

The Digital, Mobile 5-Step Listing Appointment



*The 100% Digital, Mobile & Paperless
5-Step Listing Appointment.. That
Will Impress Sellers & Secure Listings*

Introduction

Today, more people than ever before have access to a mobile device, whether a smartphone, tablet or laptop. For real estate agents, the cultural shift towards mobile devices brings new challenges, as clients demand more time and attention than ever before. However, the same technology can also make handling business easier, faster and more convenient than ever before.

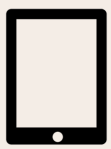
Can you remember how you lived without your smartphone? For most people, the answer is no. With a mobile device, you can conveniently do so much from anywhere, at anytime—you can instantly access information, pay a bill you forgot to take care of, organize a meeting, shop for a new pair of shoes, and so much more. This convenience has created a culture that demands instant gratification.

As real estate agents, this means our clients expect more from us than ever before. Clients expect their agents to be available at all times, and committed to our clients as we are, we are eager to meet these expectations—even if meeting them means ducking into the bathroom during dinner to respond to an email or leaving a kid's soccer game to fax an offer letter from the office.

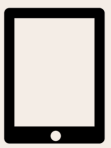
At some point, these demands become exhausting. You feel enslaved to your office and car as you jet around trying to satisfy your clients. In a culture that expects instant gratification, even the most dedicated and experienced agents will feel the twinge of burnout at some point in his or her career.

But it doesn't have to be that way. Mobile devices provide an unprecedented opportunity for us to both exceed our clients' expectations AND make our lives immeasurably easier. With the right mobile technologies and knowhow, you can streamline your everyday business needs in a way that both gives you freedom and dazzles your clients. What's more, you can tap into the power of mobile to get more listings and sell more homes.

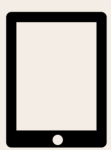
Take a look at some quick facts:



