

5

ELEMENTS

OF THE

PERFECT LISTING  
PRESENTATION



KEEPING CURRENT MATTERS

# +WHY WE CREATED THIS EGUIDE

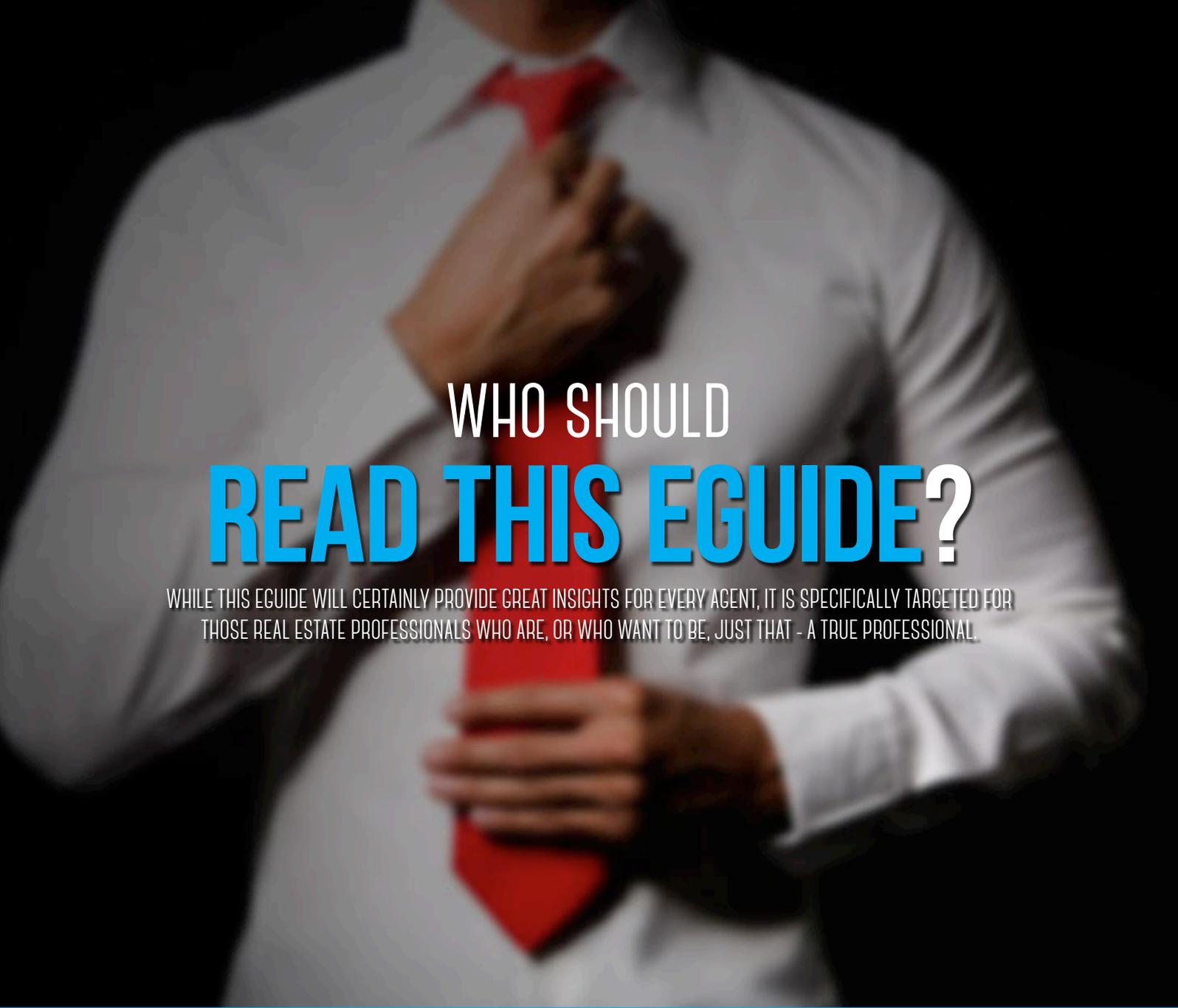
**The world has changed dramatically in the past few years.** While clients used to work with the biggest and most well-known companies based on their brand and advertising campaigns alone, today's clients want much more than a compelling commercial. In every industry, **trust** is now a valuable commodity. This concept definitely applies to the real estate industry and especially to homeowners thinking about selling their house.

