

Guide: How to Build the Ultimate Listing Presentation



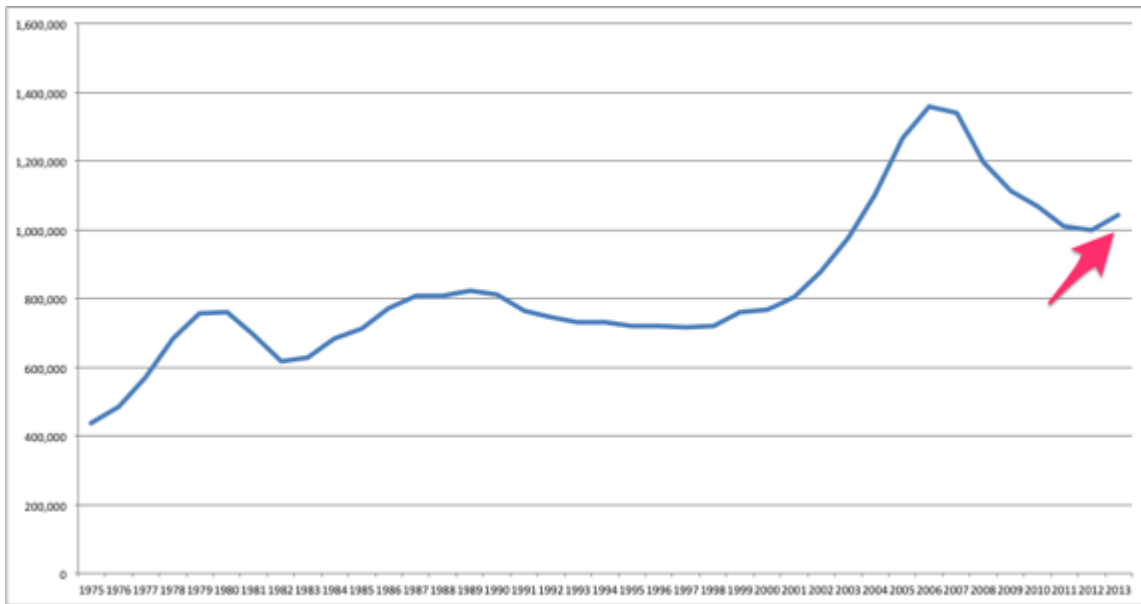
Introduction

It's no secret that it's harder to find inventory and get listings. According to the National Association of REALTORS®, here are a few stats that explain why:

- The inventory of newly constructed homes is essentially at a 50-year low.
- New home construction reached the 3rd highest level in the past 66 months, yet it's insufficient to satisfy demand. Another 50 percent increase in housing development starts is needed to help relieve the inventory shortage conditions.
- Months Supply* dropped 40.10% on a national level between 2011 and 2013 (from an average of 8.3 months to 4.9 months).
- The lack of housing inventory means a likely continuation of a housing shortage in 2014... therefore, home prices and rents will rise in nearly all local markets in 2014.

So what does this mean to you, the real estate professional?

It means the lack of housing inventory will continue placing pressure on YOU when it comes to finding inventory and generating listings in 2014. Even more, the number of REALTORS® entering the business is on the rise again:



Source: National Association of REALTORS®

This trend is going to add to the competition in getting listings, but there are solutions to winning more listings in 2014!

In this guide, you will find strategies and tactics you can use to build a bullet-proof listing presentation that's optimized for today's sophisticated home seller.

Here's what this report will cover:

1. What home sellers value most and what criteria they use when choosing their agent
2. The 5 Things Every Digital Listing Presentation Has to Have
3. Samples from a tested and proven Digital Listing Presentation
4. The Six-Step Listing Appointment to Win More Listings

What home sellers value most and what criteria they use when choosing their agent.

Every business needs some form of marketing in order to generate business. Whether that marketing is relationship marketing, phone prospecting, postcards, mailers, pay-per-click (PPC), social media, or any other form out there, it's a pre-requisite to building a sustained pipeline of qualified leads to convert and purchase our products. Real estate is no different... and generating listings requires marketing.

Many professionals, at this point, would ask, "What kind of marketing should I do?" But the question to ask first is "What marketing message should I have?" because it is the message you use that will either attract or repulse your potential clients. So what kind of marketing message should you have? Marketing best practice is for any business to understand what your ideal customer wants, so that you can market to that need and fulfill on it.

