



## **SALES MEETING TOOL KIT: Part 1 BETTER LISTING PRESENTATIONS**

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## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

Successful listing is a combination of careful research, innovative marketing, and cultivated sensitivity to the personalities and concerns of prospective clients. By helping to improve the listing skills of your sales associates, you help ensure prosperity for them and for your company.

Use this tool kit—including ready to go agenda, activities, and talking points—to help your salespeople improve their listing presentations and their rate of success in securing new listings.

Each element of this toolkit (worksheets, notes) is numbered at the top of the page so you can easily move through the content chronologically.

# **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

## **Component 1: Facilitator Talking Points**

These notes will guide you and your salespeople through a discussion and activities on making better listing presentations.

### **Pre-meeting preparation:**

- Review all the meeting documents in this kit.
- Review, and ask your sales associates to review, the listing materials provided by your company (if applicable).
- Ask your sales associates to bring copies of their own listing packages to share at the meeting.

Print the following:

1. Print materials (check materials as they are printed):
2. These facilitator talking points (Component 1)
3. Better Listing Presentations Agenda (Component 2)
4. Activity 1: Selling the Benefits of You (Component 3)
5. Activity 1: Selling the Benefits of You Idea Sheet (Component 4)
6. Activity 2: Constructing a Listing Presentation (Component 5)
7. Handout 1: Listing Presentation Tips (Component 6)
8. Activity 3: Thinking on Your Feet (Component 7)
9. Activity 3: Thinking on Your Feet Idea Sheet (Component 8)
10. Handout 2: Pricing Pointers (Component 9)
11. Handout 3: Sellers' Homework Checklist (Component 10)

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 1: continued**

#### **Welcome (1 min.)**

Ask two or three participants to share a war story about their best or worst listing presentation and what they learned from the experience.

#### **Background and objectives (2 min.)**

Explain that unless your principal focus is buyer's representation, good listings are the backbone of a successful real estate business.

In this meeting, we will:

- Identify ways sales associates can reinterpret their skills as seller benefits.
- Discuss new components to add to your listing presentation.
- Practice techniques for adapting your listing presentation to different prospects.
- Review some tips for pricing homes.

#### **Activity 1: Selling the Benefits of You (5 min.)**

Use this exercise to demonstrate the difference between characteristics and benefits. Remind participants that characteristics are focused on you, while benefits are focused on the clients and what you can do for them. Ask the participants to list two characteristics about themselves under each of the six topic areas on Component 3. When they have completed the task, call on one participant to share a characteristic and the resulting benefit. Use the Selling the Benefits Ideas Sheet (Component 4) to suggest some benefits if participants are stumped.

#### **Activity 2: Constructing A Listing Presentation (12 min.)**

Although components of a listing presentation may vary, there are certain standard components that appear frequently. Use the Constructing a Listing Presentation handout (Component 5) to determine which listing package components your company provides, which components are generally supplied by sales associates, and which components could be added.

Next, use your company's standard listing package to discuss the purpose of each piece in the package. Ask participants to share pieces of their own listing presentations that they have found to be particularly effective. Brainstorm other components that could be added to the company presentation and write them on the flip chart.

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 1: continued**

#### **Handout 1: Listing Presentation Tips ( 5 min.)**

Distribute the Listing Presentation Tips handout (Component 6). Ask participants to suggest other tips that they have found useful.

#### **Activity 3: Thinking on Your Feet (10 min.)**

Use the situations on the Thinking on Your Feet handout (Component 7) to help participants understand the value of adapting listing presentations to the personalities and needs of the prospective sellers. Ask one participant to suggest a strategy for each situation. Then, ask the group for other suggestions. Use the Thinking on Your Feet Idea Sheet (Component 8) to prompt your group for answers. If time permits, ask participants to describe other situations they have encountered that required a quick change of strategy and what actions they took.

#### **Handout 2: Pricing Pointers (5 min.)**

Distribute the Pricing Pointers Handout (Component 9) and use it as a basis for a discussion of how participants should work with sellers to arrive at a realistic sales price for the home. Ask one participant to read each pricing pointer aloud and then give an example of a situation where the tips would be useful. Ask participants to share other pricing tips.

