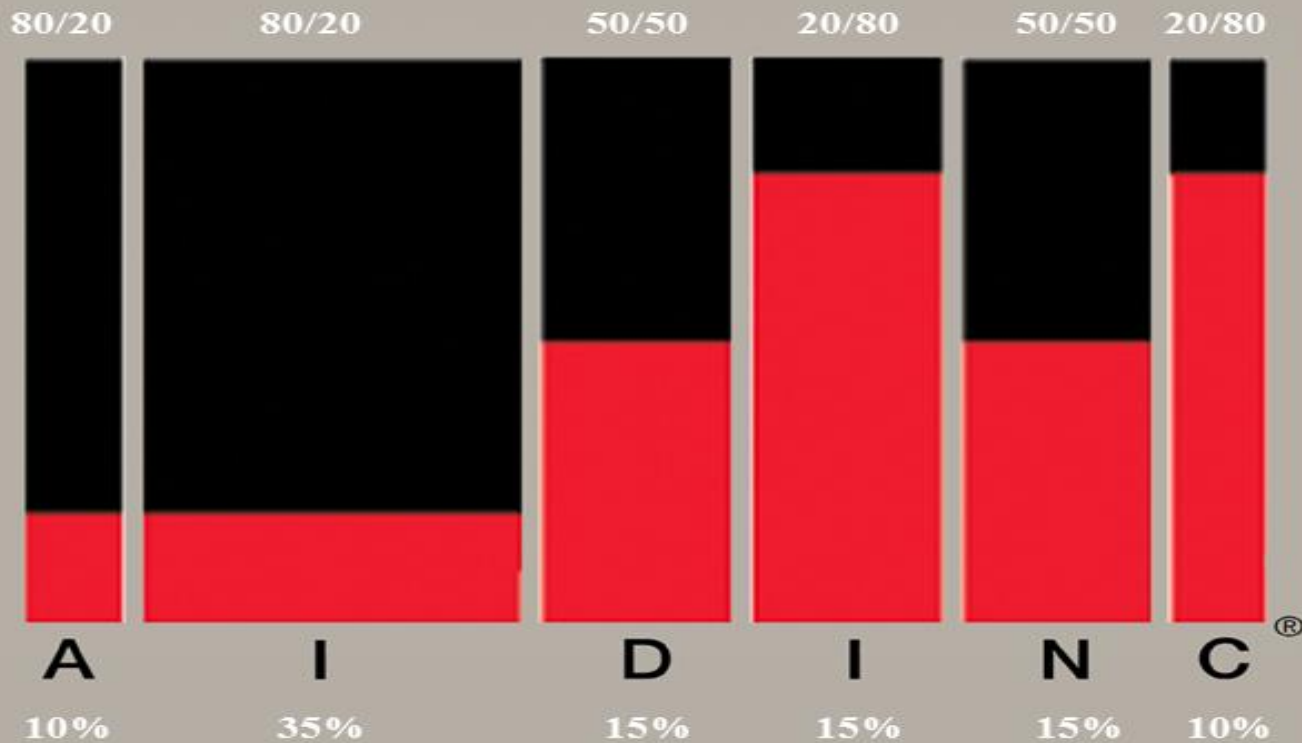
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Integrity Selling[®]

■ = time client spends talking
■ = time you spend talking



Listing Presentation

Basic Structure of a Listing Appointment

Approach, Interview

Discovery!

- Ask questions
- Tour the property
- Determine goals
- Previous Experiences
- Expectations

Demonstrate, Validate

Analysis!

- Ability to Close
- Logistics
- Timing
- Marketing/USP
- Valuation/Stats/CMA

Negotiate, Close

Confirmation!

- Questions
- Clarifications
- Objections
- Satisfy
- Ask

Listing Presentation

Lots of presentation tools...



Listing Presentation

What *really* sells a listing?

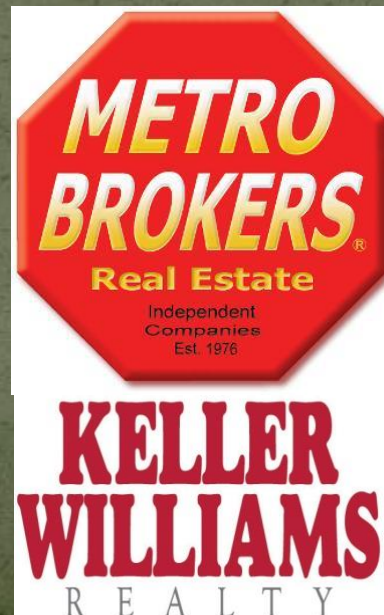


Listing Presentation

What *really* sells a listing?