So what are prospective home sellers looking for? The table below shows what home sellers most want from real estate agents.

All sellers	
Help seller market home to potential buyers	25%
Help sell the home within specific timeframe	20
Help price home competitively	19
Help find a buyer for home	15
Help seller find ways to fix up home to sell it for more	11
Help with negotiation and dealing with buyers	4
Help with paperwork/inspections/preparing for settlement	4
Help seller see homes available to purchase	1
Help create and post videos to provide tour of the home	*
Other	1

* Less than 1 percent

Source: National Association of REALTORS®

The top 3 three things home sellers want from their agents are:

1. Help marketing home to potential buyers
2. Help selling the home within a specific timeframe
3. Help pricing the home competitively.

If in your marketing, client consultation and listing presentation, you don't communicate that you will help the seller accomplish these things, then the seller does not know that you can do these things for them. As a result, they will not choose you to list their home. As real estate professionals, it's easy to assume the prospective seller would know that we'll do these activities for them... but it's never safe to assume your client knows what you're thinking!

In addition to understanding what your client wants from you, it's also important to understand the criteria the client is going to use when they choose a real estate agent. When you know the criteria your prospect is most likely going to use, you can include this in your marketing messages.

Of course, it's important to ask each prospective seller you actually meet with what their criteria will be, but you can also use national averages in your marketing messages to attract more sellers in the first place. The table below shows the top criteria home sellers use to choose their agent.

	All sellers
Reputation of agent	35%
Agent is honest and trustworthy	18
Agent is friend or family member	15
Agent's knowledge of the neighborhood	14
Agent's association with a particular firm	5
Agent has caring personality/ good listener	5
Agent's commission	3
Agent seems 100% accessible because of use of technology like tablet or smartphone	1
Professional designations held by agent	1
Other	3

* Less than 1 percent

Source: National Association of REALTORS®

The top 4 criteria are: 1) reputation of the agent, 2) if the agent is honest and trustworthy, 3) if the agent is friend of family member, and 4) agent's knowledge of neighborhood.

Note that your social media presence and your online reviews or testimonials can address these criteria before you even consult with a customer. A strong social media presence and plenty of positive online reviews set the expectation that you will meet *their* expectations.

We recommend you develop your marketing messaging by analyzing national data as well as research from what your own clients wanted from you and the criteria they used to choose you. Include this marketing message in all forms of marketing that you use, whether offline, online, or social, or all of the above.

Those real estate professionals who want to win more listings will include all of these seller wants and address the criteria in choosing a real estate agent during their listing appointment and in their listing presentation.

5 Elements Every Great Listing Presentation Should Have

1) Digital Format - Optimized for Mobile Delivery on a Tablet Device.

It is no secret that housing consumers are using mobile devices and the internet during the home search and sales process. According to a study by Google and the National Association of REALTORS®, housing consumers are using mobile devices to search, gather information, and make decisions. And while many of

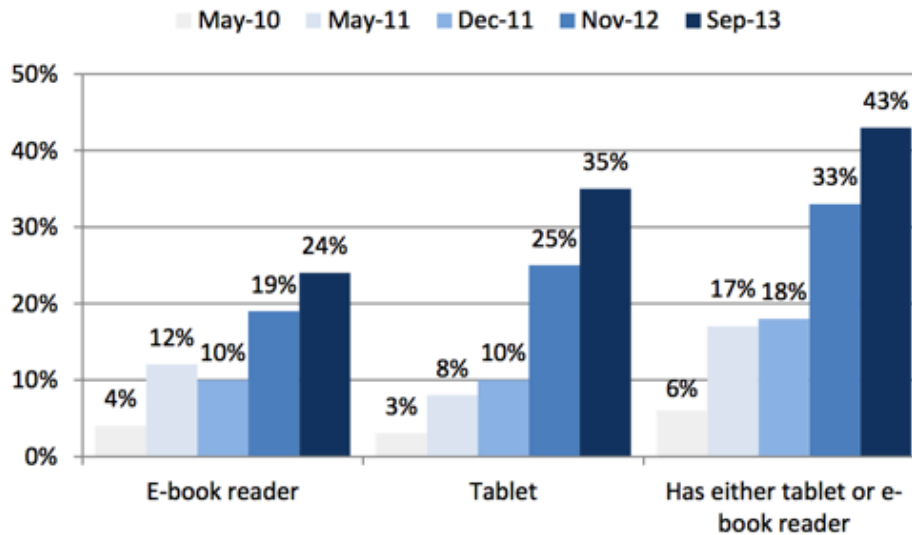
these statistics are specific to home buyers, they demonstrate the connectivity and mobility of the housing consumer in general. In fact, 21% of mobile home shoppers located a listing agent via their mobile device.