Mobile users are 7x more engaged than desktop users

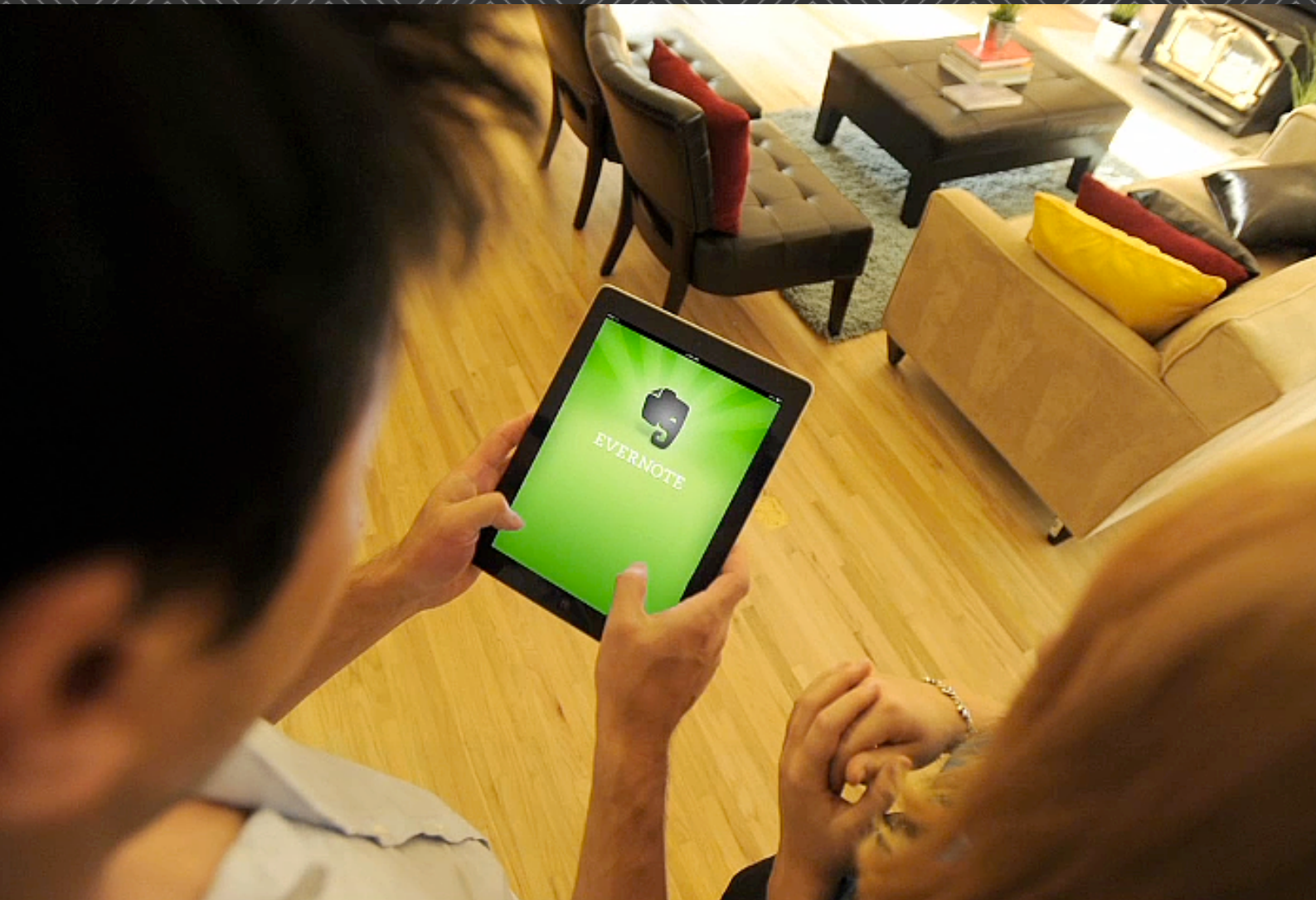


70% of desktop searches result in action within 1 month



70% of mobile searches result in action within 1 hour

As these facts show, if you reach and engage with clients using mobile technology in the right way, you can get your clients to act more quickly and assuredly. Understanding how to leverage mobile technology in real estate is crucial!



The 5-Step Listing Appointment

Step 1: Asking Questions



Evernote

When you first arrive at a listing appointment, what is the first thing a homeowner normally says...?

“Can I give you a tour?”

By instinct, we say yes. However, as any sales professional will tell you, allowing the homeowner to drive the tour gives them power of the appointment. So instead of saying yes, say...

“I cannot wait to inspect your home with you. But first, I’d like to sit down with you and go over everything we talked about on the phone.”

By saying this, you’ll retain control and be better able to focus the points of conversation and the direction of the appointment.

Then, when you sit down with your client, open Evernote. You should have already created a notebook and a note for the listing appointment for your client, complete with all of the information from your initial phone consultation. Be sure to show this to your client. Then, rehash the information with your client. By doing this, you accomplish three things:

1. Confirm the information you received and ensure it's accurate.
2. Show your client that you listen to them.
3. Show the client how you uniquely use technology, differentiating yourself from the competition.

iPad 10:20 AM 31%

Seller_Charles Urban Search notes

SEPTEMBER 2014 7 Notes Options

Listing Appointment_Charles Urban
9/10/14 Client Name: Charles Urban
Property Address: 123 Main
Recommended Price:
Home Features:

Lifestyle Map_Charles Urban_
9/10/14

Net Sheet_Charles Urban_
9/10/14
Net Sheet.numbers.zip
202.3 KB

Seller ls map
9/2/14

AUGUST 2014

Net Sheet_Charles Urban
8/19/14
Net Sheet.xlsx
8.6 KB


Initial Consultation_Charles Urban
8/19/14 NAME: Charles Urban
ADDRESS: 123 Main Street, Round Rock, TX
CONTACT INFORMATION:
email: 123@gmail.com


Notes in the Evernote notebook for the seller


iPad 10:20 AM 31%

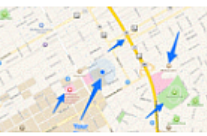
Search notes

SEPTEMBER 2014


Appointment_C... Options
Client Name: Charles Urban
Urban
Property Address: 123 Main
Recommended Price: 

Lifestyle Map_... 9/10/14 


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AUGUST 2014


Net Sheet_Cha... 8/19/14 
Net Sheet.xlsx
8.6 KB

Initial Consultation_Charles Urban
8/19/14 NAME: Charles Urban
ADDRESS: 123 Main Street, Round Rock, TX
CONTACT INFORMATION:
email: 123@gmail.com

Lifestyle Photo... 8/12/14 

Close

Initial Consultation_Charles Urban ⓘ

 Seller_Charles Urban >

NAME: Charles Urban

ADDRESS: 123 Main Street, Round Rock, TX

CONTACT INFORMATION:
email: 123@gmail.com
mobile: 512.555.1212
office:
home:

BEST TIME TO REACH THEM: Any time after 4:00 pm. Prefers text or phone.

