The Seller Focused Listing Presentation

Introduction
Too many listing presentations are focused on the “sell,” the presentation of why sellers should choose them to list the home. But many listings are lost before agents even get to that step. In this seminar you’ll learn how to establish a trusting bond by demonstrating your deep understanding of their needs, motivation and situation. You will win more listings by making it a “listening” presentation.

Objectives
- Establish deep trust and rapport with any seller in minutes
- Establish your credibility with an organized, 8-part marketing plan
- Become the preferred REALTOR® in any competition

Before the listing
- Pre-listing activities to establish credibility
- Delay the tour of the property
- Describe what you already know about the home and neighborhood

Begin the Seller Counseling interview
- Take notes and focus on the substance, logic and emotion of what they say
- Allow them to continue until finished

Motivation
- How long have you thought about selling?
- Why have you chosen to move now?
- What do you see as the biggest benefit/drawback of this move?
- Why is that an important time to move?
- What are your plans after the property sells?
- How do you and your family feel about this move?

Urgency
- How soon would you like to be moved?
- Why is that an important time to move?
- What would happen if it didn’t sell?
- How would your plans be affected if you moved earlier/later?

Opinion of Value
- What price did you have in mind?
- What other sale prices have you heard in your neighborhood?
- How do they compare to yours?

Expectations of an agent
- Have you used a real estate agent before?
- How have your past experiences been?
- What is your main reason for considering a real estate agent?
- What services of a real estate agent do you consider to be the most important?
- What are the most important factors to you in selecting an agent?

Implication questions
- By what date do you need to be moved?
What happens if it takes longer?
What would happen if it didn’t sell?
How much would it cost you to make a double move?
How would your family feel staying in this house for another year?

Listen-Summarize-Confirm exercise
Ask questions to reveal the seller’s situation
Take thorough notes: WHAT they say, how they FEEL
If you have accurately summarized they will state a "That's right" response
Identify specific benefits that match the needs from the interview

Goal of the summary is to hear the response:

Proceed through the REALmarketing steps
Marketing Management
Exposure to Agents
Exposure to public
Secure Prospects
Demonstrate the Home
Secure an Agreement to Purchase
Closed Transaction
Net Equity Check

Secure a decision
Ask for agreement that your plan meets their needs
Get a “yes”
Get a “No”
Don’t take “maybe” for an answer

About the presenter
David Knox assists the industry in three ways:
Live seminars: Presented 3,500 seminars in 50 States and 12 countries.
Online training: Brokers may provide to their agents 500 videos to improve performance.
Client videos: Agents may provide to their clients high-quality informational videos to create loyalty.
Learn more at: www.DavidKnox.com