Since today's housing consumer is digital and on the go, upgrading to a Digital Listing Presentation is necessary just to keep up with our customers. Despite this fact, very few real estate professionals have made the switch to using digital listing presentations that are optimized for mobile delivery.

Having a digital listing presentation that can be presented on a tablet device is the most desirable format because it is the fastest growing device used by the consumer. In 2010, only 3% of Americans over the age of 16 owned a tablet computer. Today, that number is up to 35%, and current sales of tablet devices is expected to grow by 5 times by 2017.

Tablet and e-reader ownership

% of Americans ages 16+ who own e-book readers, tablet computers, and at least one of those devices



Source: Most recent findings come from Pew Research Center Internet Project Library User survey. July 18-September 20, 2013. N= 6,224 Americans ages 16 and older. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 1.4 percentage points for the total sample.

Note: The 2010 and 2011 surveys were conducted among those ages 18 and older.

In addition to keeping pace with your client, using a simple, well-designed presentation with high impact visuals also impresses prospective sellers. Why? The marketing and materials you use to present to the seller are the giving them the impression of how you're going to market and represent their property to find a buyer at a desirable price. A polished listing presentation will give the immediate impression of polished, high-quality service.

2) Seller Guidance - Give the Client A Path to Follow

Many of the home sellers you encounter are going to have some concern and tension about the process of selling their property, even if you have worked with them before. It's normal that this tension or stress would exist. In one study done in the U.K., selling a home aged sellers by up to two years!

http://www.huffingtonpost.co.uk/2011/11/07/stress-of-buying-a-house-ages-us-by-two-years_n_1079444.html

One way to alleviate some of that stress for the seller is to show them the path that will help them acquire the result they desire... the sale of their home, and possibly the purchase of a new one. An additional advantage you get by giving guidance are two-fold:

1. Positions you as an expert on the process.
2. Helps you maintain control of the process by being the one who defines it.

In doing so, you're setting the expectations to the prospective seller for what will occur during your appointment with them.

Here's a sample process, or path, you can provide for Seller Guidance from a real digital listing presentation:

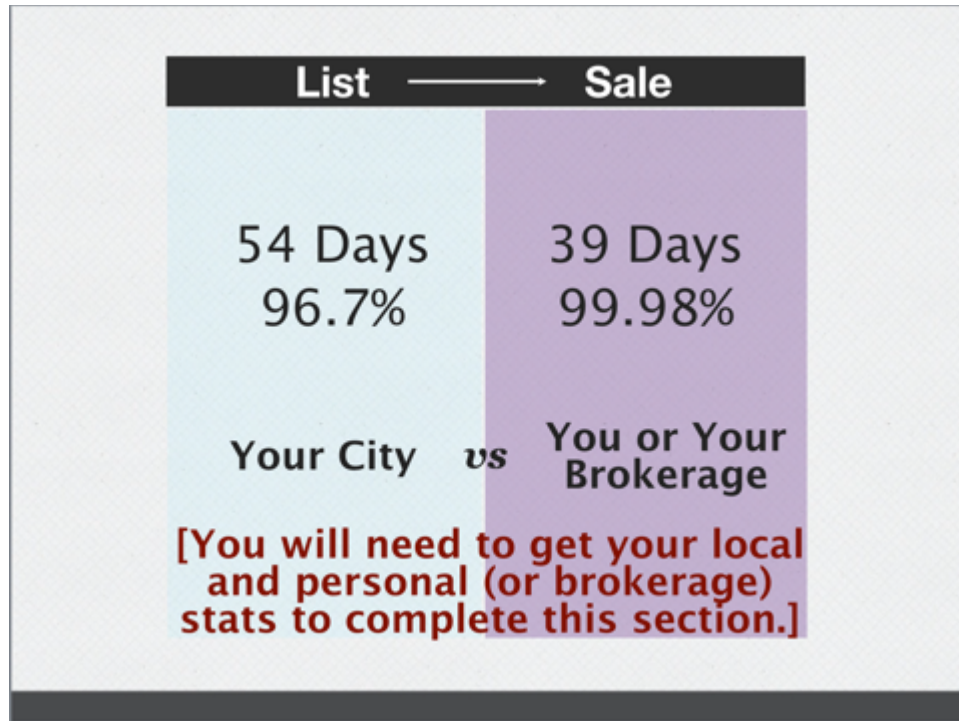


3) Performance - How You Will Earn the Seller More

An often overlooked aspect of meeting with prospective sellers is to “show” them the real benefits associated by working with you. For most sellers, the amount of money they net from the sale of the property and the timing in which the property

is sold are important factors. This is where the real, tangible benefits of working with you will be realized.

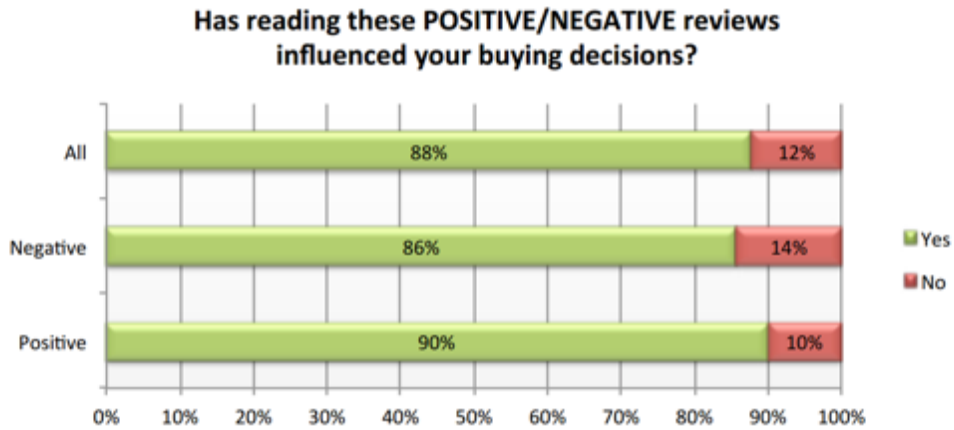
This is their “bottom line.” While they want service, and connection, and trust, they won’t do so in exchange of money or time. While building a relationship and trust are critical, showing the prospective seller “what’s in it for them” is also a high priority.



4) Social Proof - Online Reviews & Ratings

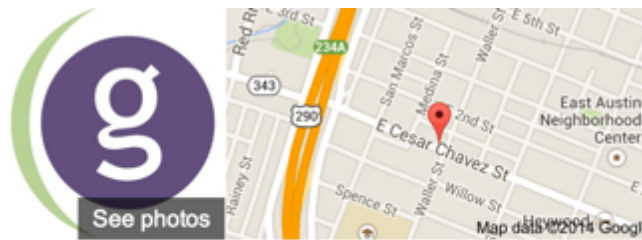
A recent study found that 88% of people are influenced by online reviews in their purchasing decisions. So the question to ask yourself is “What are people saying about you online?” If you don’t know, take a second to enter your name, followed by the words “real estate reviews” into Google and see what comes up.

Are you happy with what the results are? Maybe there are no results and people are saying nothing about your service, which can challenge your clients just as much as negative reviews.



Source: Bright Local, Local Consumer Review Survey 2013

With online reviews having so much influence on your customer, they are an important part of any marketing program. Real estate professionals who want to excel will need to put more emphasis with clients to encourage them to conduct online reviews.



GoodLife Realty

331 followers on Google+

[Directions](#) [Write a review](#) [Follow](#)

Address: 1114 E Cesar Chavez St, Austin, TX 78702

Phone: (512) 892-9473

Hours: Monday 9:00 am – 5:00 pm - [See all](#)

Reviews

4.9 ★★★★★ 96 Google reviews

More reviews: [411.com](#), [websitepic.com](#), [rankinsider.com](#), [superpages.com](#)

Example: Google Reviews

This includes setting the expectation with clients to not only have them review online, but to alert you to challenges while you're serving them so you can *preserve* your 5 star experience with them.

