



“Get it Listed” Part One could be subtitled “**Pro-Active**” listing because we believe in actively not passively representing your seller client!

Why do we differentiate between passive and active? It’s the numbers that clarify the difference!

Passive versus Action-Oriented!

Webster’s Dictionary defines passive as “acted upon by an external agency [or] receptive to outside impressions or influences.”¹ Notice that the passive person is “acted upon” while the action-oriented person takes control and acts! Passive brings control by others while action brings control of the outcome. In listing properties and marketing them to sell, the action-oriented person lists more, sells more, better represents his/her seller clients, and at the bottom line, earns more!

Traditionally the passive agent has been said to practice the “**4-P**” approach to listing.

The four “Ps” are

- *putting the property into MLS,*
- *putting an ad in the paper,*
- *putting a sign in the yard, and*
- *praying that someone else will sell it!*

Once you’ve decided that the action-oriented or pro-active listing approach will give you more control and better results, you need to consider the two approaches to your listing presentation.

One-Step versus Two-Step Listing Approaches

¹ <http://www.merriam-webster.com/dictionary/passive>

There are two approaches to listing appointments, i.e. **the one-step (or one visit presentation) and the two-step** (two visit presentation). There are advantages and disadvantages of each, and you will probably use both, choosing the best option based on the property, the seller, and the situation.

Generally, new agents use the two step approach to allow them more time, exposure, and opportunity to secure assistance while experienced associates more frequently utilize the the one-step listing presentation to save time and better focus their activities.

To consider the advantages and disadvantages of both approaches, consider the following chart:

| Pros & Cons | One-Step | Two-Step | Where? |
|------------------------|------------------------------|-------------------------------------|---|
| Advantages | <i>Time control</i> | <i>Thorough preparation</i> | <i>Step One: Home to measure, photo, note benefits and defects!</i> |
| Disadvantages | <i>Must know market well</i> | <i>Lack of experience in market</i> | <i>Step Two: Office for control!</i> |

You may wish to use both approaches depending upon the property. Even an experienced agent will use the two-visit approach to list unusual or hard-to-comp properties. The two-step approach allows an agent time to first see the property, then research the listing, pricing, marketing strategies, and then meet with the owners after doing his/her homework.

Whichever approach you choose, the first step generally begins with a phone conversation. Whether you contact the potential seller directly or they call you in response to a contact, a mailing, an internet or print advertisement, you will need to utilize a seller-interview script to control the call and gain the most information prior to your meeting with the prospect.

Location?

You may make your listing presentation in your office or their home. Which location best meets the needs of the seller? Which best meets your needs? Which is the best win-win location for both of you? You'll have to make this decision on your own based on your market, your office, and your sellers' needs. Whenever possible, make your presentation in your office to gain the "home court" advantage of demonstrating your office to the prospect, having all the tools at hand, and getting the owner out of the property and away from the emotional impact it may have.

Selling their property is generally the largest financial decision most owners make and doing it in a cool, business-like atmosphere helps sound choices rather than emotion-based selections! It can also be as much an advantage to a seller as it is to the licensee to get the seller out of the emotional stresses of making business decisions in their home.



Even when dealing with commercial property, there may be emotional baggage--positive or negative--attached to the property and being away from it may facilitate more sound business decisions!

Scripts provide power!

When you use a good script, you become a *better listener* as well as making better "points" with the listener on the phone. Here's one tried-and-true listing telephone script from Barbara Swartz, a nationally recognized listing trainer.

- ***"Let me tell you how I work!"***
- ***"I'll prepare a detailed report for you including an analysis of homes that have recently sold in your area as well as those currently on the market."***
- ***"I'll present it to you as well as my marketing program for the sale of your property."***

Other script sources include the websites of top national real estate trainers such as David Knox (www.DavidKnox.com). In addition, you may find your favorite script ideas at the National Association of REALTORS®'s intranet at www.realtor.org. You may never find exactly what you want to say, but using other people's best scripts provides you with ideas that you can personalize and make your own. Whatever scripts you use, be sure to learn them well and become comfortable with them. Knowing what you're going to say or ask next, makes you a better listener. It's human nature to find yourself thinking about what you're going to say next with the other party is speaking. By knowing what you're going to ask/say next, you can focus on what the prospect is saying and, therefore, become an effective listener.

