

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

The Ultimate Listing Presentation

Session #3... *Value Propositions*

Begins in:

10:00

Stop

WEDNESDAYS

with

WAYNE



L I V E A G E N T T R A I N I N G

The Ultimate Listing Presentation

Session #3... *Value Propositions*

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

Pricing Review

Q/A

THE “ORDER OF THINGS”

Prelisting Phone Conversation

Prelisting Appointment

Homework (24 Hour Minimum)

Confirm Listing Appointment

Begin Conversation (FORD)

Past Experiences

One of Three Things

Uncover Important Issues

Ask For Commitment

Prioritize

Win/Lose Mutual Expectations

CMA

Marketing Plan/USP's

CLOSE

Session #1

Session #2

Today's Session

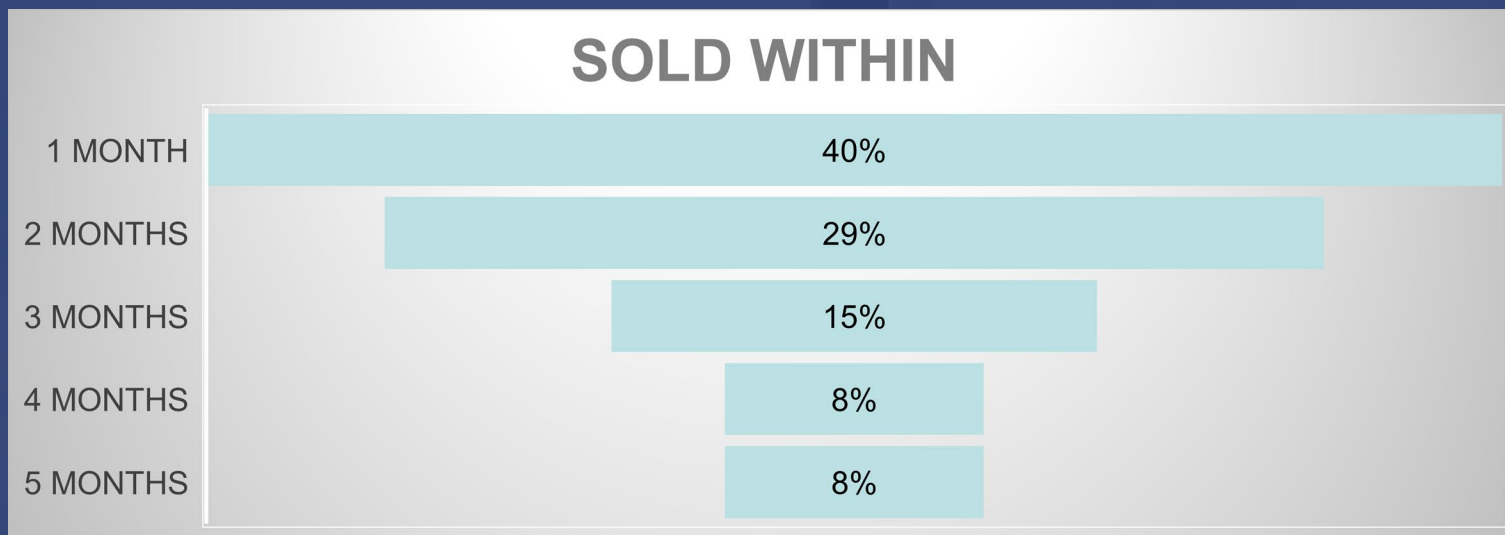
Why are you being hired?