5) Marketing Advantages - How You're Going to Get Their Home Sold

The question many prospective home sellers have in their mind is “What are you doing to do for me?” If you recall, the number one task that sellers want from their real estate agent is to help market their home to potential buyers.

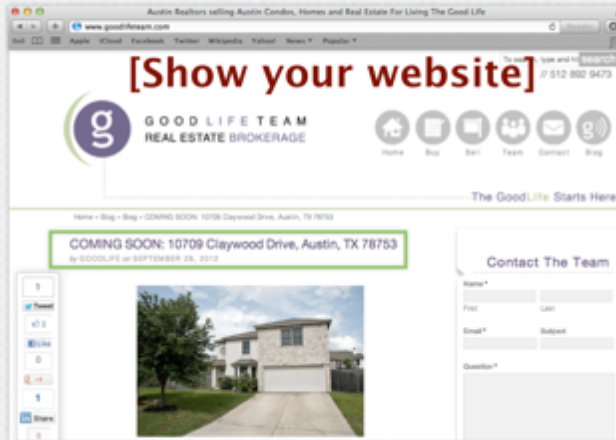
Addressing this question helps you connect with the seller's highest priority in working with you.

Showing the channels where you're going to market the home has an additional benefit -- you get to leverage well-known consumer brands in your presentation.



Including any special marketing, such as pre-MLS exposure, on your website and your social media channels is another way to show your marketing expertise to your seller. Social media is an increasingly significant portion of any marketing program because consumers now expect that you'll be online and social.

EARLY EXPOSURE (Pre MLS)



SOCIAL Media



The Six-Step Listing Appointment

The Paperless Agent has trained thousands of real estate agents on using a Six-Step Listing Appointment to achieve a higher conversion on the listing

appointments you make. It's designed to get small commitments and to start the process of working together with the potential seller in small steps.

The series of commitments and steps make it more comfortable for the prospective seller to sign a listing agreement, on your mobile device, oftentimes before you leave the appointment. The Six-Step Listing Appointment has the following steps:

1. The Initial Consultation
2. Asking Questions
3. Inspecting the Home
4. Reviewing the Marketing Proposal
5. The Pricing Conversation
6. Signing the Agreement

Step 1: The Initial Consultation

Prior to meeting with the prospective seller in-person, it's recommended to first screen the client over the telephone with an Initial Consultation. The purpose of this consultation is to serve the following:

- Gather all the necessary information about the client so that when you meet in-person, you won't have to spend valuable "face time" entering data.
- Set expectations with the client on how you work and what your overall process is in selecting and working with a client.
- Determine if the prospective seller is going to be a good fit based on your level of service and criteria.
- Begin the process of building your expertise, credibility, and authority so when you meet you will be a professional they can trust.
- Gain an understanding what their objectives are to selling their home and what concerns they have.

We recommend you have a template in Evernote to store the questions you commonly ask so that you can duplicate a positive Initial Consultation every time. By storing this Information in Evernote, you can then share the information with the seller and ask them to review it. This shows them that they have been heard and you're attentive to the details of their needs.

Step 2: Asking Questions

This step occurs when you first arrive at the seller's property. The questions

asked during this step is to simply review the questions asked during the Initial Consultation. The purpose for reviewing the information in detail with your client is done for the following reasons:

1. It's always good to confirm that your information still accurately reflects your client's desires.
2. It really shows your customer that you are actively listening to them and are documenting everything that they've said.
3. You are sharing the technology with the customer that truly separates you from other real estate agents they're interviewing.
4. It helps build rapport with the client based on paying attention to the details of their situation.

Coaching Tip: A very common incident when going on a listing appointment is being greeted with "Welcome! Can I give you a tour of my home?" as soon as you knock on the door. It is very natural for us as real estate professionals to say "Yes" out of instinctive courtesy. Unfortunately, what this means when this happens is the customer is in control of the appointment. Instead of just saying "Yes" immediately, what we can say instead is: "Yes, I would love to inspect your home with you, but first, I'd like to sit down with you at the dining room or kitchen table and review with you everything we've talked about on the phone."