## TODAY'S SELLERS MUST TRUST YOU ENOUGH TO:

- 1 LET YOU HANDLE THE LIQUIDATION OF POSSIBLY THE LARGEST ASSET THEIR FAMILY HAS
- 2 HAVE INPUT ON SETTING THE MARKET VALUE OF THAT ASSET
- 3 SET THE TIMETABLE FOR THE LIQUIDATION OF THAT ASSET
- 4 SET THE FEE FOR THE SERVICES REQUIRED TO LIQUIDATE THAT ASSET

Today, every agent must have a listing presentation—one that can build the necessary trust in the seller. We call it "**THE PERFECT LISTING PRESENTATION.**" In this eGuide, we'll discuss the **five elements** that make for a 'perfect' presentation. We'll also provide you with guidelines for how to separate yourself from your competition by proving that you can be a '**trusted advisor**' to the seller.





# WHO SHOULD READ THIS EGUIDE?

WHILE THIS EGUIDE WILL CERTAINLY PROVIDE GREAT INSIGHTS FOR EVERY AGENT, IT IS SPECIFICALLY TARGETED FOR THOSE REAL ESTATE PROFESSIONALS WHO ARE, OR WHO WANT TO BE, JUST THAT - A TRUE PROFESSIONAL.

We wrote this eGuide to help these agents **raise the bar** on what it means to practice real estate and, as a result, create a significantly **improved experience** for the consumer. Whether you're already on this path or just getting started, we know this eGuide will help you cement your position as the **real estate expert** in your market place...

“ Raise the bar on what it means to practice real estate and, as a result, create a significantly improved experience for the consumer.. ”

# TRUST

As a real estate professional, you have a tremendous opportunity in front of you right now. Real estate demand is projected to remain strong for the foreseeable future, and home purchases will continue to increase as the economy gets better. Therefore, you need to be prepared.



“LEARNING TO TRUST IS ONE OF LIFE'S MOST DIFFICULT TASKS.” - ISAAC WATTS

## SELLERS MUST TRUST YOU ENOUGH TO LET YOU DO FOUR THINGS:

- 1 LISTING AGREEMENT** Handle the liquidation of possibly the largest asset their family has.
- 2 PRICE** Have input on setting the market value of that asset.
- 3 LENGTH of LISTING** Set the timetable for the liquidation of that asset.
- 4 COMMISSION** Set the fee for the services required to liquidate that asset.



LISTING



LENGTH

PRICE



COMMISSION



Think of it like owning a shoe store. If you knew there were people already lined up around the corner and busloads of people coming, you'd make sure you had every single size, in every single color, and every single style in stock. Likewise, when a buyer contacts you on the web, comes into your office or calls you from a sign you have posted, you want to have plenty of inventory so you can meet their needs.

Today, more and more sellers are stepping back, taking a look at the advice real estate professionals give them, and asking themselves whether they can trust that advice. Therefore, when you're at a listing presentation, the most important element is whether you can build trust with the homeowner. Your sellers must know that you're giving them great advice and that you're going to be able to help them accomplish their goals. To do that, you must first make sure you understand what those goals actually are.



