

# How To Get Listings And Do Listing Presentations

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When starting out with prospecting, the first thing you need to do is sit down and write out a list of the resources or tools that you have available and what you expect to accomplish with each tool or resource.

How much time can I spend each day prospecting? 30 minutes?– 3hrs?

How much money can I spend prospecting? \$50?-\$1000? month

Who do I want to target? City, neighborhood, age group, etc.

Who do I know that can help me? Family, friends, co-workers, etc.

What is my current sphere of influence? Family, work, church, clubs, etc.

What can I do myself and what should I pay someone else to do for me?

How can I use technology? internet, email, telephone, TV, radio, etc.

How can I use the printed advertising? mail-outs, newspaper, flyers, etc.

How can I use my car? looking for FSBO's, door magnets, car wraps, etc



**You are 50% more likely to succeed at reaching your goals if you write them down**

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# Farming Areas

Farming is finding an area of town that you feel comfortable with and blanketing it with advertisements about you. This is a very effective way to focus your marketing in a small area, thus saving money. Farming also gives you a stronger market presence since people see you and your advertising more frequently. You can farm a subdivision, apartment complex, or just a few streets.

1) Door hangars

2) Mail-outs

3) Join the homeowners association

4) Start a website for the neighborhood

5) Advertise in the neighborhood newsletter

6) Drive the neighborhood frequently in your car with your door magnets on and wave to everyone

7) While you're exercising and walking the neighborhood streets keep

business cards on you to hand out

8) Sponsor a neighborhood event such

as a hot dog cookout on the 4th of July

or rent a snow cone truck for an

afternoon and give free snow cones

9) Let people know that you live in the

area and they should call you.

10) Provide sales data to the residents to show them what their homes are worth



**How do you farm an area?**

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## Low Cost Ideas

- 1) Use the MLS each day and check for EXPIRED or TERMINATED listings. Check and see if they have already re-listed and, if not, prepare a nice package for them that includes a CMA, a San Jac Real Estate "Selling Your Home" flyer, or a "Listing Packages" flyer, your business card and a nice letter that says who you are and that you noticed that their homes was off the market.
- 2) Drive around once a week and look for "For Sale By Owner" signs. Write down the address and phone number on the sign. If they have a flyer, take one. Prepare the same package as mentioned in #1 except in your letter, mention that we have a FSBO package and all of our listing packages allow the seller to still sell the home themselves and save money
- 3) Print out your own flyers or postcards and target "Sellers" by enticing them with how you can save them money and/or provide better service with our listing packages
- 4) Keep your door magnets on your car at all times and wear your name badge and/or company shirt as often as possible. You'd be surprised how many people will stop and talk to you when they KNOW that you are an agent.




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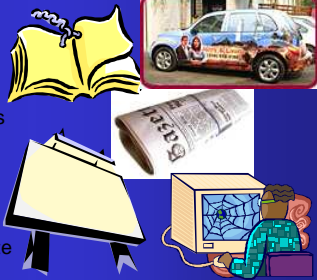
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## More Expensive Ideas

- Newspaper Ads in local newspaper
- Homegain.com, HouseValues.com, etc. lead purchase web sites
- Car Wrap
- TV, Cable or Radio ads
- Yellow Page ads
- Billboard
- Community / Real Estate web site




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## Tracking Your Leads

- When someone calls you or comes to see you, ask them how they found you. (referral, advertisement, etc.) Keep track of the leads and where they are coming from
- Make sure your HAR web site is active and has the lead generator activated. Promote your HAR.com web site on your business card



[www.har.com/davetumquist](http://www.har.com/davetumquist)

*Whatever works, do more of it!*

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## The Listing Presentation (continued)

- Start with the CMA of the neighborhood and explain what all this means and how their home fits into the equation. Point out some of the positives and negatives of their home. Be prepared to explain that other area homes have upgrades too, but that there is not a 100% return on any upgrade. Don't let THEM tell you what the home is worth.
- Show them their Stewart Tax sheet and your CMA Pricing Pyramid sheet. Stress that overpriced homes take much longer to sell.
- Next, take out your Listing Packages tri-fold flyer and go through each package and the amenities that come with each one. Sell yourself and your services. Don't be afraid to ask for a 6% commission if you are going to provide 6% service. If they want to talk you into a reduced commission, explain that that also means reduced services and/or a reduced sales price. Why should you reduce your commission if the seller is unwilling to reduce their profit too? Remember, YOU are the expert on home sales, not the seller.
- Finally, take out the Listing Agreement and required addenda. Go over each section with them briefly so that they understand what is in each document. Explain that these forms are standardized and every agency uses the same forms. Tell them that you will be happy to leave the information with them and call them at a later time if they would like to think about it. If they insist on signing the papers immediately, have them fill out the Seller's Disclosure while you are filling out the listing data sheet and taking photos. If needed, tell them you will come back later to take photos, install the Talking House, put on the lockbox, etc.



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## The Listing Presentation (continued)

### POINTS TO REMEMBER

- 1) Be Prepared and Do Your Homework
- 2) Take Control and Show Confidence (not arrogance)
- 3) Give them a chance to speak and listen
- 4) Tell them the truth, not just what they want to hear
- 5) Don't Pressure Them
- 6) Explain that we offer MORE service for less money
- 7) Explain that buyers don't care whose sign is in the yard
- 8) Reiterate that listing too high will turn off buyers
- 9) Reiterate that our listings are seen worldwide on all MLS databases such as Realtor.com, Yahoo Real Estate, Homes.com, Homeseekers.com, HAR.com, and SanJacRealEstate.com
- 10) Explain that we still allow them to sell the home and save a lot of money on commissions. Other companies will not allow this.



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## Follow Up

If the seller decided not sign the listing agreement the same day you made the presentation, make arrangements for a follow up call or email the next day or in a few days. DO NOT PRESSURE THEM TO SIGN IMMEDIATELY. If they want to interview other agents, that is their right. Ask the seller if they have any further questions or concerns during the follow up call. (send a letter in the mail thanking them)

If you don't hear back from the seller in a few days check the MLS daily to see if another agent has listed the home. Don't be a pest, but politely call or email a nice message that says that you enjoyed meeting with them and appreciated the opportunity to speak to them about how you could help them. Leave your name and number on the message or email.

If another agent ends up getting the listing, don't be a sore loser. Do not call and harass the seller and ask why they did not pick you. If they contact you then politely ask why they did not choose you. Even if you do not agree, tell them thank you and good luck and that you will keep their home in mind when you have buyers looking. Remember, just because another agent listed the house, doesn't mean it will sell. You may get the call after the other agent fails, and by that time the sellers will be much more willing to listen to you.



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