SOURCE:

- network
- web
- sign call
- referral - John Smith - had a really good experience with us and we use the ipad and not a lot of paper.
- farm
- advertising
- direct mail
- open house
- walk-in

Example initial consultation template

Step 2: Inspecting the Home



Evernote

After finishing your initial conversation, ask the client for the tour. During the tour, continue using Evernote, adding to the note you already started for the listing appointment. The goal is to document and note as much as possible.

Here are some tips for using Evernote during the home tour:



Use the microphone feature. Record the conversation between you and the client for future reference. Evernote will save the recording to the note automatically!



Use the camera feature in Evernote to take pictures of everything. Annotate the photographs with any thoughts you might have, such as ideas on how to stage a room. By fully documenting the room, you will be able to create a full strategy to take of your seller.

SEPTEMBER 2014

Listing Appointment_C...
 9/10/14 Client Name: Charles Urban
 Property Address: 123 Main
 Recommended Price:

Lifestyle Map_...
 9/10/14

Net Sheet_Cha...
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Initial Consultation_Charles Urban
 8/19/14 NAME: Charles Urban
 ADDRESS: 123 Main Street, Round Rock, TX
 CONTACT INFORMATION:
 7 Notes

Listing Appointment_Charles Urban
 Seller_Charles Urban >

Client Name: Charles Urban

Property Address: 123 Main

Recommended Price:

Home Features:

- Type with thumbs
- This home has beautiful granite countertop
- The living room has a wood burning fireplace