LISTING



PRICE



LENGTH

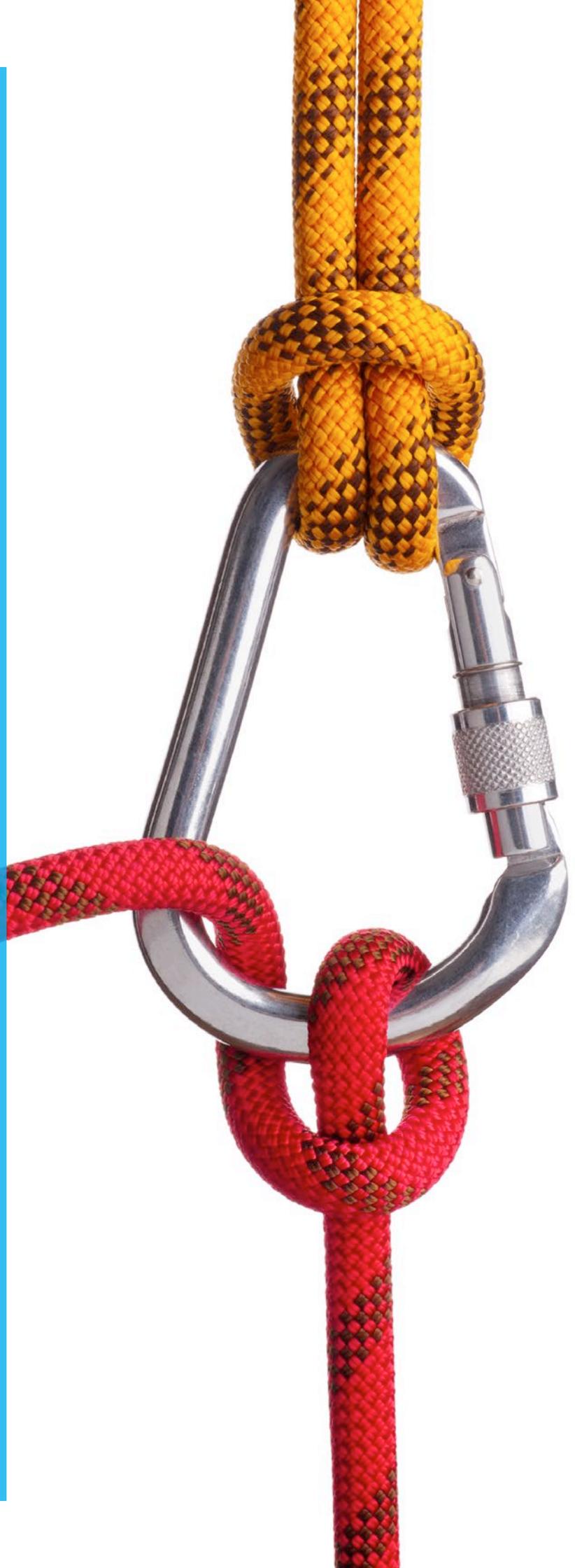


COMMISSION

All four of these require a tremendous amount of trust from the person sitting on the other side of the table. You're going to sell their prized possession, set its value, set a time schedule as to when their family will be able to move, and set the fee that you're going to charge to get those three things accomplished. Sellers have to trust you enough to help them reach their dreams.

Whether it's the grandfather up North looking to move to Florida so he can spend his later years with his grandkids or a young person who wants to take that job in San Francisco but first has to get his house sold in Chicago, **you're helping them move on with what's important to them.**

You have to build **trust** with them so they can be certain you're the best person to help them reach their **goals.**



# THE PATH TO GET THERE

THE **5** ELEMENTS TO BUILDING THE PERFECT PRESENTATION



BUILD  
RAPPORT



IDENTIFY  
NEEDS



COMPANY  
VALUE



PERSONAL  
VALUE



EARNED  
TRUST





## **+BUILD** INSTANT RAPPORT

JUST AS IN ANY OTHER PRESENTATION, YOUR LISTING PRESENTATION NEEDS TO START STRONG AND END STRONG.

The beginning and the end are the most important parts. But the beginning isn't when you start talking; it's the moment you walk in the door, before you say a word. Sellers are not going to trust you until they like you. To get them to like you, you must make sure they understand that you care about them. So make sure their first impression of you is a positive one. Smile, show genuine interest in them and their needs, and look professional. Those first few moments of your meeting, before the actual presentation begins, will set the stage for rapport building.

