

The Listing System

People will pay for two things. The first is solutions to problems and the second are good feelings. When listing a home, a homeowner is paying for your services. So, in return, you must provide the client with both solutions and good feelings.

You must first diagnose the problem to understand whether a solution and a need for your services exists. You must identify what the motivation is in order to properly assess how to handle the sale as well as establish the desired timeline to sell.

Identifying the “problem” is not as simple as asking the homeowner what their problem is and getting an answer. Their problem is that they do not have your expertise and they need to know what to do to prepare their home for sale and exactly how to go about selling it. The not-so-obvious “problem” may sound something more like this, “We have to sell our house within two months. {Name} has accepted a job in {new city} and starts in less than four months.”

In this situation, your solution would focus on a quick, hassle free sale where you, the agent, take care of all the details. The good feeling is achieved with a mixture of a good first impression, a high element of likeability, an action plan and a proven track record (i.e., statistics and testimonials). An effective sales system should work to accomplish all of this for you.



Booking the Appointment

The proper scripting is laid out in the positioning portion of the Seller Value Proposition. After you have booked the initial appointment, you need to know if the seller is interviewing other agents.

Will you be interviewing any other agents? (Don't be afraid to ask, this fact alone will set you apart as different)

If they say, “No, should I?”

Yes, we encourage it, as it gives us the opportunity to show you how much more we do for you than our competition.

If they say, “Yes, we are interviewing some agents.”

When is your last interview scheduled for? (Wait for answer)



Well, we do things very different from other agents, there is quite a bit that we do to prepare for these appointments. Would you mind if we came in last to show you how much more we have to offer over the competition?

Then say the following:

As I said, there is a lot we do to prepare for these types of appointments. All we ask is that you don't sign with anybody until you have a chance to hear how much more we do to set your house apart from the rest, in order to get your house sold for the most money and matching your schedule needs. Does this sound fair?

People will say yes to this almost 100% of the time. Once we have agreement on coming in last and not signing with anyone else, record all the details necessary for the market analysis on the home, the last thing we need to confirm is that all homeowners will be in attendance. If they do not agree to having all homeowners present or don't see it as necessary, respond using the following script with:

We really need to meet with both decision makers because what we do is very different from most Realtors. While I'm at your home, I will be getting an idea of the value of your home. I would like the input from both people currently living there. You both view your home in very different ways, and I don't want to miss out on a small detail that may affect your value by thousands of dollars. When is the best time to meet with both of you?

At this point you have positioned yourself very well for the appointment. You are the last agent in and you have their commitment that they will not be signing with anyone until they see you. You have shown that you are different. You have started the process before you walk in the door.

First Impressions

Human nature states that we establish an impression in the first 4 seconds of meeting someone. For approximately 25 seconds after this, we collect information from a number of different sources for the purposes of confirming or discounting the original impression. Then, for the next four and a half minutes we work to affirm what we have already decided.

Often, we ignore blatant discrepancies in first impressions because we dislike contradicting ourselves. The fact that 90 to 95% of our body is covered by clothing means that the way we dress has more to do with first impressions than anything. We must not underestimate the importance of proper dress, appearance and cleanliness. The following are some obvious and not so obvious guidelines to help.

Cleanliness, Appearance & Dress

1. Overall cleanliness and neat appearance (with clean hands and fingernails). Watch out for odors that you might be unaware of. Also, be careful not to wear too much cologne or perfume

2. Clean-shaven (no 5 o'clock shadow, beards must be neatly trimmed)
3. Hair cut neat, and clean in appearance
4. Teeth brushed, with fresh breath (carry breath spray)
5. Piercings - NO earrings for men! Nothing too garish for women. Other facial piercings are not recommended.
6. Proper dress attire for business
 - a. Dress pants (gray, navy or tan) or appropriate skirt/dress. NO jeans!
 - b. White long-sleeve, company-logo, shirt or nice blouse (in extreme heat, may wear company logo or a golf type shirt)
 - c. Suit or sports coat, if appropriate
 - d. Tie, if appropriate
 - e. Neat and clean dress shoes. NO sneakers!
7. Clean vehicle, both inside and out
8. NO hats!

At the Door

The best way to continue to differentiate yourself is to do something different the very instant you meet with the homeowner. As soon as the homeowner answers the door, tell them that you need to take a look at the exterior of the home to get a good understanding of the exterior value. ***Is there anything they would like to mention to you before you take a quick look around?***

Doing this actually serves two functions, it immediately positions you as different and it shows the client that you care about their home. Many agents make the mistake of sending a clear signal to the homeowner that they do not care about their home by not taking a thorough look at it. It is important to stand out as different long after the initial first impression stage. Genuine professionalism is a sure way to accomplish this. The more 'professional' you appear to them, the more likely they will treat you like other professionals in their life. They will treat you and your time with more respect if they perceive you to be a professional.

