

**LBS**

# IGNITE

ELEMENTALS 4:

SELLER APPOINTMENTS

**kw**

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**WARNING!** Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2. any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

### ① Honor Consumers' Requests

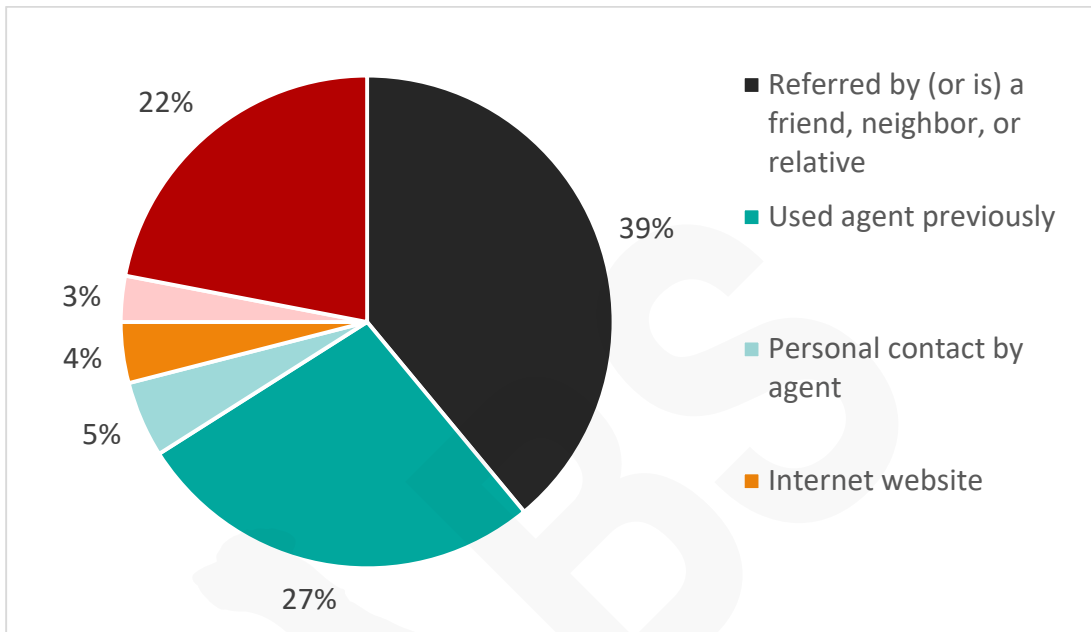
Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Limited Exceptions

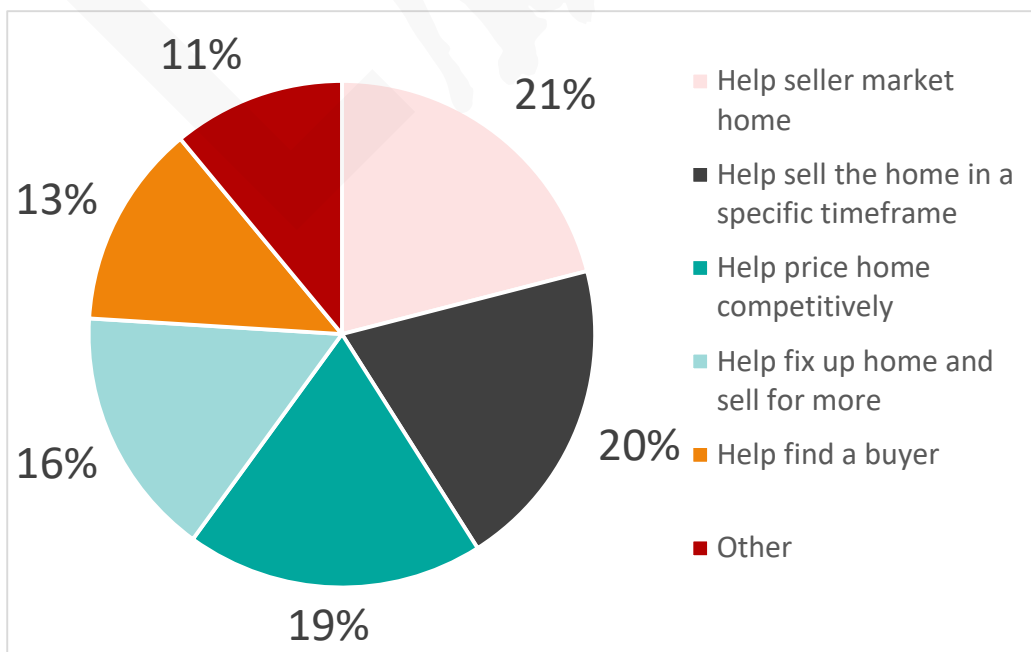
Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