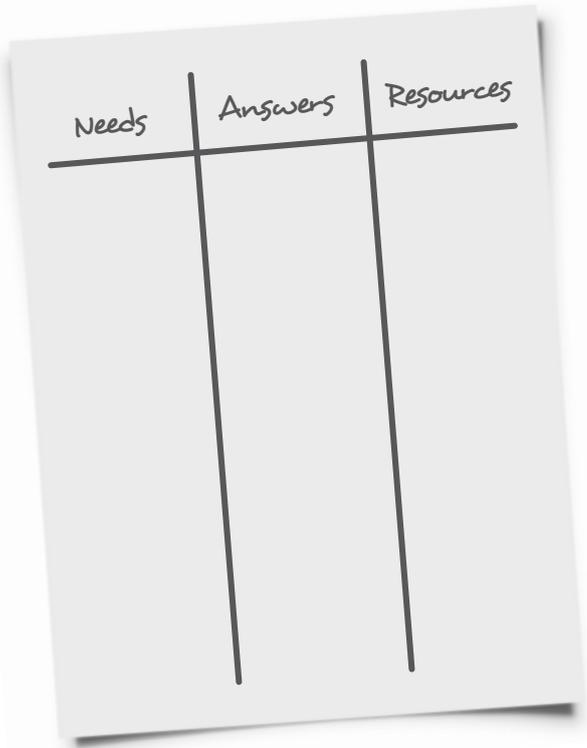
Once you start the actual presentation, add enthusiasm to your voice and facial expressions. Being boring will make it extremely difficult for you to build rapport. The seller will be nervous. They may be moving their children to another school. There may be medical issues that caused the move. They might need as much money out of the sale of the house as they possibly can get. They want to make the right

decision for themselves and their family. And they're looking to you for your expert guidance. Unfortunately, there are still many agents who start the presentation by bragging about their company or themselves. But that's not what's important to the homeowner—at least not up front. What's important to the homeowner is that they know you care about them, not how much you care about yourself or your company.

# +IDENTIFY THE SELLERS NEEDS

YOU NEED TO PROVE TO SELLERS THAT YOU'RE THERE TO MAKE SURE THEY'RE OKAY. HOW CAN YOU DO THAT?

GO IN WITH A BLANK PIECE OF PAPER. DRAW LINES ON THE PIECE OF PAPER JUST LIKE YOU SEE THE LINES HERE:



Needs	Answers	Resources

You want to know **what** their needs are right from the beginning. That's the **only way** to make sure you can help them **reach** their goals.

## THEN ASK THIS QUESTION:

“ Mr. and Mrs. Seller, what do you hope to get out of the sale of your house? ”

You want to know what their needs are right from the beginning. That's the only way to make sure you can help them reach their goals. They want to make sure you're listening and that you'll be able to help them. By starting with their needs, they know two things:

- 1) YOU CARE ABOUT THEM RIGHT OUT OF THE GATE BECAUSE YOU'RE ASKING WHAT THEY NEED.
- 2) YOU ARE A PERSON THEY CAN TRUST BECAUSE YOU ARE NOT WORRIED ONLY ABOUT YOURSELF.

Some agents argue that a pre-scripted presentation manual allows them to keep better control of the appointment. However, in reality, the person doing the talking is never in control. The person asking the questions is always in control. If you don't believe this, think about a courtroom. Who's in control: the attorney or the person on the witness stand? The attorney, of course, because he or she is directing the conversation by asking questions.



# +IDENTIFY (CONT.)

You may ask, *“What if they say something I’m not prepared for?”*

First, let us say that the chance of that happening is very slim. In fact, there are five things that a seller will potentially tell you when you ask them what they need from the sale of their home.

- 1 THEY NEED THE HOUSE SOLD
- 2 THEY NEED THE MOST MONEY
- 3 THEY NEED THE SALE TO OCCUR IN A CERTAIN AMOUNT OF TIME
- 4 THEY NEED THE LEAST PROBLEMS
- 5 THEY WANT YOU TO HELP THEM WITH THE RELOCATION TO THEIR NEW HOME

These are the five things every single seller is going to tell you and it’s been the same five things for the last 30 years. The potential for someone saying anything different is extremely low, so don’t worry about them saying something you’re not prepared for.

As you can see, the first step in building rapport is pretty simple: start with caring about them. Start with talking about them. Start by asking them what’s important to them. They will begin to like you and you’ll begin the process of getting them to feel that they can trust you. Now that you know what they need from the sale of the house, you need to teach them the answers that will fulfill these needs—the generic things that are required to help them accomplish their goals.

