



Transaction

SESSION 15

Win the Seller

Today's Agenda


**Real Estate
Expert**




**Lead
Generation**




**Lead
Follow-up**




Transaction

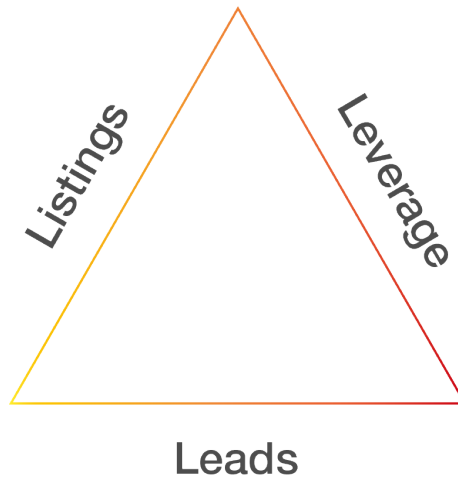
Notes:

“A” Qualified Sellers

“A” Qualified Sellers:

Able, ready, and willing to do business in the next 14 days.

Notes:



While leads are vital to your sales business, seller listings are critical to your ability to build it to its highest level with the lowest costs and highest net.

Gary Keller

The Millionaire Real Estate Agent

Notes:



Virtues of Seller Listings

1. Seller listings mean marketing opportunities

2. You have more control of your time

3. Seller listings maximize your per-hour compensation

4. Volume, volume, volume

5. With seller listings you are on the frontend of pricing

6. Properly marketed seller listings bring you more business



Seven-Step Seller Service Cycle





Get the Appointment

Keys to Converting Your “A” Sellers

1. Respond right away to lead inquiries.

2. Get valid and complete contact information, save it to Command, and create an Opportunity.

3. Determine their motivation to sell so you can speak to it.

4. Set an appointment—time and date—for as soon as possible and send pre-listing packet.

What Sellers Want Most from Their Agent

- Help price home competitively **21%**
- Help the seller market their home to potential buyers **20%**
- Help sell the home within a specific timeframe **16%**
- Help the seller find ways to fix up their home to sell it for more **16%**
- Other **27%**

Build Confidence and Trust

Notes:

Seven Close-to-Appointment Tactics

1. Show the benefits
2. Take-back close
3. Negative-positive close
4. Give them what they're looking for
5. Trial close
6. Assumptive close
7. Tie-downs

Questions vs. Objections

When a question is asked— **answer it.**

When an objection comes up— **address it.**





Pre-Listing Packet Goals

1. **Pre-sell**—build the sellers confidence, answer their questions and objections before your presentation.

2. **Save time**—makes the consultation experience smoother and/or shorter by tackling common obstacles.

3. **State your value**—tell the seller what you bring.

Pre-Listing Packet Criteria

1. Will you review it in the Listing Presentation?
2. Does it eliminate the need for a listing consultation?
3. Is it a primer for education you will provide at the listing consultation?

Notes:

Build Your Pre-Listing Packet

Some key items for your pre-listing packet might include:

- Cover page
- Contact information
- Promise to the seller
- Selling process overview
- General pricing information
- Value Proposition
- Broker/office/personal metrics
- Client testimonials
- Previous listings
- Ancillary services—Keller Mortgage, Keller Covered, Keller Offers



Notes:

Pursuant to RESPA, Keller Williams agents/associates must provide an ABA Disclosure to the consumer at or before any referral is made to Keller Mortgage. More information on RESPA and the ABA Disclosure can be found here or at: <http://www.kwconnect.com/page/industry-resource/>.



Seller Consultation Preparation Checklist

1. Deliver your pre-listing packet – On time as promised.

2. Confirm appointment date, time, and location – Be safety conscious.

3. Ensure all decision makers attend – Who is involved in the selling decision?

4. Complete and practice your listing presentation – Prepare early.

5. Review the lead sheet – Know your seller’s profile and goals.

6. Arrive to the listing presentation in a professional manner – Make a good impression.





Goal: Get a Signed Listing Agreement

1. Create a great impression to build the seller's confidence in you as their real estate agent of choice.

2. Share your price recommendation—the initial list price for their property—and your reasoning behind it.

3. Set expectations for how you will market the home and work with sellers.



How the Listing Presentation Meets Seller Needs and Wants



1. How does each section address the goals we just discussed? (Create a great impression, share price recommendation, set expectations)

2. How does each section address the items sellers want from our pie chart?

3. How might you customize a section or page to further meet these goals and needs?

Preparing for the Listing Presentation

Listing Presentation Affirmation:

I am knowledgeable and caring and the best agent for these clients.
They will appreciate my expertise and preparation and choose me to
represent them as they sell their home.

Listing Walkthrough

Notes:

Listing Agreement

Notes:



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

















Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

- ___ of 10 CONVERSATIONS
- ___ of 10 CONTACTS ADDED
- ___ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS

10					
					
5					
1	 Social Media Engagement				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this calling session. You may have a few more referral names to call.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW Mobile Search App to each contact.

Record your results below and share them at the end of the call time.

Name	#	Email	Notes

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