

LISTING TECHNIQUES FOR ANY MARKET

If you are a skilled listing agent, you know that getting the signature on a listing contract is a true art form. Each potential listing is a different canvas with a vast array of colors and bushes to build a masterpiece. Your skill as a talented listing agent is to know what bush to use with what color to achieve the outcome necessary to complete your work. Sometimes you can spend days or weeks on your masterpiece, other times in a flurry of inspiration, the completed work can be done in just hours. In all instances, the outcome is to create work that meets the needs of the seller and can entice a buyer to buy the work of art.

So how do you create the masterpiece? How do you work with sellers and convince them that you are the DaVinci or Picasso of the real estate world? Is it even possible?

Most real estate listing systems work solely on the premise to listen to the sellers needs, agree with everything they say and get them to sign the 30 or 120 day listing agreement no matter what the price or condition. But having a listing that won't sell isn't worth the listing. Having an overpriced listing is asking for trouble from the seller, other agents and lowball buyers. Sure it looks good that you have 30 listings, but having 30 listings over valued does nothing but inflate the market and devalue other competitively priced listings. There are exceptions... if you are listing a 3 million dollar home just to have the listing, for the exposure, for the prestige... then list the home, but don't expect it to sell unless it too is price right.

There are many real estate agents who believe a CMA is the heart of the listing, and although it is important to the overall presentation, it can also be the one component that can kill a competitive listing price. Use the CMA as part of complete listing presentation package and always have additional properties or a completely different CMA in case your gut feelings change during your presentation.

Tips for getting the listing

First Impressions: You probably already know that the first impression is the most important, so take advantage of it. Not all sellers are impressed by your designations or well tailored suit; for some, it is how you present yourself and your "bedside manor". Create a personal connection with the seller even if you have known them or worked on getting the listing for some time. Take a few minutes to understand the needs of the seller before you get into your presentation. Look for a common bond that can be shared and briefly touched upon when making your first impression. They have a dog – you have a dog; they like baseball – you like baseball; they like hiking – you like hiking; find something that can be shared as common, then it will be easier to lead to your presentation. This process sometimes can take awhile, but you need to get the seller to the 'comfort zone' before moving forward.

Be Prepared: “The best laid plans...” will change, so you need to make sure you are prepared for nearly any situation; those that you are not prepared for become a learning experience and your arsenal of preparedness for the future. So how do you prepare? **HAVE A LISTING PRESENTATION!** This is a step by step, pre-scripted presentation with pictures, statistics, suggestions, tips, detailed information on the home sales process and a ‘what happens if section so you can address many of the main issues before they become issues. Your listing presentation should be briefly about you, partly about you listing and mostly about what you are going to do for the seller and how; from listing to close. This detailed plan leaves little room for error or misunderstanding. Answer any questions that may arise as they come up – don’t make them wait until the end of your presentation... and make sure you keep them in their comfort zone during the presentation or you may lose them.

Ask Questions: This is not how’s your mother or where do you keep your lawnmower? Start by making a statement and ask the seller to agree. How? This granite countertop is a great selling feature, don’t you agree? I work exclusively with sellers to help them sell their home, this lets me dedicate my time to you – isn’t that better?

It’s not a good idea to keep saying... Right? Right? Right? In your conversation, but an occasional interjection for assurance can help keep the seller on your side. It will be easier to get the seller to agree to sign a contract if they have had no objections (or few) throughout your presentation.

Is that it? Not quite... there are many other factors that can influence the seller’s decision to list with you. Learn techniques to overcome objections use client referrals and build your marketing collateral for listing success every time. These tips and more coming in future newsletters.

Q: How do I get a Listing Appointment?

A: If you have no lead for a listing appointment, take the following steps:

- 1 Call everyone you know in your sphere of influence and ask them if they or someone they know is considering selling their home – if so, get their name and follow-up. If that doesn’t work.
- 2 Start knocking on doors in your farm area and introduce yourself. Ask if they or someone they know is considering selling their home; if so, get their name and follow-up. If that doesn’t work.
- 3 Go to community events, special events, art fair, country fairs and all other public forums and start passing out business cards and personal brochure and introducing yourself – always asking if they or someone they know is interested in selling their home. By the end of the day you’ll have met a lot of people, passed out a lot of business cards and should have more than one contract for a listing appointment. You’re in sales... go sell!