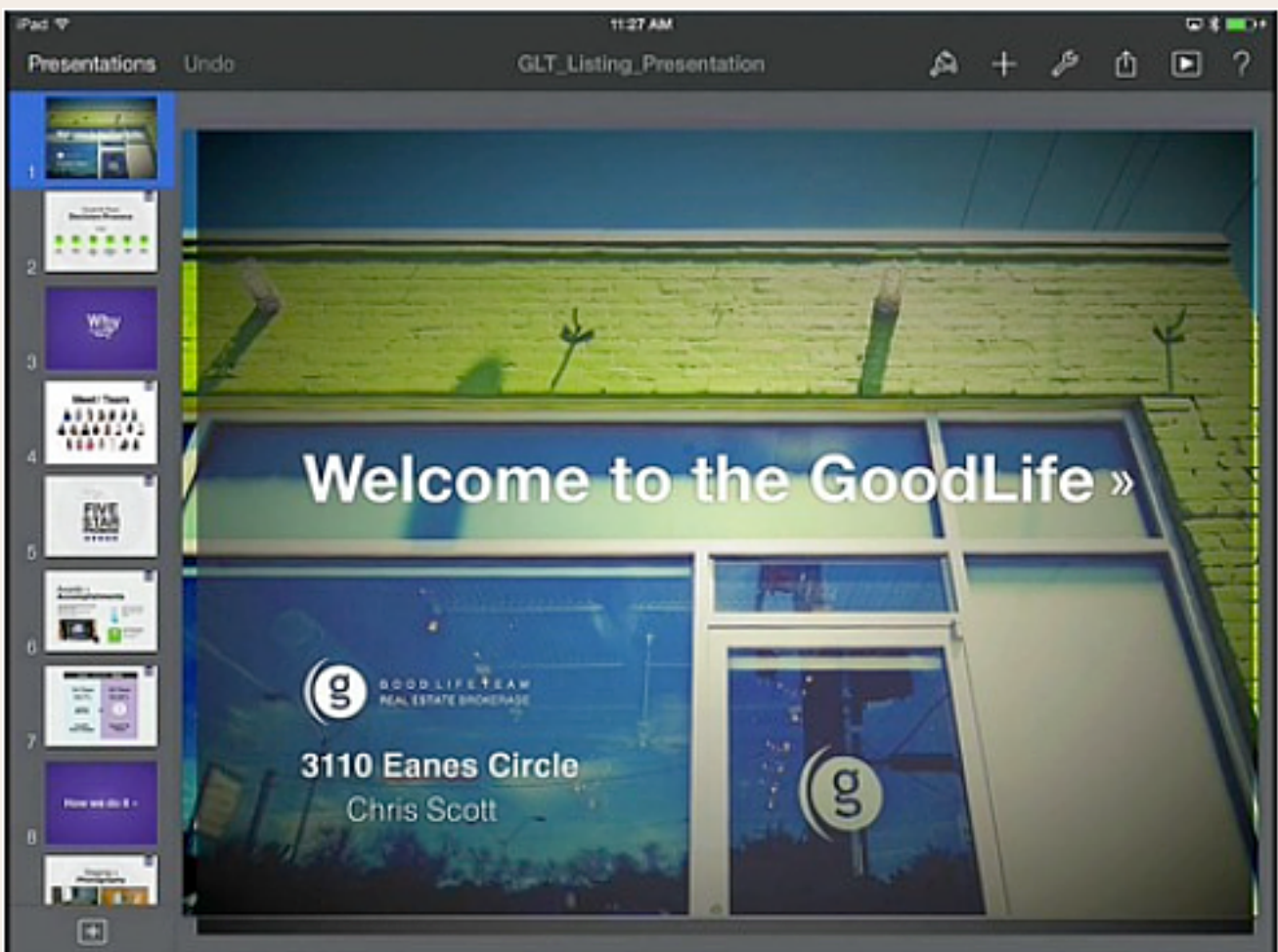
Example listing appointment note

Step 3: The Marketing Proposal



Keynote

Before meeting with the seller, use Keynote to create a master listing presentation. This presentation should highlight exactly what you will do for your client, such as staging, as well as what sets you apart from the competition.



Example of a Digital Listing Presentation

Again, sit down with your client. Start to show them the presentation. Flip through the first couple slides yourself, but slowly move the iPad towards your client. As you move it towards them, your client should take control and start tapping through the presentation themselves (if they don't, you can encourage them to do so). As they tap through, explain slides and answer any questions they may have.

By allowing your client to flip through the conversation, the client will begin an internal dialog about the slides. They will convince themselves why they should hire you as a listing agent.

Additionally, remember the old sales adage, "Never tell anybody anything you can show them." Fill your presentation with powerful images of the effects of staging and other strategies you will use for to market their home. Not only will the images wow them; your clients will be much more open to investing in staging!

Want help creating your
digital listing
presentation?