If they want the house sold for the most money, in the least amount of time, and without hassles, what is necessary?

**needs** /nēdz/  
noun

1. requirements, necessary duties, or obligations;
2. a lack of something wanted or deemed necessary;
3. urgent want, as of something requisite;
4. necessity arising from the circumstances of a situation or case;
5. situation or time of difficulty;

If they want the house sold for the most money, in the least amount of time, and without hassles, what is necessary?

**WRITE ON THE PAPER THE ANSWERS TO THOSE NEEDS:**

Needs	Answers	Resources
Sold	Marketing Plan	 COMPANY VALUE
Most Money	Qualified Buyers	 PERSONAL VALUE
Least Time	Negotiation Skills	
Least Problems	Knowledge	
Relocation	Control	

Notice that you haven’t talked about your company yet. You haven’t talked about yourself yet. Instead, you’ve discussed the generic answers to their needs. These are the things they’re going to need from your real estate company. These are the things they’re going to need from an agent.

You’ve built rapport by first asking what they need. You’ve given them the answers to their needs in a generic form without ever talking about you or your company. Now you’re in a nice conversation: two people talking about how they can help each other. Then, and only then, should you begin to discuss the resources you and your company have to make sure you can fulfill their needs.

# VALUE PROPOSITION

There are thousands of real estate companies in the country—probably twenty or more in your marketplace alone.



## +EXPLAIN YOUR COMPANY'S VALUE

*What sets your company apart from all the other firms?*

*What are the biggest benefits a seller gets from choosing to work with your company that they could not get from another?*

Think of your answers to the questions above from the seller's perspective. Your company's value proposition should explain what unique benefits it delivers to the seller and **why** they should choose your firm over another.

We admit that articulating a company's unique value can be difficult. Agents sometimes ask if an outside vendor could put together the perfect listing presentation for them, complete with the ideal value proposition. The answer is no. When it comes to the value proposition your company offers, you know that much better than anyone else does...

***It is your responsibility to explain these resources to the homeowner.***

**Some points to consider when explaining your company's value:**



*What are the fundamentals of your company's marketing plan?*



*How do you find and qualify prospective purchasers?*



*What is your company's ability to manage the overall process?*

Every company has distinct advantages. You need to be able to simply and effectively explain your company's unique value proposition and how it differs from your competitors'.



## WHAT DO YOU BRING TO THE TABLE?

You now have successfully articulated the benefits of your company, but why should they work with YOU over another agent?

Just as you need to be able to talk about your company's value proposition, you also need to have a value proposition of your own. Again, this can be difficult. After all, as children we were often told not to brag about ourselves. But you're not a child anymore, and you're not bragging. You're giving your sellers the information they need to make an informed decision. Your personal value proposition highlights what sets you apart from other agents and how you can best serve your seller.

# +COMMUNICATE YOUR PERSONAL VALUE

HERE ARE SOME EXAMPLES OF THINGS TO INCLUDE IN YOUR PERSONAL VALUE PROPOSITION:



If you are speaking to a baby boomer or a senior citizen and you have your SRES **designation**, be sure to mention it. (The same goes for any other relevant designations)



If you've taken a **negotiation class** in the past and received a certificate for it, take the syllabus or the brochure for the class and make it part of your listing presentation.



If you subscribe to services like **KCM** or other programs that help you stay abreast of market conditions, let them know. **Sellers want to be confident you are knowledgeable.**

When explaining the value proposition of your company, you want to differentiate your company from the other companies in your marketplace. When explaining your personal value proposition, you want to differentiate yourself from the other agents in the marketplace, including the agents from your own company that might go on that listing presentation.

**Remember, having a strong beginning and a powerful ending is crucial.** Gain their interest during the first couple of minutes of the presentation and then build to a real strength at the end.