Step 3: Inspecting The Home

During this part of the Listing Appointment, we inspect the home with the seller. The critical activity during this step is to document everything about the property. This includes desirable home features and highlights, photos of every room and outside the property, important layout information, neighborhood information, damages or necessary repairs, and seller comments. We suggest using Evernote on your mobile device to complete this step. Having a pre-built template for conducting Listing Appointments will save you time and guide you through your inspection so that you can duplicate the experience with every potential client. There are three ways you can document your home inspection in Evernote:

1. *Camera feature.* Using the camera feature to take pictures and place them directly in the Listing Appointment note allows you to have your photos of the home in the same place as your appointment notes. Additionally, this will be a true "WOW" factor for your client's 5-star experience.
2. *Microphone recording.* We often talk faster than we can type, so taking audio clips throughout the inspection and dropping them directly into the note can make you much more efficient.
3. *Typing.* The traditional method of documentation can be done on the go

with your mobile device!

Engaging in all three documentation functionalities ensures that you don't miss a single detail in your home inspection. Additionally, having all of these notations in the same document makes marketing and listing strategies easier to develop. Finally, you are sharing technology with your customer that "WOW"s them with that 5-star experience.

Step 4: Reviewing the Marketing Proposal

During this step, you will review the Marketing Proposal (more commonly referred to as "listing presentation" in real estate vernacular). Since prospective sellers won't understand what a "listing presentation" is, we recommend referring to it in language familiar to the client. A defining factor to separate you from other real estate professionals the seller may be interviewing is to share your marketing proposal on your tablet device. There are several reasons for doing so:

- *WOW factor.* This will probably be the first time the seller has experienced a real estate professional using a tablet device to show them how their home will be marketed.
- *Collaboration.* During this portion of the appointment, we recommend you slide your tablet device towards the prospective seller, giving them license to pick up the tablet and start moving through the slides.
- *Expert Positioning.* A well-designed digital listing presentation (marketing proposal) will use pictures and data to tell the story of what you're going to do to market the home and advantages you offer.

Rather than you telling the seller, allow them to ask questions. This mode of interaction positions you as the "trusted advisor," allowing them to have a dialogue about why they should list with you "in their head."

- *Guidance.* The marketing proposal should conclude with the next steps clearly outlined so they seller understands the process and takes the next step... which is determining the price of the home and then signing an agreement.

Step 5: The Pricing Conversation

During this step, you will discuss what the property's listing price should be. You're going to have sellers who want to review data and comparable homes, and others who just want to know what your professional opinion is. Understanding what the client wants here is important because an opportunity could be lost if you provide too little or too much information.

Once you know what their preferences are, you can move forward with either

giving your professional recommendation or sharing a CMA using your tablet device. In order to do this, we recommend saving MLS listings as PDF documents in your mobile device so that you can continue the “paperless” experience as part of the appointment.

When reviewing the comparable listings, allow your customer to scroll, zoom in, and flip through the PDF files. This engages the customer, maintains their interest, and provides a memorable experience that is not being replicated by your competition.

This also shows the customer that all details in the listing are accounted for, and conveys your justifications with real listings at their fingertips without the need for binders and packets. Once you have determined the listing price, we suggest you show the seller what the net proceeds from the sale will be.

Oftentimes sharing this information helps sellers agree with your recommendations on listing price because it shows them what they will get and removes the ego of getting a certain price.

Step 6: Signing the Agreements

This is the final step of the Six-Step Listing Appointment -- signing contracts and agreements without a single sheet of paper! You can use tools like DocuSign Ink to import forms and acquire digital signatures during the appointment. If during the marketing proposal (listing presentation), you set the expectation that you will be signing an agreement digitally after the pricing conversation, there's a good chance the prospective seller will continue following the cadence of your lead.

It could be the first time your client is signing using electronic signatures on a mobile device, which adds novelty to the experience... making it “fun.” The electronic signature process on a mobile device is also collaborative, meaning you and the client are working together to sign the agreement.

This further facilitates a sense of collaboration versus the tension of signing contracts. Using electronic signature tools also allows you to send copies of the signed agreements to your clients email instantly.

If for some reason one of the signers has to sign remotely and they do not have a mobile device, they can use their computer to sign wherever they are at, without needing to install or download additional software or pay any fees no matter what the software platform is. Electronic signatures give the final part of the listing appointment a unique experience, creating the WOW effect.

What to do next...

If you would like to learn more about how you can create and implement a Digital Listing Presentation, then email us at support@thepaperlessagent.com.