Rules for the Agent at the Home:

1. Do not park in the client's driveway if parking is available on the street
2. Always be 5-10 minutes early (ask to do a walk around and allow them time to get ready for you and get used to you)
3. Never make or accept a call to do business from the client's home, except business pertaining to them – turn off your cell phone or set on vibrate and ignore it.
4. No smoking
5. Never accept alcohol. However, you should accept any hospitality that is offered – ask for water if what they offer does not match your tastes. Not accepting anything when offered could be seen as offensive.
6. Do not use client's bathroom
7. Do not bash competitors
8. Do not bash co-workers from your brokerage
9. Never use customer's tape measure
10. No cursing
11. Be courteous and respectful
12. Always ask questions and allow your client to do so as well

You need to direct the presentation to the kitchen or dining room table. This is where business tends to take place. Even though their comfort area may be the living room, you need to set up the presentation as a meeting.

Set up your laptop or presentation folder on the table and open to the first frame of the presentation. This will keep you from fumbling with the presentation when you want to start.

We strongly recommend getting and using a laptop for presentations. It will raise your credibility – people who understand computers will not take you seriously without one and people who are unfamiliar with computers will want someone who does to represent them.

Do not feel as though you need to fill the quiet silences with words, the opposite is true. Silence is your friend. Human nature dictates that silences are uncomfortable when first meeting someone. Use this to your advantage. Instead, allow the client to fill this space with something they are comfortable speaking about. You will be amazed how much the client may open up and what you will learn. A salesperson should do 30% of the talking and 70% of the listening.

Walk Through

This is a critical step to building rapport and also to differentiate yourself once again. This step allows you to show the client that, again, you care deeply about their home and that you are a likable person. Remember, likeability has more to do with the sale than raw sales skill. If you do an amazing presentation and the client does not like you, your chances of securing the listing are low. However, if you fumble during part of the presentation with a client who likes you; you will likely still walk away with a contract.

The acronym F.O.R.M. can be used to remind us of the items that interest our clients. These are the things that get the client talking.

F – Family O – Office R – Recreation M – Material Possessions

Collect information for the purposes of listening and building rapport. The client doesn't care about you, they care about themselves. Show them that you care about them and they will be impressed.

Re-Positioning for the Two-Step

You have done a good job positioning yourself prior to the appointment. During your walk-through, you need to take the opportunity to find out if this positioning is still intact. Are all homeowners present or are you dealing just dealing with one? Do you have any unforeseen time restraints? Are you the last agent in?

You need to ask questions like, "You mentioned on the phone that you were interviewing other agents? How did that go?" Just because you positioned yourself well prior to the appointment, does not mean you will show up and this will still be the case. You want to move forward with the appointment only when you know this is your best opportunity to secure the contract. When you seek your ideal appointments, you are seeking opportunities when you know your perceived value will be the greatest. This is your best chance at converting prospects to clients, or appointments to contracts.

It is during the walk-through that you will discover whether you are going to proceed with your presentation or "two-step", meaning, book a second appointment to come back when all homeowners are present, or after another agent has been in. You already have your laptop open and your presentation cued, you want to run through the first 2 or 3 slides and then let the homeowner know that there are some unique features of the home and you need to do some more research. Secure a commitment to not sign with anyone until you have completed your research and all homeowners have had a chance to sit down and hear the full presentation.

The "two-step" is a move that only the truly skilled should attempt. It involves telling the client that you need to go back to the office and do a great deal of research in order to come back with a proper price. You state, "I wouldn't want to just show up with a pre-determined price, when the inside of your home affects the value a great deal." You then ask when a good time to return is so that you can share your research with the client and their significant other. Book a time and return to the presentation. What

you have done is rebooked for a time in which you can meet all of the decision makers and discredit all other agents that came before or after you. This is a strong technique when used properly.

The “Dirty Dozen”

The words you use when communicating with clients is so important. The following is a list of 12 words that are fear-producing and result in losing clients. These are certain words in our language that have developed a negative connotation and should be eliminated from your vocabulary in order to close more transactions. These are words that tend to be sharper and are more likely to put the homeowner on edge. There are, however, replacement words and words that mean the same thing but are viewed in a much more positive light.

Words to Eliminate

Replace With

1. Sign (as in, “sign on the dotted line”)	Authorize
2. Contract	Agreement or Paperwork
3. Deal	Opportunity
4. Buy	Own
5. Pay for	Arrange for it
6. Customer	Client
7. Cost	Investment
8. I	We
9. Commission	Fee
10. Offer	Paperwork
11. To be honest with you	{remove altogether}
12. To tell you the truth	{remove altogether}

Note that there is no replacement for the last two words because these lines should never be used. The intent of the statements is to convince the client that you are being honest, when they actually accomplish the opposite. If you tell someone that you are going to be honest with them, you unintentionally give the impression that you weren’t being honest before. There is no need to announce that you are going to be honest.