

Listing Appointment Blueprint

with *springB*

Launch Your Listing Business
With Our Proven 5-Step Listing
Appointment Blueprint!



STEP BY STEP

BEFORE FIRST APPOINTMENT:

- Have CRM Set Up
- Review all material in Sisu
- Have listing talk tracks
- Have all marketing material (Presentation Notebook)
- Fluent with MLS
- Completed 100% Training Videos
- Know how to update leads in CRM with notes and Statuses.

BEFORE THE APPOINTMENT:

- Add seller's contact in CRM.
- Run CMA and save it as the subject property address (you'll need this later for customer service when you list)
- Complete market analysis on strategic comps sheet
- Generate a list of how many homes in the zip code match that price range as well as a list of all the expireds and price reductions. Stay ahead of the curve and know your market.
- Ensure your marketing binder has all of your listing documents filled out
- Fill out exclusive agreement prior to appointment
- Send out reminders via text and email with exactly what to expect
- Deliver pre listing packet (have your assistant deliver)

AT VALUATION APPOINTMENT:

- Immediately set expectations, assure the seller the appointment will be valuable and easy, sit down and strategize.
- Thorough Walkthrough after you have sat down and strategy session, ask about the features of the home and why they bought the home.
- Let seller know the next steps and introduce important people (TC, title, etc.) and leave team contact sheet
- Take pics and walkthrough video - upload to a dropbox.
- Inform seller on next steps, explain the strategic marketing and showing process

AFTER APPOINTMENT:

- In your car, immediately update CRM and update all notes. Leave a thank you card in their mailbox that is handwritten
- Upload all paper work into SISU and notify transaction coordinator.
- Upload home to all off market websites and social platforms to pre market
- Order professional marketing package
- Put the seller on auto-search with subdivision - save your searches when running your comps. When you get the signed listing agreement add the seller's emails to the subscription and make it active.

- Adjust and make necessary modifications to the showing window for the strategic showing times, length of appointments (15mins), block out days, etc.
- Make coming soon Zillow <https://www.zillow.com/coming-soon/>
- Reach out to your VIP network of Agents/Buyers/Investors

COMMUNICATION:

- *Immediately set expectations, assure the seller the appointment will be valuable and easy, sit down and strategize.*
- *Thorough Walkthrough after you have sat down and strategy session, ask about the peripherals of the home and why they bought the home.*
- *Let seller know the next steps and introduce important people (TC, title, etc.) and leave team contact sheet*
- *Take pics and walkthrough video - upload to a dropbox.*
- *•Inform seller on next steps, explain the strategic marketing and showing process*

PREPARING FOR THE SHOWINGS

- Make Active on MLS
- Ask sellers for their ideal selling terms
- Email blast and text blasts
- Field agent calls and use emotional persuasive language to sell the listing over the phone

COMMUNICATION:

- *Call sellers mid week and let them know how the activity has been.*
- *Put as open house minimum 5 days before*

SHOWINGS/ MEGA OPEN:

- Bring sign-in sheet, MLS plano (public version), term sheets, table cloth, business cards, pen, hand sanitizer and music speaker
- Arrive 60 minutes before to put out signs and get set up and door knock 15 neighbors
- Ensure all guests sign in or leave a biz card even if they have an appointment.

AFTER MEGA OPEN:

- Sunday - Follow up with everyone that came through the launch and talk about offers.
- Sunday- Negotiate offers that do come in to try and get all your seller's terms, send reverse offers
- Monday - negotiate offers that come in. Arrange time to present to sellers.
- Present Final offers to Seller (Spreadsheet)
- Put home under contract! *If no offers are forthcoming, discuss relaunching the home with the seller at a later date and adjust price*



LISTING APPOINTMENT TALK TRACKS

<p>GREETING & PREGAME</p>	<p>Always arrive on time or early, never late. After greeting, use: “Where can we sit down and strategize?”</p> <p>Thank you for having me in your time today, I’m excited to go over how to get you top dollar. First, I’d like to know more about your situation, why you’re selling, and what’s most important to you.</p> <p>Next, I’m going to educate you on the market and how to take advantage of it to sell your home successfully for top dollar - even in this market.</p> <p>After that, we’ll go over a personal game plan for your home.</p> <p>Lastly, I’ll cover exactly what it looks like to work with my team and me.</p>
<p>DISCOVERY ENGAGEMENT STAGE</p>	<p>Ask Situation Awareness Questions Get to the bigger picture so they open up. This question will lead us exactly where we need to go: Why are you moving?</p> <p>Ask Problem Awareness Questions These open the door to what their problem/need is and how it’s affecting them: So, what happens if you don’t _____ so that you can _____. Do you have a backup plan?</p> <p>Ask Solution Awareness Questions Help them see the vision of their goals being met. Everyone has a “WHY” other than money, this is key! Would it be helpful to have _____, so that you can _____?</p> <p>Transition to next phase: Now that I understand what’s most important to you, I know that we’re going to be able to _____. (Power statement tied to their goals)</p>
<p>MARKET MASTERY</p>	<p>May I share with you some insider information I found out, and some crucial things traditional realtors overlook that can hurt your chances of getting top dollar?</p> <p>Share 1 pricing strategy each for: an active listing, a pending listing, and a closed listing. Explain what you found out by calling the agent, what worked, and what didn’t.</p> <p>Talk the peripherals - Explain that traditional realtors often overlook the most important part of marketing/selling a home. The peripherals.</p>

MARKET MASTERY	<p>Share what you've found and ask them what makes the home unique.</p> <p>Demonstrate your value as a market expert. Provide a clear and easy process for the seller to understand event level pricing and how to WIN in this market.</p> <p>Share a story about marketing and finding a buyer without the MLS.</p> <p>Explain how the traditional showing model is sporadic, inconvenient, and share how a strategic showing process creates a competitive environment and urgency to act.</p>
PERSONAL GAMEPLAN	<p>Reiterate, reaffirm, circle back to their "WHY" and create a plan in Real Time.</p> <p>Use a blank piece of paper and calendar to help them visualize their success. Draw out their gameplan and show them how you CAN and WILL help them.</p> <p>Use a map or story line.</p> <p>Let them know - "My job starts today" and leverage these below:</p> <p>Mega open, door knock, circle prospecting, social presence, web marketing, how to get qualified buyers, strategic showing, aggressive pricing strategy, organized presentation of offers, strategic negotiating, how will you keep offer together, what experience will they have on closing day, your full time commitment to the outcome.</p>
COMMITMENT	<p>Explain what it's like to work with you and set clear expectations.</p> <p>How do we communicate and stay organized? How do we leverage SISU?</p> <p>Revert back to everything they said and their goals. Make a POWER statement showing confidence in the ability to sell their home. Transition to signing docs, we are NOT signing a contract. We are getting authorization to market their home.</p>