Strategy

Communication

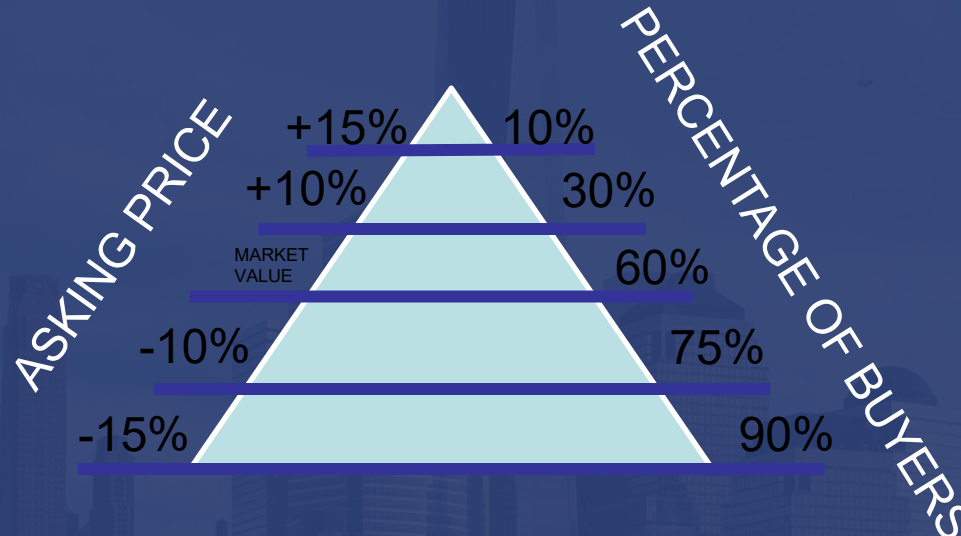
How the Market Works

HOW LONG SHOULD IT TAKE TO SELL?



If your home isn't sold within 30 days an adjustment may be necessary...

THE IMPORTANCE OF INTELLIGENT PRICING



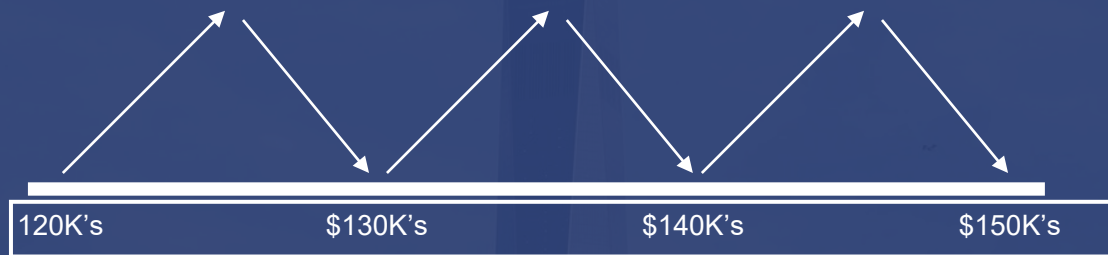
As the graph illustrates, the more a property is in line with market value, the greater percentage of buyers that will look at the property and attempt to buy it. Remember, in any real estate market, ***you don't need ALL buyers to be interested in your property***, just those that are looking in your geographic area and price range, with the physical features your home possesses.

SALES PRICE VS. TIMING



Timing is extremely important in a real estate market. Your property will attract the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, the best chance of maximizing a sale is when your home is new to the market.

BUYERS BUY IN BRACKETS!



\$130k bracket buyer will never see a house that is priced in the \$140's
\$140k buyer will not make an offer on a house priced in the \$130'S, even if it is a good value for the price range

We can always come down...true
They can always make an offer...true
But not likely, the average down payment in the US is 6%
The market today is **payment driven**

3 LEVELS TO HOME SALES

1. Agent excitement

Location

Price

2. Buyers in great numbers

8-10 showings

3. Consistently in top 2 or 3

What one buyer likes, they all like!

What one buyer dislikes, they all dislike.

They're all looking at the same homes!