Check out our free guide
*3 Slides Every Listing
Presentation Needs!*



Step 4: Pricing Conversation

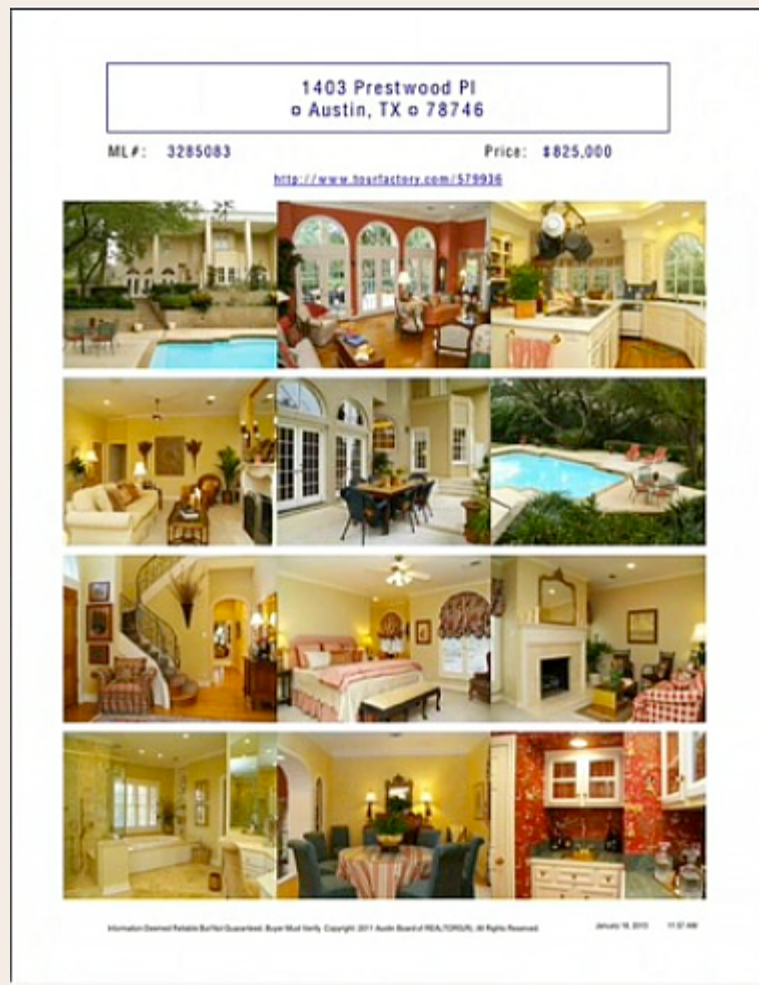


iBooks



Numbers

Before the listing appointment, create a comparative market analysis and email it to yourself. Save the CMA into iBooks. Then, while sitting with your client, you can show your client the CMA so they can see for themselves photos, features, prices and more while you explain the CMA.



MLS Sheet in iBooks

You can also use the Numbers app to create a net sheet to share with your client. If you create a net sheet before the appointment, you can update it with an agreed upon price. Then, you can show your client, in real-time, exactly what they will net when they hire you. Placing this information in front of a client is a powerful motivator! Your client very well may want to hire you on the spot.

The screenshot shows the 'Mortgage Payment Calculator' interface. On the left, there are input fields for 'Loan Information' and 'Other Monthly Expenses'. The 'Loan Information' section includes: Purchase Price (\$500,000), Down Payment (20%), Interest Rate % (6%), Years (30), Loan Amount (\$400,000), and Payment (\$2,398). The 'Other Monthly Expenses' section includes: Property Tax (\$0), PMI (\$0), HOA (\$0), Other Expenses (\$0), and Payment After Expenses (\$2,398). At the bottom left, the 'Effective Tax Rate %' is set to 35%. On the right, a table displays the payment schedule for Year 1 and Year 2, with columns for Year, Principal, Interest, Cumulative Interest, and Tax Savings.

Year 1	Principal	Interest	Cumulative Interest	Tax Savings
1	\$398	\$2,000	\$2,000	
2	\$400	\$1,998	\$3,998	
3	\$402	\$1,996	\$5,994	
4	\$404	\$1,994	\$7,988	
5	\$406	\$1,992	\$9,980	
6	\$408	\$1,990	\$11,970	
7	\$410	\$1,988	\$13,958	
8	\$412	\$1,986	\$15,944	
9	\$414	\$1,984	\$17,927	
10	\$416	\$1,982	\$19,909	
11	\$419	\$1,980	\$21,889	
12	\$421	\$1,978	\$23,866	\$8,353
Year 2	Principal	Interest	Cumulative Interest	Tax Savings
13	\$423	\$1,975	\$25,842	

Net sheet in Numbers (above image)

Step 5: Signing the Agreement



Zipform Online

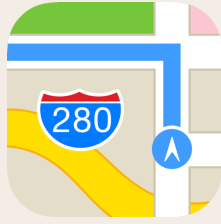


DocuSign

Once you've wowed your client with your presentation, it's time to sign the listing agreement. No more leaving a listing agreement with a client and wondering whether or not they will sign up. Bring up the agreement with your client, and let them know they can acquire your services right there. All you need to do is:

1. Open Zipform online at <https://www.zipformonline.com/>. You should already have a listing agreement filled out. Update the document with any new or changed information.
2. After you edit the form, open it in DocuSign Ink. With DocuSign Ink, your customers can sign the listing agreement.
3. Finally, save the signed agreement to your client's notebook in Evernote. You're required by law to share the listing agreement with your client, and by doing it this way, your client will have the agreement before you even leave the house!