# NAR 2019 Profile on Buyers and Sellers

## How Sellers Found Their Agent



## What Sellers Want





# Pre-Listing Goals

## 1. STATE YOUR VALUE

Tell the seller \_\_\_\_\_.

## 2. PRE-SELLING

Build seller \_\_\_\_\_ and answer \_\_\_\_\_.

## 3. SAVE TIME

Answer \_\_\_\_\_ up front before the appointment.

## Aha's

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# Pre-Listing Packet

1. What are reasons sellers over-estimate the value of their home? How can you provide them clarity?

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2. What parts of the Pre-Listing Packet help you set the seller's expectations about pricing? How does it help set seller expectations?

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3. How does the Pre-Listing Packet help you learn about your seller? How can you use the information gathered about the seller?

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4. Where does the Pre-Listing Packet allow you to sell your value proposition?

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# Pre-Listing Script Practice

With a partner, practice these scripts for overcoming common obstacles to writing offers.

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## Review the Pre-Listing Packet

### SCRIPT

Thank you so much for giving me the opportunity to get your home sold.

*Review the Pre-Listing Packet you left with the seller.*

(Ask:)

Did you have a chance to review the Guide to Selling Your Home I sent you?

(If yes:)

Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?

(If no:)

Well, let's review the packet quickly before we move on. There are some questions at the end for you to answer.

## Delivering a 10++ Experience

### SCRIPT

I'd like for you to have a great experience selling your home, and that begins with me being very clear on what your expectations are, so I would like to ask you about that Okay?

*(Ask each question, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if the sellers are a couple.)*

Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way.

## Why Me?

### SCRIPT

Let me tell you a little bit about the team and company I work with— Market Center name —and why you've made a great decision to talk to me about selling your home.

*(Quickly cover the selling points about KW - #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally!)*

Any questions?

## Help Sellers See Their Listing Through the Eyes of Buyers

### SCRIPT

The location and condition of the home are the first things that attract buyers and their agents. You can't change the location, but you can change the condition of your home so that it's as appealing as possible.

Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters.

Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home.

Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So, our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This means a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don't often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings.

Once we agree to work together, I'll advise you on how to properly prepare your home with staging to accomplish this. Does that sound good?

## Signing the Listing Agreement

### SCRIPT

We're in agreement about the price and it sounds like all your questions have been addressed.

*(Ask: options)*

- Based on everything we've discussed, I feel like we have the makings of a win-win relationship. Would you agree?
- Are we ready to move ahead on this?
- Is there anything we need to do before we get started?
- Would you like me to handle the sale of your home?
- Are you ready to decide to choose me to represent you in the sale of your home?

*(If yes: Hand the sellers your Listing Agreement and a nice pen and ask them to sign.)*

Thank you, I am looking forward to...

*(If no:)*

What is preventing you from moving forward? Do you have additional questions for me?



# Listing Presentation

In your group, write down how each of the following sections helps you communicate to the seller how you'll accomplish their goal(s).

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**1. Your Property**

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**2. Your Neighborhood**

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**3. Comparable Properties**

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**4. Your Needs**

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## Role Model: Present the Listing Presentation

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## Role Model: Handle Pricing Objections

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## Role Model: Handle Pricing Objections

■ Notes:

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# Closing the Deal Script Practice

With a partner, practice these scripts for asking a seller to sign a listing agreement with you.

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## SCRIPT

After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation.

Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?

*(If Yes:)*

Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold!

## ■ Notes:

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# Recap and Create Your Success List

Turn Aha's to Achievement

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 <p>How has your <b>thinking</b> changed?</p>	
 <p>What do you <b>feel</b> differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What <b>actions</b> will you take?</p>	
 <p>What <b>tools</b>, models, or systems will you use? How will they make you accountable?</p>	