Our Marketing Plan

MY OBJECTIVES IN MARKETING YOUR HOME

1. To get as many qualified buyers into your home as possible
2. To assist you getting the highest dollar value for your property with the least amount of problems
3. To communicate the results of our activities to you
4. To constantly look for the best ways of exposing your property to potential buyers in the marketplace

Real Estate Portals-Where Buyers Start

realtor.com®

Zillow®

trulia®

hotpads™

HomeFinder.com

Buying | Selling | Improving | Connecting
HOMES&LAND

RealtyTrac®

LIFESTYLED

NestBuilder

investability

LandAndFarm



SHOWINGSUITE.COM

RentalRoost

RadPad

hubdin™

ylopo

HomeBidz®

renthop

PropertyDigg

FindTheBest

Homefacts™

Housely

FixFlip.com
GREAT PROPERTIES FIXIN' TO BE SOLD™

Homes.com

househappy®

Apartments.com®

ZippyListings

wikiREALTY

zumper

Targeted Social Media Advertising



Professional Photography and Videography



Amateur



Professional

Professional Staging



Target Market Your Neighborhood

JUST LISTED

1000 Main Street

- ✓ 3 Bedroom
- ✓ 3 Bathroom
- ✓ 2 Car Garage
- ✓ Fireplace
- ✓ Enclosed Back Porch



Call me today for a tour!

John Smith, Realtor®
CELL: 555-5555
OFFICE: 800-628-1804
john@email.com



John helped us find and buy our home. He was very thorough and professional throughout the entire process. Would recommend!

—Lindsay H.



“Direct-Line” Sign Calls

Our Communication Plan

WEEKLY PHONE UPDATE

I will call you weekly to discuss your property and
our progress

GUARANTEED



48 HOUR FEEDBACK GUARANTEE

I will call you within 48 hours of every showing

GUARANTEED



What did your client think about the home's layout?

Specifically, what did your client like/dislike about the home's layout?

What was your client's price range?

Of the homes that your client has looked at, is our listing one of the top 3? If not, why?

Has your client purchased another home? If so, where was it located?

If they have purchased another home, what made them choose that home over our listing?

As an agent, could you give us any comments or suggestions about this home or its price?



Constantly update you on the changing market

BY-WEEKLY LISTING REPORT



FOR PERIOD OF: **September 1-15**
PROPERTY ADDRESS: **1234 Main Street**

We have compared your property to the sales activity in other similar properties to help you better understand the current housing market.

The following features were used:

Number of Bedrooms.....**3+**
Number of Baths**2+**
Square Footage.....**2000-2500**
Sales Price Range.....**\$190,000 to \$225,000**
High School Districts.....**Glendale, Kickapoo**

Total number of Properties listed..... **7**
Average Listed Price.....**\$204,000**
Total number of Properties sold..... **3**
Average Sales Price.....**\$198,500**
Total number of properties withdrawn or expired **2**

MY CANCELLATION GUARANTEE

If you are not completely satisfied with my service,
as promised, you can cancel your listing

AT ANYTIME...GUARANTEED!



CANCELLATION GUARANTEE

I am so confident that our real estate system will work for you, that I guarantee you the right to cancel your listing agreement with no notice, penalties, or obligations, if you feel the service doesn't live up to our promise.

Enter into a listing agreement with a real estate agent can be risky business. Every sales representative will promise the world when it comes to effectively marketing your home, but how many can back up that with a solid performance?

According to a recent survey, 72% of homesellers were dissatisfied with the performance of their agent, even if that agent has sold their property. However, most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it's an agreement your agent can get out of, but you can't.

I AM OFFERING YOU A WAY TO LIST YOUR HOME THAT IS TOTALLY RISK FREE!! Success in real estate is selling homes fast and for top dollar. I'm so confident that I can do this for you because I have already helped over 1,200 families just like you get their home SOLD.

MY PLEDGE is to provide you with the highest level of service in the real estate industry, and my commitment to pledge is 100%

YOUR RIGHT is to evaluate whether I live up to this standard, and to cancel your listing agreement with no notice if I fail to deliver the service that was promised.



*See you April 17th
for
Redefining the Buyer
Value Proposition
Session 1*

Thank You!

For more information please visit
waynefredrick.com

Madeline

Admin@stfconsult.com

417-860-4903

Wayne@stfconsult.com

417-838-9944

