

First, Introduce Yourself.

*"Hi, I'm \_\_\_\_\_. Tell me a little more about your home here."*

Start walking through the home with them.

NOW, ASK them...

*"Why did you buy this home in the first place?"*

Wait for them to tell you...

Then, ask them this:

*"What were the things that caused you to make an offer and then buy it?"*

Wait for them to tell you...

NOW, REALLY show some  
interest in the home...

*"Have you done any upgrades or  
improvements to the house?"*

NOW... MOVE to the Kitchen table

ASK them for a  
glass of water

*"Hey would you mind if I asked  
for a glass of water?"*

Let them get one for you...

Once you have the  
water, say this:

*"I have a couple questions and  
also want to review what's going  
on in the real estate market with  
you. Can we do it at the table?"*

Sit down at the table with them...

Before you start the listing presentation, say this...

*"I'm not trying to list your home. I'm want to help you get it sold." I do work with lots of buyers on an ongoing basis"*

Now, ask some questions...

First, ask this...

*"What is causing you to want to sell your home?"*

Let them answer...



Then, ask this...

*"What do you think is happening  
in the real estate market?"*

Let them answer...

NOW Say...

*"Let me review with you, very quickly, what's currently happening in our market"*

Flip to the next slide and then show them the screen.

# Homes ARE Selling: **Here's A Home I Sold Recently**

- ✓ The homeowner was motivated...
- ✓ Didn't want to take chances with pricing like everyone else...
- ✓ Market value was around \_\_\_\_\_
- ✓ The home was listed at market value.
- ✓ Received (an offer) within \_\_\_\_\_
- ✓ SOLD for \_\_\_\_\_

# What about OTHER Local Homes?

Total Homes on the Market: \_\_\_\_\_

Total # of Sales in 2014: \_\_\_\_\_

# of Home Sales in past 90 Days: \_\_\_\_\_

# of Homes Pending in last 30 Days: \_\_\_\_\_

List Price VS. Sales Price in 2013: \_\_\_\_\_

Average Days on Market in 2013: \_\_\_\_\_

But here's the sad truth...

***Only 4.9% of the homes on the market sell each month.***

**(National average)**



*"Our signs are guaranteed for five years."*

What will it take to be  
one of the 4.9 % ?

# More Bad News...

**70% Of All Homes Listed  
Don't Sell In The Entire 6  
Months On The Market.**



Don't Pull your Hair out!!

Can you imagine being on the market  
for 6 months and not even selling?

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What Do You Need To Do To  
Get Your Home Sold?

MORE EXPOSURE = MORE SHOWINGS

# Any Realtor You Hire Can Get You More Exposure

## ANY Realtor Can...

- ✓ List Your Home On The Multiple Listing Service (MLS)
- ✓ Advertise your home on Realtor.com
- ✓ Put a sign in the front yard

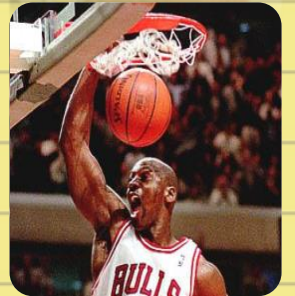


# But It's NOT The TOOLS That Make The Difference

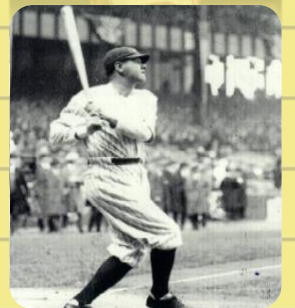
If you had **Tiger Woods'** golf clubs, could you play as well as he does?



If you had the same basketball that **Michael Jordan** used in the NBA, could you shoot baskets like he did?



If you used the same baseball bat as **Babe Ruth**, could you hit the ball out of the park like he did?



Here's How I'll Be Advertising Your Home...