Bonus Tip! Creating a Lifestyle Map



Maps

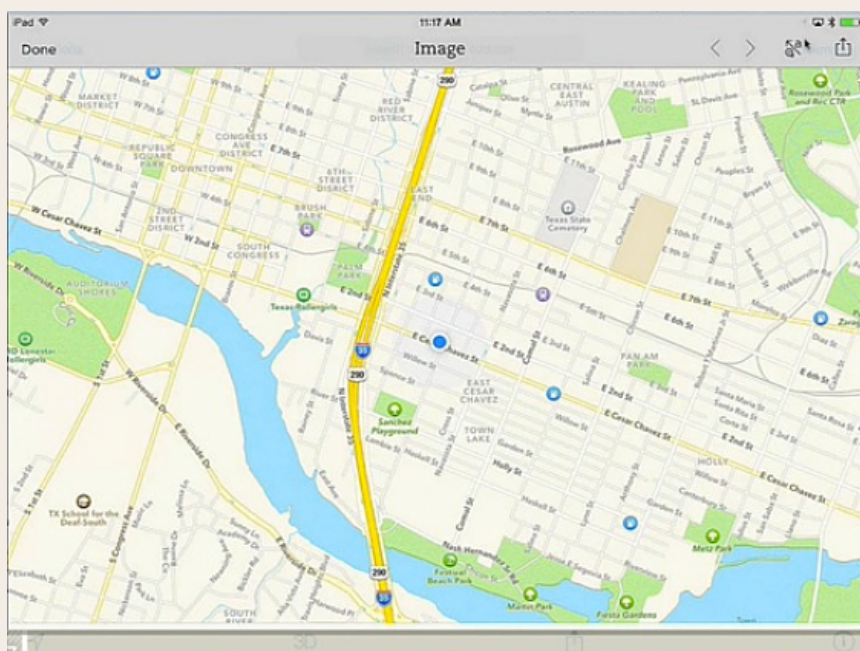


Evernote

To really wow your clients, you can create a lifestyle map to go along with your client's property. A lifestyle map shows a potential buyer all of the great things to do around the home for sale, and helps potential buyers imagine themselves in the home. The map also helps other agents sell the home to their buyers.

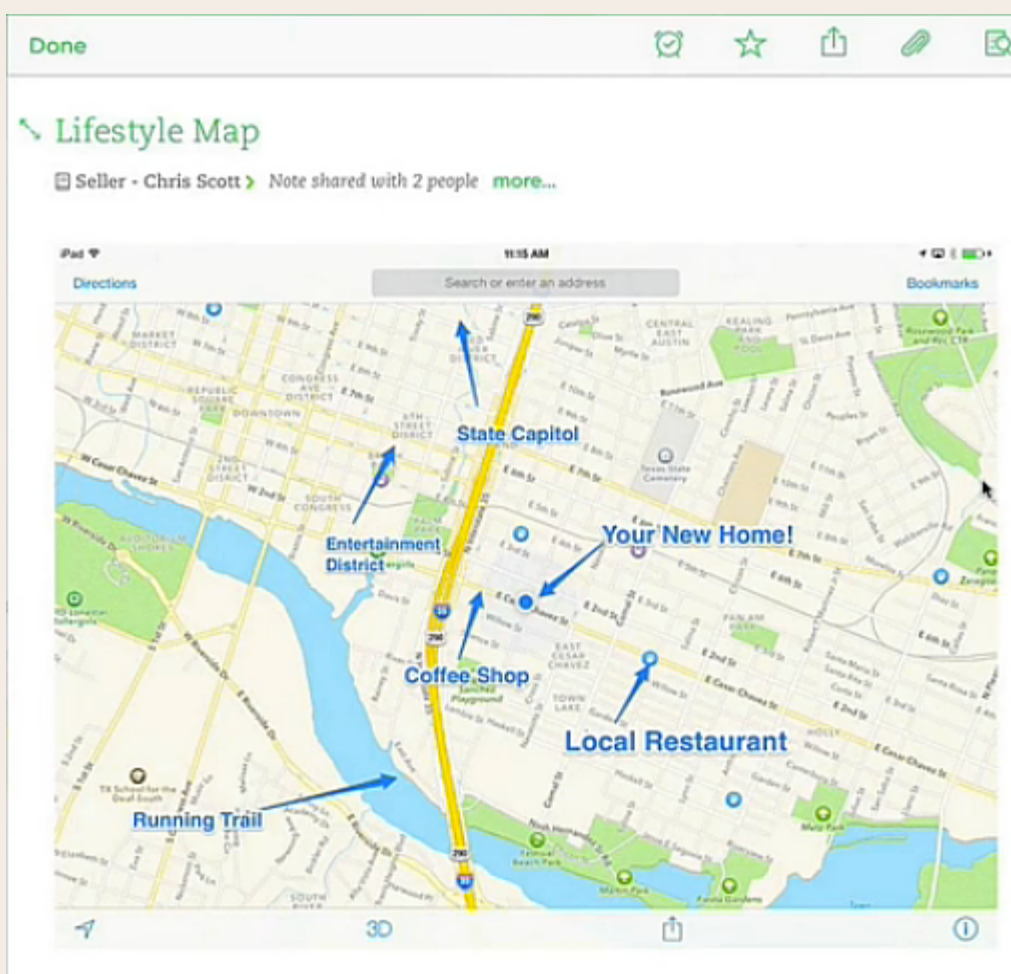
Creating a lifestyle map is easy. Just complete the following steps:

1) Open the Maps app on your iPad. Find your client's property, and take a screenshot by pressing the power and Home buttons at the same time.



2) After taking the screenshot, ask your client what they like in the area. Ask if there are any parks, coffee shops, restaurants, etc. making the area unique.

3) Open the screen shot you just took in Evernote. Use Evernote's annotate feature to draw arrows and add labels to call out the locations your client mentions.



4) Add the map to your client's Evernote notebook and share it with them on the spot! Also upload the image in the MLS to help other agents sell the home to their clients!

Join the Paperless Agent Coaching Club Today!

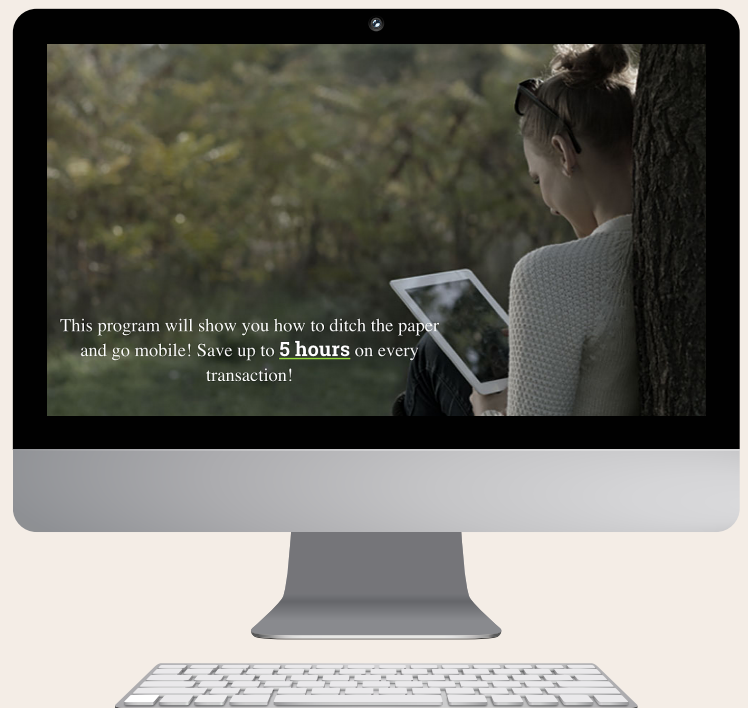
The strategies in this report are just a small portion of the training we offer through The Paperless Agent Coaching Club.

We created the Coaching Club to help real estate professionals from all experience levels filter through the hype and master the tech that will grow your businesses and save you time and money.

With two new live trainings each month, live Q&A sessions, a thriving community to keep you on track, and an ever expanding archive of topics, we make learning as easy and done-for-you as possible.

If you want more training like this... I want to invite you to try the Coaching Club for two weeks for just \$1!

**Click here to try
The Paperless
Agent Coaching
Club for \$1 today!**



"The Paperless Agent iPad® for Real Estate™ is the best training available and I have already secured two more listings from using my iPad® just like the Good Life Team does!!! The cost of the training is a mere pittance compared to the business you can get using it."

-Donna Bigda, CDPE, e-PRO - RE/MAX Alliance

"I have actually made it an entire week and only used my printer one time. To modify an offer received on a listing for a quick turn-around. Printed it, modified it, scanned it, got it DocuSigned.... deal finalized. \$350K Sale! The rest ... everything ... was done without a piece of paper, showings, listing appointments, notes ... what a week!

I am pretty sure you already know, that this system is terrific! It has already increased my teams productivity. I am sure as we grow it will even more beneficial. I thank you and your team for what you have designed and for sharing it!"

-Anthony Malafronte, PA Sales Associate