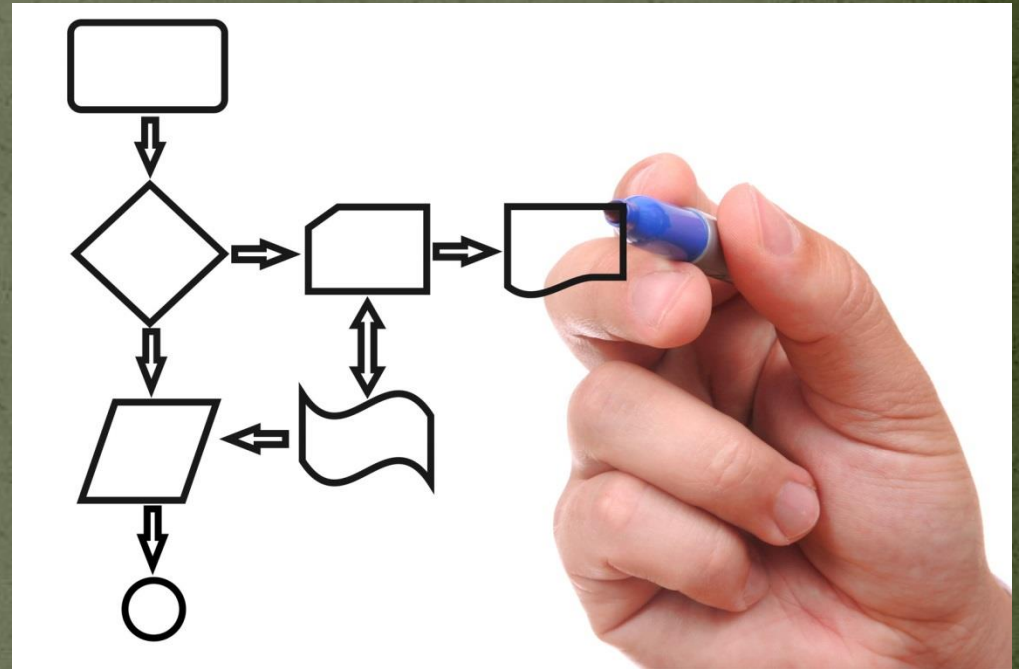


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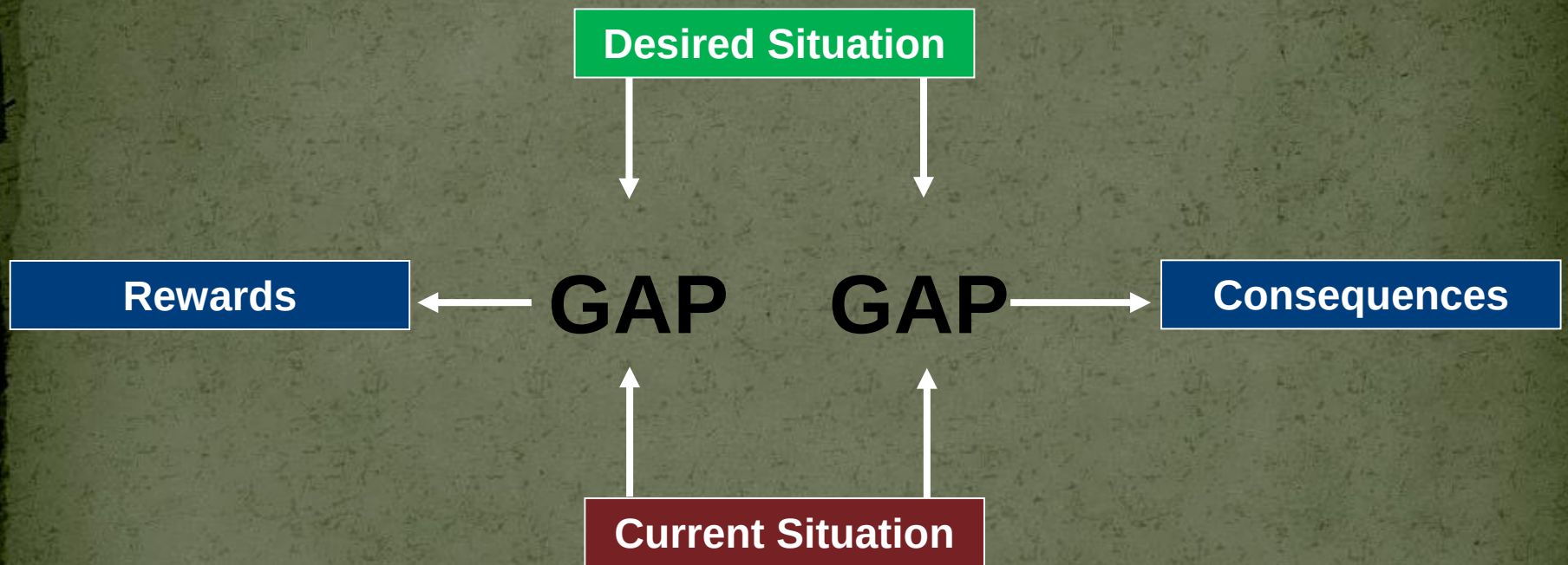


Listing Presentation

You've got to have a conversation about how the process works and how prepared they are to SELL...