**Advertise Your Home On Top Real Estate Sites**

**Call Residents Around Your Home To Bring Family & Friends**



**craigslist**

**My Buyer's List**



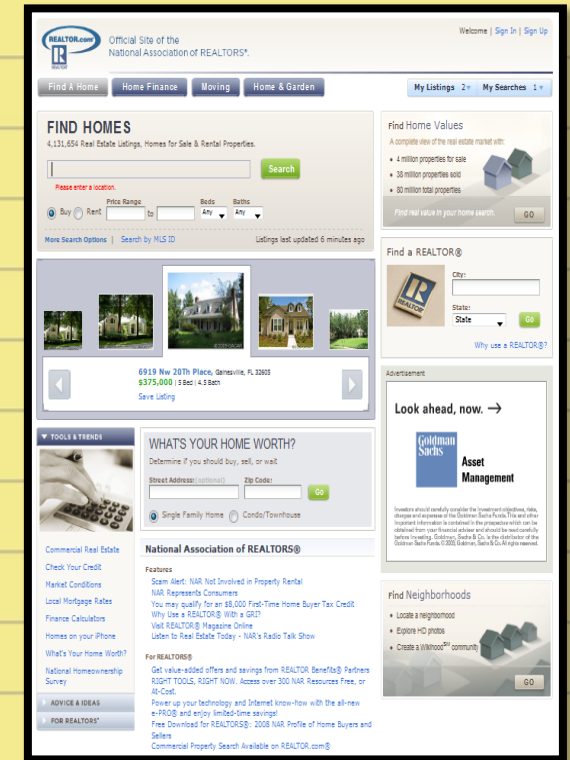
**Local Info Line**



**Market Your Home To Other Realtors To Bring Their Buyers!**

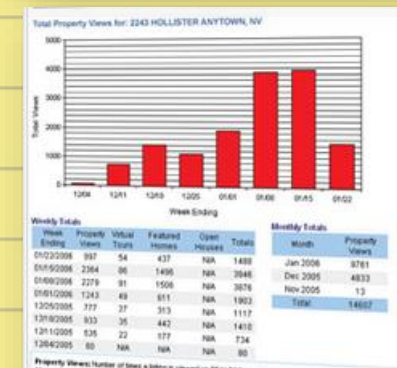
# Advertise On **Realtor.com**

- ✓ Realtor.com is the **#1** Searched Website **For Home Buyers...**
- ✓ **Over 5 Million Visitors Per Month...**
- ✓ **Photos** of Your Listing...
- ✓ Neighborhood and School Information...
- ✓ **Comments** To Position Your Home As A “Deal” to Buyers...
- ✓ And lots more...



# You'll Even Get a **SHOWCASE** Listing

- ✓ **Triple The Amount of Traffic** As The Normal Realtor.com Listing gets...
- ✓ Up to **25 MORE Photos**...
- ✓ Realtor.com **Virtual And Video Tours**...
- ✓ **Custom Headline** and **Description**...
- ✓ **Traffic Reports** For Your Listing...



# You Will Be In The **MLS**

List Your Home On The Multiple Listing Service (MLS)

Post Special Comments That Will Pull Your Listing When Other Realtors Are Searching For Deals On The MLS.

Examples of Comments: “This Is Not Foreclosure, Short Sale, Bank Owned Home, REO, HUD Sale, Auction, Etc.”



# 24 Hour Automatic Hotline

- Your Own Pre-Recorded local info line With Details About Your Home...
- It Normally **Gets 3 Times The Number Of Calls** As A Sales Office Gets...





# Craigslist.org

✓ 9<sup>th</sup> Most Visited Site In USA...

✓ Compelling Ads Posted On Craigslist.org Regularly...

✓ Captures All Interested Buyers So I Can Follow Up With Them...



# Send Notifications To Buyers And Realtors In Our Area

- ✓ **The Buyers** who are looking for a home in your area...
- ✓ **The Realtors** Who Work With Buyers In Your Area...



# My **Proactive** Approach

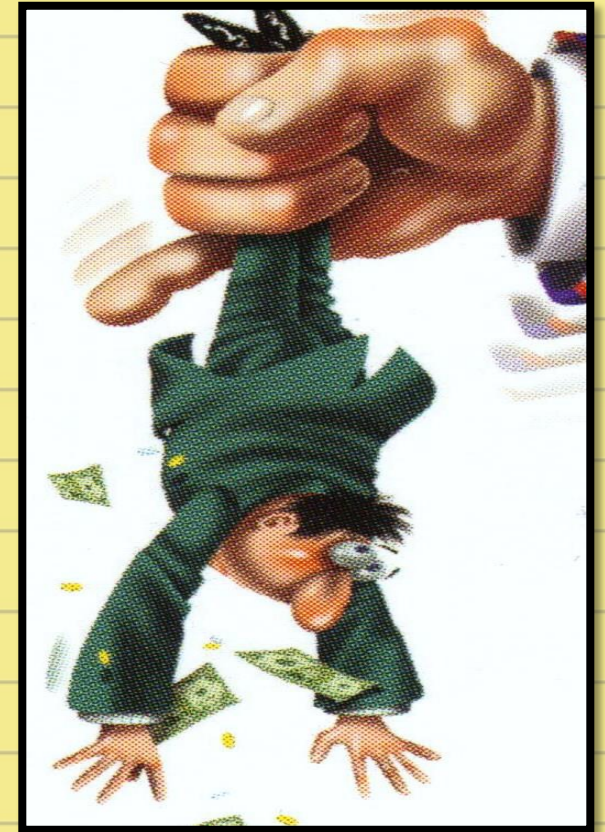
- ✓ **I'll Give You Feedback** When Your Home Is Shown...
- ✓ Contact You Weekly With Results
- ✓ Send You Information On Homes Similar To Yours That Are...
  - Listed...
  - Go Under Contract...
  - Or Sell...

# I'll Do **Whatever I Can** To Get **YOU** The **MOST MONEY** Possible

✓ I'll Do everything I can to get **Multiple Buyers Into A Bidding War...**

✓ **Work Buyer Offers Up As High As I Feel Possible Without Scaring Them Off...**

✓ **I'll Look Out For YOU And YOUR Best Interest When Negotiating With Buyers...**



# But This ONLY works If We Are A Team...

- ✓ We have to trust each other
- ✓ I am NOT pushing you to drop your price just to get a quick sale
- ✓ I work for YOU... Nobody else
- ✓ We have to have the same goals:
  - A. A Fair Price
  - B. A Real Buyer
  - C. A Quicker Sale

~~Regularly 8% commission~~

**Now Your Low Investment Is...**

**Only 3% Listing Commission**

**I am going ask you to make a decision  
TODAY, because I know this only works for  
serious home sellers...**

# Best Contact Methods?

- ✓ **What e-mail address would you like me to send updates to?**
- ✓ **What's the best phone number to call you with updates?**