

BEST IN SHOW!

2HR. CE CLASS #39659
 PROVIDER #10076 ABBY VASEK INTERIORS



SALESMANSHIP

1. What does the ABC's of Salesmanship stand for?
2. My home tours should be _____ focused and include the associated lifestyle _____.

ABC EXAMPLES:

This beautiful Tudor Ranch eclectic **has timeless architectural appeal.**

It's located on a corner lot in the historical Rio Vista neighborhood **which offers a significantly larger yard than most homes in this central location.**

While the bedrooms are carpeted, you'll notice hardwood floors **move throughout the open floor plan offering a warm solid surface with a lifetime of beauty & durability.**

I'm Amy Jackson, an agent **on the hunt for your dream home and reminding you to never settle for less.**

ABC PRACTICE:

We're touring a beautiful home in the _____ neighborhood of _____ so you can _____.

This outdoor living area, equipped with a kitchen and fireplace accommodates _____
 _____.

The master bedroom ensuit offers _____.

3. A NARRATIVE description of features uses _____.

LISTING LANGUAGE & HOME TOUR SCRIPTS

STYLE OF HOME

VIBE + SETTING + NEIGHBORHOOD & BUILDING AMENITIES

CONNECTIVE WORDS: opens up to, expands throughout, overlooking, surrounding, allowing views of, accomodates, provides, lends itself to, illuminating, inviting you to, offers, leading up to, turn the corner, encompassing, backing up to, you can't miss, imagine views from/of...

IMAGE	ADJECTIVES	FEATURES	CONNECT	BENEFITS

Learn more at www.ElevateYourRealEstate.org or email abbyvasek@gmail.com

SHOWING HOMEWORK

4. Initial Questions for Buyers:

5. Ask the Listing Agent:

- Will you or your client have turned on the _____, opened the _____ and interior _____, and adjusted the heat or AC for an inviting experience?
- Have you been there recently and is it _____ with pathways cleared and porches clean? (If there's additional amenities are they in good shape?)
- Will anyone be home? Will there be any _____ on site? Any evidence of _____?
- Do you have a _____, survey, recent inspection, restrictions, HOA rules and what does your HOA fee include, or any pertinent information regarding condition, easements and setbacks?
- Are there any details not listed in Agent remarks regarding gaining _____?
- Do you have any tips on activating the _____ HOME features on our tour?
- Is the home staged according to _____?
- Virtual Showings- Do you have a walkthrough _____ available?

6. Details to Consider:

- Style of _____ and exterior materials.
- Relevant local _____.
- Benefits of the street or neighborhood.
- The year it was _____ and who the builder was.
- What _____ the home faces regarding the flow of natural light.
- How many previous _____ of the home.
- Average estimated _____ they might owe.
- If Ag exemptions are relevant what are the _____.
- If conditional use permits are relevant what are the requirements.

7. Prepare to reframe foreseeable _____.

EXAMPLE "While there's only a one car garage, there's plenty of street parking."

8. Prepare Buyer's PACKETS, and make sure they are _____ or can provide proof of _____.

BEST PRACTICES FOR SHOWING

9. Unfamiliar client? Inform someone of your showing details for best safety practices.

10. Keep _____ and snacks in a Buyer's gift basket in your car.

11. During COVID, come prepared with disposable _____ and Clorox wipes. It is also a good practice to carry disposable shoe booties for inclement weather and homes that request your buyers to remove their shoes to preserve the floors and new carpet.

12. Elevate their expectations by aligning the features with their criteria but do not _____.

13. Walking up to the home is a great time to denote the _____ style, building materials and neighborhood features.
14. Ideally the _____ opens the front door, turns to walk backwards (facing the client) and asks the Buyer to shut the door behind them.
15. Stand at the end & off to the side of the _____ to welcome them in with a brief statement about the basic & outstanding features they will be viewing. **TIP – Do not block the best view or main feature when you give your welcome statement or introduce a new room.*
16. For interior spaces, open the door if it is closed and stand to the _____ while they explore the room.
17. Set the expectation that you will be _____ the home by saying, “There are a few details that I want to bring to your attention so I’ll give you the once-through and then if you want to explore further, I’ll be in the kitchen (home office or on the back porch) available to _____.”
**Tip – Never be waiting at the front door or on the front porch.*
18. Asking lifestyle questions during the tour to _____
 - Who is the cook in the house? (You will appreciate the 5-range gas cooktop and the large eat-in-kitchen island with its view of....)
 - Are you a coffee or tea drinker? (The morning sun brightens this breakfast nook and would be a lovely place to enjoy your coffee/tea.)
 - Do you work from home? (You will appreciate this home office with a view of)
 - Do you need a lot of storage? (The 3-car garage with build in storage will accommodate any overflow and help keep you organized.)
 - Do you enjoy sunsets? (The westward facing porch with a view of offers a lovely place to unwind from the day.)
 - Remind me how many children you have? (I think they’ll really enjoy the upstairs game-room and back yard playscape.)

19. Showing a VACANT:

- If a staged _____ is available also plan on showing them that.
- Be prepared to explain the _____ identifying how they can best function and flow through the home.

SHOWING ETIQUETTE

20. If meeting client at the home, arrive _____.
21. Never _____ the door behind you while you’re showing.
22. Sign in with date & time and leave your _____.
23. Leave the home how you _____.
24. Get feedback +/- (and scorecards) from clients after each showing.
25. Offer thoughtful _____ to the Listing Agent.