# +DEVELOP TRUST

SELLERS HAVE TO TRUST YOU ENOUGH TO LET YOU SET THE MARKET VALUE ON POSSIBLY THE LARGEST ASSET THEIR FAMILY OWNS. THEY HAVE TO TRUST YOU ENOUGH TO SET THE TIME SCHEDULE FOR A SUCCESSFUL LIQUIDATION OF THAT ASSET. THEY HAVE TO TRUST YOU ENOUGH TO SET A FAIR FEE TO HANDLE THE LIQUIDATION OF THAT ASSET. THEREFORE, YOU WANT TO MAKE SURE THEY TRUST YOU ENOUGH AT THE CONCLUSION OF YOUR PRESENTATION.



## *Here's your challenge...*

Whenever we become more involved in any situation, we enter a **hyper-sensitive state of awareness**. That is, when something becomes important to us, we become more sensitive to it.

Let's assume you went out to buy a car and the reason you bought that particular car is because it was unique. Not very many people have that car. You were going to look pretty cool driving that car. However, as soon as you pull out of the dealership and hit the road in your hot new wheels, what do you see all over the highway? THAT CAR! The dealership didn't sell millions last night. You're just now in a hyper-sensitive state of awareness.

This same phenomenon occurs when someone is considering a real estate transaction. Once a homeowner decides to sell their home they enter this hyper-sensitive state of awareness. They begin following housing news more closely. They watch the real estate segments on CNBC, listen for them on Bloomberg radio and read them in the Wall Street Journal. They get a good idea of the national housing news.

What they need is an **EXPERT**.  
And experts speak with **CONFIDENCE**  
That's how you build **TRUST**.

If what you are saying about your market differs at all from what they heard on CNBC last night or read in the Wall Street Journal this morning, they have to decide if they're going to believe you or some of the most trusted news sources in the world. Don't put them in that position.

## *Here's your solution...*

At this moment, what they really need is someone to explain how what they heard on the radio, what they saw on television, what they read in every newspaper does—or doesn't—apply to your market. And you have to prove it to them. Not until then can you discuss how what they've seen impacts their situation.



# THE **5** ELEMENTS TO BUILDING THE PERFECT PRESENTATION

+TRUST  
THE PROCESS



**BUILD** INSTANT RAPPORT



**IDENTIFY** THE SELLERS NEEDS



**EXPLAIN** YOUR COMPANYS VALUE



**COMMUNICATE** YOUR PERSONAL VALUE



**DEVELOP** TRUST

KEEPING CURRENT MATTERS





5

*“When getting help with money, whether it’s insurance, real estate or investments, you should always look for someone with the heart of a teacher, not the heart of a salesman.”*

**Dave Ramsey**  
Financial Guru

## **+PUTTING** THE **5** ELEMENTS TO WORK

NOW THAT YOU UNDERSTAND THE ESSENTIAL STEPS, LET'S SEE WHAT OTHER PIECES ARE IMPORTANT FOR THE PERFECT LISTING PRESENTATION.

### ***Where is Your Heart?***

In his quote above, Dave Ramsey talks about our industry specifically. When you have the heart of a teacher, you're willing to take the time in each presentation to teach. Every conversation is an educational opportunity.

You shouldn't be trying to convince someone to sell their home (that's what salespeople do); instead, you should be helping your sellers discover what their options are, explaining the pros and cons of each of those options, and then letting them make the decision that is best for them and their families. That's what a trusted advisor, with the heart of a teacher, does.

### ***Learn to Teach Effectively***

In order to teach effectively and with the heart of a teacher, you need to understand how today's consumers learn.

A few generations ago people came home from school and were educated and entertained by radio—by the spoken word. That generation didn't have television or the visuals we have today.

As a result, they were **great storytellers**. They could craft a vision with **words alone**.

# +PUTTING THE ELEMENTS TO WORK (CONT.)

## *An Example of Storytelling...*

*“Yesterday, they emptied Lake Michigan and filled it with tin foil. Then, rumbling down the road came hundreds of big dump trucks full of vanilla ice cream. They dumped all the ice cream into the tin foil bowl that lined the lake. Then came the fire trucks with their big power hoses and squirted chocolate syrup all over the ice cream. Just then, we heard a loud roar echo through the air. It was a helicopter carrying a gigantic cherry. It plopped the cherry down right on top to complete this massive sundae...”*

That generation knew how to tell stories and how to listen. Words were what they lived by. Today, however, most of that generation is 90 years old or older. If your 30-year career plan is to only deal with clients who are currently 90+-years old, you may be in need of a new plan.

