

WEDNESDAYS  
with  
WAYNE   
LIVE AGENT TRAINING

***Ongoing Seller Communications***

***Begins in:***

**10:00**  
Stop

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

***Ongoing Seller Communications***

# Why are you being hired?

## Strategy

## Communication

# Key Concepts

# You're Never a Bigger Star...

Then at the Listing Presentation. Be sure and cover ALL issues in the presentation.

It is MUCH harder to deliver distasteful information (If there is any) if you haven't set the stage in the initial presentation!

# Why are Seller Relationships Stressful?

Lack of clarity on expectations

Lack of ongoing information

# Set The Stage...

1. Have you ever sold a home before? Tell me about the experiences...
2. What do you expect out of the agent that you hire?
3. On a scale of 1-10, how honest do you want me to be with you?

# The Communication Disconnect

Sellers are intelligent people.

Armed with the same information, intelligent people will come to the same conclusion.

A free flow of information is the key to seller relationships!





# Absent Ongoing Communication from their Agent, Sellers Operate in a Silo

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.

***You will never get ALL buyers to be interested in a property***, just those that are looking in the geographic area and price range, with the physical features your listing possesses.

Timing is extremely important in a real estate market.

Properties 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 a home is new to the market.



# SALES PRICE VS. TIMING

Time is NOT a seller's friend! Time is the ally of the buyer. The longer a home is on the market, the less it will bring. This can be proven statistically. Be sure you are bringing this out in your CMA!



# THE OBJECTIVES OF THE PROCESS

1. To get as many qualified buyers as possible (70-80% are NOT qualified)
2. To assist you getting the highest dollar value for the property, with the least amount of problems, in the shortest time possible
3. To communicate the results of activities to the seller
4. To constantly look for the best ways of exposing your property to potential buyers in the marketplace

# BUYERS BUY IN BRACKETS!

Once a buyer is “in a bracket” they don’t differentiate among the properties by price, but by features.

Properties RARELY break out of their bracket when they sell!



# 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!

# The Communication Plan



The following should be  
**GUARANTEED in WRITING!**

#1

# WEEKLY PHONE UPDATE

Call/ZOOM at a STANDARDIZED  
Time and Date WEEKLY  
*regardless of activity*  
THROUGHOUT the PROCESS

#2

24/48/72 HOUR  
FEEDBACK GUARANTEE

I will contact you within XX hours of every showing

**GUARANTEED**



# KEY FEEDBACK QUESTIONS

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?



# #3

# BI-WEEKLY ACTIVITY REPORT



# BY-WEEKLY LISTING REPORT

Prepared By



FOR PERIOD OF:  
PROPERTY ADDRESS:

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.....
- Number of Baths .....
- Square Footage.....
- Sales Price Range.....
- High School Districts.....

- Total number of Properties listed.....
- Average Listed Price.....
- Total number of Properties sold.....
- Average Sales Price.....
- Total number of properties withdrawn or expired .....

Contract Date between 08/15/2024 and 09/04/2024, End Date between 09/04/2023 and 09/04/2024, Withdrawal Date between 08/15/2024 and 09/04/2024.

**Active Properties**

MLS #	Address	Zip	Subdivision	CDOM	DOM	Year Built	BR	Full Bath	Basement	Garage Stalls	Sub-Type	Lot Size (acres)	Total SqFt	Price	\$/SF
60275384	3057 S Parkview Ave	65804	Lakeside	21	21	1956	3	2	No	1	Single Family Residence	0.35	1,179	\$209,900	178.03
60276168	2611 E Belmont St	65802	Lurveys	12	12	1959	3	1	No	2	Single Family Residence	0.24	1,201	\$214,900	178.93
60268042	2942 E Chattanooga St	65804	Lakeside	69	69	1990	3	2	No	2	Single Family Residence	0.26	1,220	\$224,000	183.61
60276127	3025 E Hawkins St	65804	Lakeside	12	12	1972	3	1	No	2	Single Family Residence	0.25	1,248	\$219,900	176.2
60276150	3211 W Riverside St	65807	Pine Wood Place	12	12	1978	3	2	No	2	Single Family Residence	0.21	1,260	\$215,000	170.63
60269971	1462 S Catalina Ave	65804	Catalina Terr	92	92	1971	3	2	No	2	Single Family Residence	0.27	1,265	\$219,900	173.83
60274657	3689 S Holiday Ave	65807	Scenic Towers	32	32	1988	3	2	No	2	Single Family Residence	0.33	1,303	\$220,000	168.84
60275966	4525 S Drury Ct S	65810	Foxwood	14	14	1989	3	2	No	2	Single Family Residence	0.21	1,305	\$199,900	153.18
60272824	557 S Belcrest Ave	65802	Belcrest	55	55	1955	3	2	No	2	Single Family Residence	0.27	1,309	\$199,900	152.71
60276433	3316 S Jefferson Ave	65807	High Meadow Estates	8	8	1975	3	1	No	2	Single Family Residence	0.23	1,344	\$215,000	159.97
60275831	719 S Grandview Ave	65802	Miles Grand Cherry	16	16	1970	3	2	No	2	Single Family Residence	0.2	1,397	\$219,900	157.41
60274798	821 E Jewett St	65807	Southwood Est	29	29	1974	3	2	No	2	Single Family Residence	0.23	1,400	\$199,500	142.5
60275895	1153 E Rosebrier St	65807	Meador Park Est	7	7	1971	3	2	No	2	Single Family Residence	0.19	1,408	\$214,900	152.63
60276773	1523 S Meadowview Ave	65804	Linwood Square	5	5	1977	3	2	No	2	Single Family Residence	0.2	1,440	\$225,000	156.25
60264748	5237 S State Highway Ff	65619	Walker	91	91	1973	3	2	No	2	Single Family Residence	0.73	1,600	\$210,000	131.25
60275666	516 S Belcrest Ave	65802	Belcrest	18	18	1957	4	2	No	2	Single Family Residence	0.26	1,446	\$224,900	155.53
60272041	1006 S Bruce Ave	65804	Friendly Village	67	67	1961	4	2	No	2	Single Family Residence	0.23	1,664	\$217,500	130.71
60272346	2625 W Village Ln	65807	Westbrook	39	39	1972	4	2	Yes	2	Single Family Residence	0.31	2,132	\$205,000	96.15

