

Rockstar 101

March 7, 2024

SELLER'S AGENT JOURNEY MAP

- Lead Generation
- Have a pre-listing conversation
 - How can I help?
 - What's going on?
 - Why did you call today?
- Secure listing appointment
- Prepare CMA and market data
- Show up for the listing appointment
 - Secure the listing
 - Sign the Exclusive Right to Sell Listing Agreement
- Obtain all necessary property information
 - Use the MLS input sheet as a guide
 - Have your photographer take the photos
 - Have seller complete disclosures
- Create electronic file via Ziplogix
- List on MLS (syndicates out to other sites)
 - Enter all necessary information
 - Upload Photos
 - Upload disclosures
 - Set up showing instructions via ShowingTime

SELLER'S AGENT JOURNEY MAP CONTINUED

- Market the property (refer to marketing module for details)
- Provide seller with regular updates
- Sign dual agency (if applicable)
- Present all offers and counteroffers to seller
- Negotiate terms of the contract
- Accept a contract
 - Make sure contract as well as disclosure are fully executed
 - Continually submit all paperwork to the office via Ziplogix
- Deposit Escrow check with office
- Update MLS status
- Negotiate repairs if necessary
- Order condo documents (if applicable)
- Schedule the closing
 - Attend the closing (if possible)
 - Provide a closing gift, if you choose
- Update MLS status
- Request testimonials, Google and Zillow Reviews

The 5 Stages of Converting a Listing Structure & Flow

PRE-CONVERSATION ACTIVITIES	STAGE 1
Ask Pre-Listing Questions Assemble Pricing Tools (Pricing Boot Camp) Confirm Appointment Prepare Listing Agreement (Listing 101) Get on “Listing Channel” Arrive on Time	
MESSAGE #1 (Setting the Tone)	STAGE 2
Set Boundaries for Win-Win Relationship	
MESSAGE #2 (Goals, Plans & Strategies)	STAGE 3
Uncover Needs Prioritize Needs Introduce & Review CMA	
MESSAGE #3 (Mutual Expectations)	STAGE 4
Cover Mutual Expectations Gain Agreement on Roles Close to Win-Win Relationship	
MESSAGE #3 (Mutual Expectations)	STAGE 4
Handle Objections, Questions & Concerns (Objections Boot Camp) Present/Explain Listing Agreement (Listing 101)	

1. Pre - listing questions on the phone

On the phone 87% of the message comes from the tone of your voice and 13% is based on our words

Pre-Qualify The Listing Presentation

Before I come over.....There are a number of questions I need to ask you...ok?

1. If what I say makes sense and you feel comfortable and confident that I can sell your home...are you planning tolist your home with me when I come out tomorrow?
2. Are you planning to interview more than one agent for the job of selling your home? (If yes, what process or criteria will you use to determine which agent you choose to represent you?)
3. Tell me again...where are you moving to?
4. How soon do you have to be there? (3 mos.) Great!
5. When I see you...how much do you want to list your home for? As a real estate agent, I study homes and prices everyday....therefore I assume you'll list with me...at a price that will cause your home to sell....correct? So...what price won't you go below?
6. How much do you owe on the property? (\$100,000) Excellent!