#### **Handout 3: Sellers' Homework Checklist (5 min.)**

Give participants the Sellers' Homework Checklist (Component 10) of items they should ask sellers to complete once the listing is signed. Ask participants if there are other documents or activities that they find useful to obtain soon after listing.

#### **Adjourn.**

Thank participants for their time. Stress the importance of being prepared as well as being able to adapt your presentation to meet the need of the prospect.

**Running Time:** 45 minutes

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 2: Agenda**

**Welcome (1 min.)**

**Background and objectives (2 min.)**

**Activity 1: Selling the Benefits of You (5 min.)**

Learn how to present your characteristics and skills in terms of their benefits to the client.

**Activity 2: Constructing a Listing Presentation (12 min.)**

Review the components of the company's and your own listing presentations and brainstorm new items you could add for a more effective listing presentation.

**Handout 1: Listing Presentation Tips (5 min.)**

Share ideas for more successful listing presentations.

**Activity 3: Thinking on Your Feet (10 min.)**

Discuss strategies for adapting your basic listing presentation to respond to the personalities and needs of different prospective sellers.

**Handout 2: Pricing Pointers (5 min.)**

Review strategies to help sellers arrive at a realistic listing price for their home.

**Handout 3: Sellers' Homework Checklist (5 min.)**

Consider what information sellers could give you to make the sales process smoother.

**Adjourn.**

**Running Time:** 45 minutes

**SALES MEETING TOOL KIT:  
BETTER LISTING PRESENTATIONS**

**Component 3: Activity 1, "Selling the Benefits of You" Idea Sheet**

**Directions:** In the spaces provided under each topic, list at least two characteristics or skills that separate you from other salespeople. Next to each characteristic, list the benefit that this offers your clients.

Characteristic/Activity	Benefit
Topic 1: Education	
1.	
2.	
Topic 2: Experience	
1.	
2.	
3.	
Topic 3: Professional Contacts	
1.	
2.	
Topic 4: Achievements	
1.	
2.	
3.	
Topic 5: Your Marketing Strategy	
1.	
2.	
3.	
Topic 6: Personality Traits	
1.	
2.	
3.	
4.	

## SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS

### Component 4: Activity 1, "Selling the Benefits of You" Answer Sheet

Use these suggested characteristics to prompt participants in recognizing the benefit of each to the seller.

Remember: Characteristics and activities are about you and what you do; benefits are ways these characteristics and activities help your client.

Characteristic/Activity	Benefit
<b>Topic 1: Education</b>	
1. Real estate designation	Exposure to the best practices in the real estate industry helps you apply the best strategies to the client's sale.
2. Degree in business or real estate	You are well-prepared to provide guidance on financial and tax implications of homeownership to clients.
<b>Topic 2: Experience</b>	
1. Long experience in the business	Your familiarity with all types of real estate issues means you're not easily thrown by situations.
2. New to the business	Enthusiasm, time to concentrate on your home
3. Skills learned in former profession that help in real estate	Salesperson in other field—selling skills Homemaker—understand needs of the family Teacher—good at handling diverse personalities and explaining complex ideas to make them understandable.
<b>Topic 3: Professional Contacts</b>	
1. Active in REALTOR® association	Your regular contacts with other professionals keeps alliances strong and ensure that others will show your properties.
2. Active in civic or charity	Your high visibility and name recognition in the community attracts buyers
<b>Topic 4: Achievements</b>	
1. Awards and honors	Unbiased recognition by third parties that you excel shows sellers they will receive the same level of quality.
2. Testimonials from clients	Sellers will benefit from the same high level of service as past customers.
3. Sales figures/closing ratios	The proven speed and quality of your marketing will help give sellers a quick sale at a good price.
<b>Topic 5: Your Marketing Strategy</b>	
1. Extensive advertising, custom color brochure	Wide exposure will help ensure a prompt sale and supports the quality image of the property.
2. Mailings to top salespeople	Mailings to top contacts gives the property a high profile with those that sell the most and helps a prompt sale.
3. Broker open houses in first two weeks	Your aggressive commitment to selling the property gives sellers a sense of their home's importance to you.

## SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS

### Component 4: continued

<b>Topic 6: Personality Traits</b>	
1. Good communicator/mediator	Your skill means easier negotiation and better result for sellers; minimizes lost sales.
2. Aggressive, go-getter	Your extensive activity and showings will lead to a prompt sale.
3. Caring, people person	Your understand of sellers or buyers needs means increased satisfaction for all parties.
4. Well-organized, good follow-through	The many details needed to close will be completed correctly, offering an easier sale in less time

**SALES MEETING TOOL KIT:  
BETTER LISTING PRESENTATIONS**

**Component 5: Activity 2, Constructing a Listing Presentation**

Element	Provided by Company	Used by Salesperson
History of the Company		
Services Provided by the Company		
Reasons for Choosing the Company		
Sales Record of the Company		
Information on Franchise (if applicable)		
Listing Agreement (including agency disclosure if needed)		
Property Profile Sheet		
Seller Qualification Questionnaire		
Pricing Guidelines Worksheet		
Real Estate Transaction Facts for Sellers		
Salesperson Resume and Photo		
Service Pledge (What You Promise to Do for the Sellers)		
Salesperson's Sales Record and Achievements		
References and Testimonials		
Photos of the Seller's Property		
Comparable Market Analysis		
Marketing Plan		
Market Trends Report		
Neighborhood Information		
List of Vendors for Sellers		

**SALES MEETING TOOL KIT:**

## **BETTER LISTING PRESENTATIONS**

### **Component 6: Handout 1, 15 Tips for Turning Presentations into Listings**

1. Always reconfirm the appointment.
2. Be sure your materials are ready.
3. Take a paper backup of your presentation if you use a laptop.
4. Get good directions and arrive on time.
5. Break the ice with chitchat.
6. Compliment the home during the tour.
7. Qualify sellers to be sure they are motivated to sell.
8. Create a basic flyer with the property's photo before the listing.
9. Mirror the sellers' demeanor to put them at ease.
10. Ask open-ended question to get more information.
11. Listen carefully to responses and adapt your presentation.
12. Watch body language to assess responses.
13. Avoid real estate jargon.
14. Pause to give an opportunity for questions.
15. Ask for the listing.

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 7: Activity 3, Thinking on Your Feet**

**Directions:** Read each of the following scenarios, and suggest ways that you could adapt your presentation plans quickly to meet the situation.

**Scenario 1:** You notice that there is a lot of electronic equipment in the house, and you didn't bring a laptop with you. How do you bring technology into your presentation?

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**Scenario 2:** After you've made your initial listing presentation, the prospective sellers tell you that they can't list their current home until they've bought a new one. What do you do to convince them not to wait?

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**Scenario 3:** As you make your listing presentation, the prospective sellers continually question the value of your services and seem very skeptical about real estate professionalism in general. How would you handle this situation?

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**Scenario 4:** You try to convince a FSBO to list with you. What are some strategies you would use?

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## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 8: Activity 3, Thinking on Your Feet, Answers**

**Directions:** Read each of the following scenarios, and suggest ways that you could adapt your presentation plans quickly to meet the situation.

**Scenario 1:** You notice that there is a lot of electronic equipment in the house, and you didn't bring a laptop with you. How do you bring technology into your presentation?

1. Suggest putting digital photos of the house on CDs for distribution to buyers.
2. Ask the prospects' permission to view your Web site on their computer.

**Scenario 2:** After you've made your initial listing presentation, the prospective sellers tell you that they can't list their current home until they've bought a new one. What do you do to convince them not to wait?

1. Ask if they will have enough to make a down payment on the new house before their current house is sold.
2. Suggest that the sellers may end up paying a higher price for their new house if they have to purchase it based on a contingency that they sell their current house.

**Scenario 3:** As you make your listing presentation, the prospective sellers continually question the value of your services and seem very skeptical about real estate professionalism in general. How would you handle this situation?