**Listing Count 18**

<b>Averages</b>	<b>Sqft:</b> 1,396	<b>\$/Sqft:</b> 156.58	<b>DOM/CDOM:</b> 33/33	<b>Original List Price:</b> 219,122	<b>List Price:</b> 214,172
<b>Price</b>	<b>High:</b> 225,000	<b>Low:</b> 199,500	<b>Median:</b> 215,000		

**Ending Properties**

MLS #	Address	Zip	Subdivision	CDOM	DOM	Year Built	BR	Full Bath	Basement	Garage Stalls	Sub-Type	Lot Size (acres)	Total SqFt	Price	\$/SF
60272643	3264 W Riverside St	65807	Pine Wood Place	44	44	1979	3	2	No	2	Single Family Residence	0.21	1,287	\$220,000	170.94
60273829	911 W Valley Ct	65807	Park Terr	14	14	1965	3	1	No	2	Single Family Residence	0.27	1,299	\$219,000	168.59
60273475	2340 E Harrison St	65802	Redbud Park	29	29	1989	3	2	No	2	Single Family Residence	0.164	1,332	\$199,900	150.08
60266976	1734 N Pearson Dr	65802	Supreme Est	109	109	1988	3	2	No	2	Single Family Residence	0.35	1,473	\$216,900	147.25
60274412	2262 E Bancroft St	65804	Linwood Hts	7	7	1955	3	1	Yes	2	Single Family Residence	0.33	2,646	\$214,900	120.32

**Listing Count 5**

<b>Averages</b>	<b>Sqft:</b> 1,607	<b>\$/Sqft:</b> 143.62	<b>DOM/CDOM:</b> 40/40	<b>Original List Price:</b> 228,740	<b>List Price:</b> 214,140
<b>Price</b>	<b>High:</b> 220,000	<b>Low:</b> 199,900	<b>Median:</b> 216,900		

**Expired Properties**

MLS #	Address	Zip	Subdivision	CDOM	DOM	Year Built	BR	Full Bath	Basement	Garage Stalls	Sub-Type	Lot Size (acres)	Total SqFt	Price	\$/SF
60256819	2525 W Katella Ln	65807	Springday Hills	13	13	1972	3	1	No	2	Single Family Residence	0.24	1,232	\$190,000	154.22

**Listing Count 1**

<b>Averages</b>	<b>Sqft:</b> 1,232	<b>\$/Sqft:</b> 154.22	<b>DOM/CDOM:</b> 13/13	<b>Original List Price:</b> 190,000	<b>List Price:</b> 190,000
<b>Price</b>	<b>High:</b> 190,000	<b>Low:</b> 190,000	<b>Median:</b> 190,000		



# Running the Report

Use a “running” 2 weeks

Baseline Physical Features +

Area parameters that were used in initial CMA

Current Price “Bracket” and next Lower Bracket

GOAL: Give the Seller a 2-week activity “snapshot”

# Why is this So Important?

The marketplace will talk to you!

The Question is...

Are we going to listen?

# The Bottom Line...

It is **IMPOSSIBLE** to  
**OVER COMMUNICATE**  
to a Seller!





*See you September 18<sup>th</sup> for*

*“Magic Words” ...  
Enhanced Dialogues for  
Today’s Environment*

# Thank You!

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