Once you've set the tone of the conversation with the potential seller with your initial script, get down to asking basic motivation and property questions. Here's a list of potential questions to ask your seller prospect. Notice that the main focus of these seller questions is determining the seller's motivation – their need to sell! The more motivated the seller, the more likely he/she is to follow good direction, price position effectively, and sell better!

- *Your name please?(spelling?)*
- *Other owners? Who's on title?*
- *Your address?*
- *Phone numbers?*
- *Please describe...*
- *Lot size and shape?*
- *What are you asking?*
- *When does it have to be sold?*
- *What do you owe?*
- *Are you interviewing other brokers? Whom?*

The answers to these questions will allow you to prepare your listing presentation materials, your pre-listing packet, and a sound CMA – better preparing yourself for your listing presentation.

Also, when you speak with your prospective seller and are planning a two-step process, be sure to set **both appointments at the same time**, allowing yourself enough time between your first and second visit to prepare a winning listing presentation!

Present to All Sellers!

In today's fast-paced lifestyle, it may be difficult to get all the sellers together in



one place for a listing presentation, even if the owners are one couple! It is always better to have all the property owners present for your presentation, no matter where you make it, in order to “get the job!” You may make a personal presentation in their home or your office, a telephone

presentation, an internet chat presentation, or a combination of these with one person being in your office and the other or others at a distant location. The more owners you can gather together, even using technology, the better! An owner not present tends to play the devil's advocate and be negative toward your listing the property, even if they have no real reason to do so! Sellers may be either “for ya” or “again ya!” When you can make your presentation to all of the sellers, you have a far greater opportunity to present your case and secure the listing. A very old real estate saying says that *“They don't care how much you know until they know how much you care!”*

Presentation Order when you compete for the listing:

5

©2011, Corky Hyatt, CRB, CRS, GRI, Corky Hyatt Seminars, in association with the Kansas Association of REALTORS®. Questions? Call Corky at 913.897.2200; Fax: 913.440.4858; or Email Corky@CorkyHyatt.com; Check out what's new at www.CorkyHyatt.com. To receive credit, send your completed workbook, final exam with at least 90% correct by email, fax, or mail. Mail your check to Corky at 8501 W 194 Terrace, Stilwell, KS 66085 or pay with your credit card at www.paypal.com.

Do you wish to be first or last in a multiple-presentation competition? By being first, you have the opportunity to make a good presentation and get the job without their seeing any other presentations! By being last, you have the opportunity to sign them up if they do see all the presentations before making a decision. Make your position determination based on the personality of the sellers whenever possible! Try to discover, while speaking with them by phone, what their personality style is and whether they'll make a fast or snap decision or will consider all the choices before deciding whom to hire. For some sellers, [those who are impatient, High D or Dominant personality styles] be first! For others, [those who want to weigh all the options, perhaps C or Conscientious personality styles] choose to be last! Just make a good presentation and get the job!



Property Information Gathering

On your first visit to the property, *make a tour, ask questions, take photos, and look for indications of materials defects, i.e. “red flags” that will indicate potential problems in the sale.*

Ask lots of questions! Take notes! Sellers will be impressed with your attention to detail and with your interest in their situation. Taking notes indicates interest and assists in creating your “paper trail” of the transaction. By taking the seller with you on your house tour, you will be able to **ask important questions!** For example, as the sellers the following questions, when they're appropriate:

- If you were to stay in this property, what changes would you make to it?
- If you had known when you made any of the improvements you've made to his home that you would be selling it now, would you have decided against making those changes, updates, or additions? (Shows that they know these don't add value!)

- Are there any maintenance or update items that you've not made which you feel probably need to be made?
- Do you have records for all of the changes, remodels, updates you've made, when you made them, and do you records?
- Did you secure a building permit when you added that garage or made that remodel?

Your Listing Presentation Toolbox

Utilize two parts to your presentation “**tool box**”: the listing presentation via internet, computer (tablet, laptop or notebook) or notebook/manual which you control/keep and the personalized presentation piece which you prepare for the seller-prospect to keep.

If you use a manual, either in addition to a laptop/notebook presentation or as an alternative to a tech-presentation, consider these hints. Your listing presentation manual is your **resource book** for securing well-priced listings from motivated sellers. Your presentation manual must have at least one graphic, photo, or drawing that illustrates your response to each seller objection or “need to know”. Your presentation manual educates the seller as well as selling you, your company, and your marketing plan as the best ally that they have in the sale process. Hints for putting together a successful listing presentation manual include: Using non-glare sheet protectors so that your audience can easily see the important information included in your book. Include dividers for easy movement through the book. You will be opening it to make specific points, so you don't want to spend time leafing through the manual to find a specific point!