Listing Presentation



Listing Presentation

Home Selling
Process....

Help Sellers
understand
how the
game is
played.



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Develop Your Home Sales information questionnaire:

- What things are most important to you about your home right now?
- Were schools important? Which ones?
- Where do you want to live? Why?
- What was it about this home that made you buy it? Why?
- When do you want to move out? Why?
- What don't you like about this home?
- Where do you work?
- When is the best time to show your home?
- If a buyer offered you full price for your home today, is there anything that would keep you from accepting it?
- Is there anyone else involved in the decision making process?



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Basic financial oriented questions...



- Including taxes & insurance, what is your monthly payment?
- Are you currently late on any payments?
- How much do you owe? One mortgage or two? HELOC?
- What price range are you thinking about?
- How much cash are you expecting at closing?
- Have you considered renting?
- Consider the consequences of a vacant home.
- Do you have any pre-payment penalties or repayment restrictions?

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MLS – what
does that
mean?...



Aren't Trulia and Zillow enough?

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The Home Inspection Process...



- Let's inspect while we tour your home – what are buyers going to see?
- An inspector mostly looks for what's wrong and can overlook what's right
- Consider the market as you consider repairs or improvement costs
- Consider a Home Warranty

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Services and
Benefits I
provide as a
Listing
Broker...



- Comparative Market Analysis
- Estimated Costs of Sale
- Secure Access to your home by other licensed professionals
- Advocacy/Representation in the transaction
- Navigation of the process
- Negotiation skills
- Resources for lenders, inspectors, tradespersons, etc.

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References
and
testimonials...



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Why do I pay the commission???



- Explain to your client how commissions work. You'll be amazed how many people don't get it.
 - Traditionally the commission is paid by the Seller and the listing broker 'cooperates' with the selling broker.
 - The Buyer can or must pay if the Seller isn't offering a co-op amount that you (the broker) will accept.

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If I will...

Okay, let's
agree...

- Engage with you to determine your specific wants, needs, and goals...
- Make my best effort to help you sell your home and meet your wants, needs, and goals...
- Commit my time, my technology, my relationships, and experience to help you-
- Continue to work for you until we sell your home or you tell me to stop...



Listing Presentation Will You...

Okay, let's
agree...



- Be honest and truthful with me...
- Let me know if your plans or goals change...
- Tell me what you like and dislike about the way your home is being marketed...
- Tell me if you feel you need to talk to another agent.

Listing Presentation

How
about a
resume...

Chris Hardy

7061 Poudre Canyon Highway • Bellvue • CO 80512
970-988-6319 • ChrisHardy@ElevationsRealEstate.com

Objective:

Sharpen my leadership skills in order to better serve
my community, association, and company.

Experience:

Employing Broker/Owner 2012-Present

Elevations Real Estate, LLC – Fort Collins, Colorado
Employing the experience and duties described below, co-created a
shared ownership and shared operations business model for a 13 agent
independent brokerage serving Northern Colorado.

Managing Broker 2005-2011

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Responsible for leading, recruiting and training over 150 independent
contractor real estate sales associates in Fort Collins, CO. Duties include:
review & analysis of P&L, preparing and leading weekly business
meetings, education seminars, sales training, curriculum design for
classroom and internet based learning, risk management, resolving
contract issues, business coaching, promotions and advertising.
Oversight and orientation of all employee-based staff positions including
performance evaluation and professional development.

Contributing Writer 2007-2011

Fort Collins Coloradoan – Fort Collins, Colorado
Published numerous feature articles for the real estate section of the local
newspaper including analysis and explanation of market statistics and
trends with a focus on relevance to the individual. (samples upon request)

Instructor 2008 & 2009

Empire Real Estate School – Fort Collins, Colorado
Led several real estate commission accredited courses in pre-license
education including, property management, escrow records, and using
technology in business start-up.

Sales Manager 2004-2005

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Responsible for leading, recruiting, and training over 150 real estate sales
associates in Fort Collins, CO. Duties included: preparing and leading
weekly business meetings, education seminars, sales training curriculum
design, resolving contract issues, recruiting talent, business coaching,
promotions and advertising.

