Congratulations!

Being on this webinar shows that you're serious about your real estate career, and we are going to help you take your business to the next level.

Why Listen To Us?

- We're real estate coaches...BUT...
- We're real estate agents as well
- The average agent does 8 transactions a year
- We average 800 transactions a year in Lawton, OK and Frisco, TX
- We carry a listing inventory of around 300 homes at any given time
The Ultimate Listing System

4 Step Process

- Seller’s Counseling Interview
- Building Rapport
- Listing Presentation
- Market Trends Reports

Seller’s Counseling Interview

What Is It?

- A one page questionnaire that you or someone on your team completes with a prospect prior to setting an appointment.
- Sets you apart from your competitors (point of differentiation)
- Helps you to decide if it’s a good appointment
- Helps you gather the necessary information to prepare for the appointment

• Takes about 20 minutes to complete
• Best if it is not done by you, but it’s okay if that’s your only option

Let’s take a closer look...
Building Rapport
Why It’s Important
- Getting the listing
- Winning the client’s trust
- Selling the listing because of that trust

$\$\$

Building Rapport
The First Face To Face Meeting
- The importance of enthusiasm
- How to greet them
- Determining who the decision maker is
- Revisiting what you learned from the Seller Counseling Interview

Building Rapport
Touring the Home
- Stay positive no matter what the home looks like!
- Find things in common:
  - Kids
  - College Teams
  - Books you’ve read in common
  - Personality Indicators (Prius)
  - Where they are moving
  - Only talk about things that are exciting and beneficial
  - Harley Davidson Motorcycle Story

- Stay positive no matter what the home looks like!
- Find things in common:
Understanding the basics of personality profiling

Why personalities are critical to build rapport

Determining personality by what you see:
  - Plus
  - Trophies and Awards
  - Family Pictures
  - Corvette

Building Rapport
Personality Profiling

Words only represent 7% of how we influence others:
  - Words 7%
  - Voice Qualities 38%
  - Physiology 55%

What is Matching and Mirroring?
  - What to do to become like your prospect
  - The use of body and voice
  - Why is it important

Building Rapport
Matching & Mirroring

What is Pacing and Leading?
  - How do you use Pacing and Leading?
  - How Pacing and Leading helps you gain control of any situation
The Market Trend Analysis
Say Goodbye to CMA’s

- Positions you as an expert, no matter how long you’ve been in the business or how many deals you’ve closed
- Educates your sellers on market conditions so that they can make wise decisions

The Market Trend Analysis
The Nitty Gritty

...
The Listing Presentation

Overview

- It's okay to sometimes skip it
- Sell benefits, not features
- Address pain points and solutions

If you want a killer listing presentation, you have to follow a few rules.

The Listing Presentation

Rule #1

Make it look professional...
Our innovative approach is the difference in Listing Your Home versus selling your home.

-J A Y  K I N D E R

The Listing Presentation
Rule #2

Address pain points...

55.7% of Homes EXPIRE on the first time on the market.

30.7% Homes Failed to Sell.
The Listing Presentation

Rule #3

Educate them on Pricing...

Any Home can sell at the top of the market or the bottom of the market.

Price Elasticity

High End of Price Range

Low End of Price Range

The Listing Presentation

Rule #4

Educate them on Positioning...
Positioning:
“You’ve lost 80% of your negotiating power once you have the offer.”

The Listing Presentation
Rule #5
Educate them on Exposure...
This should be the longest part of your presentation because it details what you’re going to do to market their home. Ours is over 50 pages of info and screen captures.

Exposure:
1. Superior Print Advertising
2. Leading Edge Technology
3. Dominant Community Presence
4. Multi-Media Advertising
Rule #6
Educate them on Negotiating...

Negotiation:
“Pre-emptive negotiation (Increase your net profit by up to 5%)”

Rule #7
Educate them on Execution...
Innovative Consumer Programs
Coldwell Banker And You
Advantages of a Team
The Jay Kinder Home Selling Team

Execution:

1. Innovative Consumer Programs
2. Coldwell Banker And You
3. Advantages of a Team
4. The Jay Kinder Home Selling Team

The Listing Presentation
Rule #8

Give a guarantee...

Solution:
The Catch 22 of Real Estate is when you have to sell your home before you can buy the home you really want.

Problem:
The Catch 22 of Real Estate is when you have to sell your home before you can buy the home you really want.

Solution:
With our Guaranteed Sale Program, we will buy your current home so you are not stuck owning 2 homes at all. We will help you get into the home you really want.
The Listing Presentation

Rule #9

End with your Point of Differentiation...

In Conclusion

Your Next Steps

“If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results.”

- Anthony Robbins

We're giving you permission to copy us...
Download a FREE and fully EDITABLE copy of our entire Powerpoint Listing Presentation. This is the exact presentation we've shown you a few slides of on this webinar, and we use every day in our real estate businesses.

To Your Success!