Using internet or computer based presentations will generally utilize a software program such as Microsoft PowerPoint. The vast majority of computer users in the U. S. today utilize Microsoft products, i.e. Microsoft Office and Windows.

Remember, the key to getting listings is to differentiate yourself from your competition! What points, pages, or PowerPoint slides can you include that demonstrate your special services? In addition, remember that interest, enthusiasm, professionalism and preparation will definite set you apart from the crowd!

Be Enthusiastic, Prepared, & Positive! [If you can't be positive & enthusiastic about listing this property, why are you there?]

In the listing presentation, by being enthusiastic, prepared, and professional, you demonstrate the characteristics that the majority of sellers require. Each year when the National Association of REALTORS® researches and publishes its "Profile of Home Buyers and Sellers" for that year illustrates how important "competence" is to sellers. They want to know that you know what you're doing and they want proof! One of the best tools for communicating your competence is the testimonial. Collect testimonials from past clients and customers, also securing their permission to share their comments with others! Want testimonials? Ask for them!

Use all the best tools available to you! Don't lose a listing because you're not using the tools provided for you by your firm, your board, or any other resource available to you.

The best way to control an interview or a telephone conversation or a presentation is to ask questions! The person asking controls while the person responding does not. You will also keep the sellers attention more by asking questions than by making statements.

- Ask questions throughout your presentation.
- Wait for answers and
- Take notes to confirm the information and to illustrate that their answers are important to you.
- Secure small agreements with small "yes" answers!

Secure small agreements throughout your presentation rather than waiting until the end and attempting to get the "big yes!"

Here is list of key questions to ask the seller during your presentation.

- *When do need to move?*
- *Have you sold a home before?*

- *Did you work with a REALTOR?*
- *What did he/she do that so pleased/displeased you?*
- *Home sales in your area?*

Each question secures valuable information that will assist you in preventing problems during the listing period as well as learning key information about the perceptions of the seller. Remember that perception is reality!

TYPES OF LISTING AGREEMENTS:

A Review!



The **Exclusive Right to Sell Agreement** provides the broker and affiliated licensees with the greatest protection when marketing a seller's property. Why? When the seller signs an exclusive right to sell agreement, he/she agrees to pay the broker's commission under the terms of the agreement but including whether or not the seller sells the property through the broker!

The difference between the exclusive right to sell agreement and the **Exclusive Agency Agreement** is that in the E.A.A., the seller may sell the property to an individual without paying the broker's commission. However, if any other broker brings an acceptable offer to purchase to the seller, the seller owes the listing broker the commission.

An **Open Listing Agreement** generally provides the broker only the permission to offer the property for sale, the permission to place a sign in the yard, and agreement to pay the broker a commission if and only if the broker brings a buyer acceptable to the

seller. Other brokers may also have open listing agreements with the same seller. Individuals may come directly to the seller and purchase without the seller owing any broker a commission!

If your broker empowers you to sign the listing agreement with the seller for the broker, you may do so. Specifically, many listing agreements have a signature line for the company with a “by” or “Agent” signature line for the licensee to sign for the broker. If you are in doubt about whether or not you may sign for your broker, ask your broker!

The responsibilities owed by the broker and his/her affiliated licensees to the seller are listed in the exclusive right to sell agreement. **License law specifies that these duties and obligations will be listed in both seller listing and buyer listing agreements.**

If so, be sure that you are using the appropriate forms to document your brokerage relationship to the seller and the buyer!

Transaction Broker Addendum forms are mandatory forms adopted by the Kansas Real Estate Commission pursuant to K.S.A. 58-30,109. A Transaction Broker Addendum amends a brokerage firm's agency agreement with a seller and the firm's agency agreement with a buyer for a contemplated transaction between the seller and buyer. There are four different Transaction Broker Addendum forms which are unique to the type of transaction:

- **Transaction Broker Addendum (TBA-RES):**
for in-house transactions regarding the sale of residential property of four units or less

- **Transaction Broker Addendum (TBA-DA):**
for in-house transactions regarding the sale of residential property of four units or less when the same individual is the designated agent for both the seller client and the buyer client

- **Transaction Broker Addendum (TBA-COMM):**
for in-house transactions regarding the sale or lease of commercial property or the sale of residential property of more than four units

- **Transaction Broker Addendum (TBA-AG):**
for in-house transactions regarding the sale of agricultural land