Broker Associate 2003-2004

Coldwell Banker Residential Brokerage – Fort Collins, Colorado
Actively listed and sold residential real estate in Fort Collins, CO.
Presented marketing proposals, conducted market research, crafted
purchase contracts, listing agreements, created web-sites and interactive
informational CD's for prospective clients.

Business Owner 1994-2003

Self-employed as Licensed Contractor/Builder/Carpenter
Built spec-home from the ground up working with architect/partner.
Contracted for trim carpentry, tile work, and remodeling projects.

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Helpful
Resource
Information...



Carpet Cleaner, Glass Company
Plumber, Handyman, Electrician
Heating & A/C, Home Inspection
Lenders, Roofers, Sprinkler
repair/blow-outs
Painters, Landscapers, Movers
City resources
Emergency numbers
Utility Companies
Current articles on mortgage rates
Market statistics

Listing Presentation

Sample listing agreement...

1 The printed portions of this form, except differentiated additions, have been approved by the Colorado Real Estate Commission.
2 (LC50-8-13) (Mandatory 1-14)
3
4 **THIS IS A BINDING CONTRACT. THIS FORM HAS IMPORTANT LEGAL CONSEQUENCES AND THE PARTIES SHOULD**
5 **CONSULT LEGAL AND TAX OR OTHER COUNSEL BEFORE SIGNING.**
6
7 Compensation charged by brokerage firms is not set by law. Such charges are established by each real estate brokerage firm.
8
9 **DIFFERENT BROKERAGE RELATIONSHIPS ARE AVAILABLE WHICH INCLUDE BUYER AGENCY, SELLER AGENCY, OR**
10 **TRANSACTION-BROKERAGE.**
11
12 **EXCLUSIVE RIGHT-TO-SELL LISTING CONTRACT**
13 ☐ **SELLER AGENCY** ☐ **TRANSACTION-BROKERAGE**
14 Date: _____
15
16 **1. AGREEMENT.** Seller and Brokerage Firm enter into this exclusive, irrevocable contract (Seller Listing Contract) and agree to its provisions. Broker, on behalf of Brokerage Firm, agrees to provide brokerage services to Seller. Seller agrees to pay Brokerage Firm as set forth in this Seller Listing Contract.
17
18 **2. BROKER AND BROKERAGE FIRM.**
19 ☐ **2.1. Multiple-Person Firm.** If this box is checked, the individual designated by Brokerage Firm to serve as the broker of Seller and to perform the services for Seller required by this Seller Listing Contract is called Broker. If more than one individual is so designated, then references in this Seller Listing Contract to Broker include all persons so designated, including substitute or additional brokers. The brokerage relationship exists only with Broker and does not extend to the employing broker, Brokerage Firm or to any other brokers employed or engaged by Brokerage Firm who are not so designated.
20
21 ☐ **2.2. One-Person Firm.** If this box is checked, Broker is a real estate brokerage firm with only one licensed natural person. References in this Seller Listing Contract to Broker or Brokerage Firm mean both the licensed natural person and brokerage firm who serve as the broker of Seller and perform the services for Seller required by this Seller Listing Contract.
22
23
24
25
26 **3. DEFINED TERMS.**
27 **3.1. Seller:** _____
28 **3.2. Brokerage Firm:** _____
29 **3.3. Broker:** _____
30 **3.4. Property.** The Property is the following legally described real estate in the County of _____, Colorado:
31
32
33
34 known as No. _____
35 Street Address City State Zip
36 together with the interests, easements, rights, benefits, improvements and attached fixtures appurtenant thereto, and all interest of Seller in vacated streets and alleys adjacent thereto, except as herein excluded.
37
38 **3.5. Sale; Lease.**
39 **3.5.1.** A Sale is the voluntary transfer or exchange of any interest in the Property or the voluntary creation of the obligation to convey any interest in the Property, including a contract or lease. It also includes an agreement to transfer any ownership interest in an entity which owns the Property.
40
41 ☐ **3.5.2.** If this box is checked, Seller authorizes Broker to negotiate leasing the Property. Lease of the Property or Lease means any agreement between the Seller and a tenant to create a tenancy or leasehold interest in the Property.
42
43 **3.6. Listing Period.** The Listing Period of this Seller Listing Contract begins on _____, and continues through the earlier of (1) completion of the Sale of the Property or (2) _____, and any written extensions (Listing Period). Broker must continue to assist in the completion of any Sale or Lease for which compensation is payable to Brokerage Firm under § 7 of this Seller Listing Contract.
44
45
46
47 **3.7. Applicability of Terms.** A check or similar mark in a box means that such provision is applicable. The abbreviation "N/A" or the word "Deleted" means not applicable. The abbreviation "MEC" (mutual execution of this contract) means the date upon which both parties have signed this Seller Listing Contract.
48
49
50