

## The Listing Vault Action Checklist

*Here's how to use this content, insights, and scripts from this toolkit to turn your leads into listings this spring.*

### Build and Showcase Your Market Expertise

*Sellers want to list with someone they trust will get the job done (and fast). Prove you're the expert by taking key steps like these:*

- ❑ **eGuide: "Things To Consider When Selling Your House"**
  - Read the guide included in this toolkit of resources.
  - eMail your leads a digital download of the guide.
  - Print physical copies to give out during open houses and listing presentations.
- ❑ **Visual #1: (Equity Pie Chart)**
  - Save a screenshot of this professional visual to your phone.
  - Show homeowners who say they're waiting for rates to come down before they move to let them know they may have the equity to make the numbers work.

### Create a Plan To Drive Engagement

*Be consistent with your outreach and social media – make sure you're posting regularly. If you're not sure what to say, here's a good place to start right now:*

- ❑ **Topic #1 (Equity To Fuel a Move)**
  - Record a short video using the script and one of the matching visuals.
  - Share it on social media.
  - Monitor and respond to the comments.
  - Send the video to 3 of your leads using the text message options in this toolkit.
- ❑ **Topic #2 (Price Appreciation Is Making Downsizing and Retiring Possible)**
  - Create a social media post using the matching map visual.
  - Use the script as the caption and localize it for your market.
  - Be sure to include a call to action – Do you want them to DM you? Call you?
  - Monitor and respond to the comments.
  - Send the visual to 3 of your leads using the text message options in this toolkit.
- ❑ **Social Media Poll**
  - Post the price appreciation map on social
  - Add a poll as the caption:
    - "Home values have increased quite a bit over the last 5 years. Do you know how much homes in your neighborhood are selling for?"
    - Answer options: 1) Yes, 2) No, 3) Tell me more
  - For anyone who responds, offer to do a consultation at their home.
  - Send the visual to 3 of your leads using the text message options in this toolkit.

## **Building Trust Through Transparency**

***Show your leads your strategic and problem-solving skills so they feel confident you can take anything on and still close the deal.***

### **☐ Topic #3 (My House Didn't Sell)**

- Identify listings that have expired in your area and if they're someone you can legally reach out to.
- Use the text message options in this toolkit to get the conversation started.
- ***Note: Always be sure to follow current TCPA/Do Not Call regulations and any local or federal restrictions for contacting consumers. Offer an opt-out option in your communication.***

### **☐ Topic #4 (Pricing Your House Right)**

- Review the script until you're comfortable ad-libbing it with potential clients. Don't worry, you don't need to get it down verbatim.
- Use it in your next listing presentation, along with the matching visual on pricing your house right.
- After, go over your pricing strategy and speak to how you can help them price it right and avoid having to do a price cut.

***Note: Always be sure to follow current TCPA/Do Not Call regulations and any local or federal restrictions for contacting consumers. Offer an opt-out option in your communication.***