As technology evolved, subsequent generations didn't sit in front of a radio; they sat in front of a television. They learned to count watching Sesame Street, and they watched MTV to relax and unwind. These people were educated and entertained very **visually**. The way they processed information changed from auditory to visually. Simply **“telling”** them something isn't enough. They need to **“see”** it to believe it.

If you're not using strong visuals in all your communications with clients (face-to-face meetings, emails, newsletters, etc.), then you're not being fully heard or understood.

**Allow us to prove that to you...**



# +IMPORTANCE OF VISUAL AIDS

Using visuals enables you to explain your clients' options in a way they can **understand**. A study sponsored by 3M at the University Of Minnesota School of Management on the topic of "*Persuasion and the Role of Visual Presentation Support*" shows that visuals are important in any presentation.

The study found that presentations that used visual aids were:

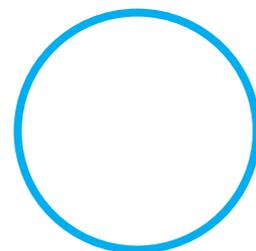
**43% MORE  
PERSUASIVE**  
THAN UNAIDED PRESENTATIONS

Additional research at 3M has shown that "*we process visuals 60,000 times faster than text.*" You've heard the saying "a picture is worth a thousand words," right? *Below is the proof of that.*

**WHICH IS EASIER TO UNDERSTAND?**

A curved line with every point equidistant from the center.

**OR**



Remember, your job now is to **help** your clients **understand** how the market impacts their situation.

Powerful and relevant visuals give them the best opportunity to understand the complexities and nuances of the real estate market. Your job is not done until they are fully **informed**, can fully understand the information, and can make the decision that is best for them and their family. This is also when you will have their trust and be seen as a **true professional**.

Take the time to prepare visuals for **every** appointment. It is **vital** to your **success** in today's environment.

# +YOUR PATH TO SUCCESS

Yes, the real estate industry is changing dramatically. It's no longer about being the biggest office or dispensing information; it's about your ability to **analyze** that information so well that you can teach it to others, because that's how you gain **trust**.

## THAT'S YOUR JOB NOW...



The agents that **EMBRACE** this concept are going to be the **DOMINANT** agents moving forward. They are the ones who will win the race!

“ There is a competitive advantage in knowledge, but very few decision makers know how to harness it...You have to be strategic about it... ”

Martin Ihrig  
Professor of Management  
Wharton School of Business



# +YOUR PATH TO SUCCESS (CONT.)

*As you develop yourself as a great listing agent, remember to plot out these three steps along the way:*

## STEP ①

### CONTINUALLY EDUCATE YOURSELF

Whether you use the KCM membership that we provide or some other educational means, know what's going on and why it's happening. As Albert Einstein said, *"Wisdom is not a product of schooling but of the life-long attempt to acquire it."*

## STEP ②

### COMMUNICATE WHAT YOU LEARN

Think of it as the ability to sing versus being on iTunes. If you can sing, but deliver your message on the equivalent of 8-track tapes, no one will listen to you. If, however, you can sing and you publish your music digitally (the modern format), you'll have a much higher likelihood of reaching your audience.

In real estate, this means making sure your listing presentations are filled with impactful, relevant information that will help your clients gain clarity from the confusion in the market. Make your presentations overly visual and so simple that anyone—even a child—can understand what is happening in the current market. Graphs, charts, and infographics are great formats to use.

## STEP ③

### KEEPING CURRENT MATTERS

Keeping current matters! You can have a tremendous understanding of key factors and wonderful visual materials to help make it easy for your sellers, but if you're not updating these things on a consistent basis, you're lost. How valuable would a physician be if she didn't update her advice and recommendations based on the newest medical research? Don't be caught with outdated information in your presentations and conversations. Do your homework and be on top of all the major news that will impact the current real estate market. For most families, selling a home is one of the most important personal decisions and possibly the largest financial decision they'll ever make. They are looking for someone they can **trust**—for a **true professional** to help them through this process.

*Make sure they get one when you walk into their lives...*