1. Ask the prospective sellers frankly if they have had a bad experience with a real estate associate in the past. Then address the specific issue that is raised in this response.
2. Provide a list of your marketing activities and the approximate time you will spend on each to demonstrate your value and the fairness of your commission.

**Scenario 4:** You try to convince a FSBO to list with you. What are some strategies you would use?

1. Show FSBOs the long list of tasks required to sell and close a home.
2. Remind FSBOs that real estate professionals have access to MLS, which will expand the opportunities for buyers and other salespeople to view their home.

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 9: Handout 2, Pricing Pointers**

Setting a realistic selling price for a listing is often a major stumbling block. Try these tips to help the process go more smoothly.

Have a price range in mind for the home before you go to the • listing presentation.

Use the other properties in your comparable • market analysis as a starting point for a realistic price range.

Weigh • the house's condition when selecting a price.

Provide a summary of • pricing trends in the neighborhood over the last six months.

Review • your city's general economic forecast for the next several months to see how it might affect demand.

Consider any new construction that might affect • supply in the area over the next six months.

Take sellers' urgency into • account.

Ask for a built-in price reduction up front. •

nowK • when to say "no." If the sellers refuse to set a listing price you consider realistic, be prepared to walk away from the listing.

## **SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS**

### **Component 10: Homework Checklist for Sellers**

To help the selling process move forward more easily, suggest that the sellers gather the following information within one week after the listing is signed.

Prior year's tax bill •

Prior year's • utility bills

Prior year's water and sewer bills—source of water if not • city

Any declarations, covenants, or deed restrictions on the • property

Information on assessments and special • assessment

Survey and plat •

Age of all major appliances and • major building components, with documentation if possible

Items • that will be excluded from the sale

Copies of any recent inspections • for pests, environmental hazards

Completion schedule for repairs you • have suggested

Three sets of keys to the home •

## SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS

### Component 11: Other Resources

Review the *Realtormag Online* [Listings](#) Tool Kit.

For information on listing niche homes, visit these parts of [The Virtual Library](#) at REALTOR.org.

[Vacation homes](#)

[Luxury properties](#)

For more information on listing, search [REALTOR.org](#) under "listings."

Review the following articles at *Realtormag Online*:

["Beyond a Fresh Coat of Paint"](#)

Judy Richtel and Linda Morrell, *Today's REALTOR®*, NATIONAL ASSOCIATION OF REALTORS®, March 1996.

["Buyer's Guide: Virtual Tours"](#)

Michael Antoniak, *REALTOR® Magazine*, NATIONAL ASSOCIATION OF REALTORS®, March 2000.

["Masterful Listing Presentations"](#)

Michael Russer, "Mr. Internet," *Realtormag.com*, "Ask Mr. Internet," NATIONAL ASSOCIATION OF REALTORS®, July 1999.

["New Habits for the New Year"](#)

Walter Sanford, "Selling-Doing Business," *REALTOR® Magazine*, NATIONAL ASSOCIATION OF REALTORS®, December 2000.

["Saying "No" to Listings"](#)

Ralph Roberts, "Sales Clinic," *Realtormag.com*, NATIONAL ASSOCIATION OF REALTORS®, February 2001.

["7 Steps to More Listings"](#)

Elyse Umlauf-Garneau, *REALTOR® Magazine*, NATIONAL ASSOCIATION OF REALTORS®, March 1999.

## SALES MEETING TOOL KIT: BETTER LISTING PRESENTATIONS

### Component 11: continued

#### "The 30-Minute Listing"

Christina Spira, *REALTOR® Magazine*, NATIONAL ASSOCIATION OF REALTORS®, December 1996.

#### "Three More Ways to get Sellers to Improve Their Listings"

Stephen and Jean Leslie, *Today's REALTOR®*, NATIONAL ASSOCIATION OF REALTORS®, March 1996.

#### "Working for the Enemy? A Look at Four In-House FSBO Programs"

Robert Liparulo, *Today's REALTOR®*, NATIONAL ASSOCIATION OF REALTORS®, June 1998.

#### "You Work Hard for Your Money"

Christina Hoffmann, *Today's REALTOR®*, NATIONAL ASSOCIATION OF REALTORS®, May 1996.