

Kristi JENCKS

Helping you show up with competitive value and confidence



@KRISTIJENCKS

 **SPEAKER BUREAU**

@kristijencks





MAGIC MOMENTS

Great Presentations



Build rapport, create trust, and make it fun or easy



Show competency, Reduce stress, and save the seller time



Save the seller money, Negotiate, and guarantee an incredible outcome

THE ULTIMATE REAL ESTATE PLAYBOOK: THE LISTING PRESENTATION

A Stunning Listing Presentation

How to Distill Your Brand into a Winning Listing Presentation

**Jillian &
Keith
Jamison**

📍 Lipply Real Estate
📱 @jamisonteamtampabay

THE ULTIMATE REAL ESTATE PLAYBOOK: THE LISTING PRESENTATION

Winning Listing Presentation to a "Yes"

The Training & Tools of a Listing Expert

**STEPHANIE
YOUNGER**

📍 COMPASS
📱 @stephanieyoungergrout

THE ULTIMATE REAL ESTATE PLAYBOOK: THE LISTING PRESENTATION

Building Trust and Rapport from Beginning to End

What to Do Before, During, and After the Listing Presentation

Chris Grant

📍 RE/MAX Anchor
📱 @therealchrisgrant

THE ULTIMATE REAL ESTATE PLAYBOOK: LISTING ATTRACTION MULTIPLIER

Treating Open Houses Like Art Exhibits

Create Beauty, Tell Stories, and Capture Leads

**Cari Ann
Carter**

📍 Edina Realty
📱 @carlanncartergroup



The Heart

Build rapport, create trust, and make it fun or easy

- Pre-appointment interview
- The walkthrough “Tour”
- Storytelling
- Asking for the business



Initial Consultation

Heather Murphy Group – Savannah, GA

- In-depth **phone interview** looking for client needs, goals, and timeline
- Gather **comprehensive property details** and assess client's **market knowledge**.
- Utilize **DISC profiling** to tailor the approach to each client's communication style.
- Helpful marketing questions:
 - What attracted you to this home when you bought it?
 - What is your favorite feature of the home?
 - What do you like most about your neighborhood?
 - What are some nearby attractions and amenities?
 - What would you change about the home?



@heathermurphyrealtor
2024 totals

255 units
\$108M volume

2025 YTD

Closed : 38 Units
Closed \$16,525,361.00 Vol
Active Listings: 13
Pending Listings: 14
Pending Buyer Contracts: 26



Get Heathers Checklists

Property Address	MLS#
City/ State/ Zip	Property Type
CLB#	Shackle Code
Agent	Client

LISTING ACTION PLAN

<input type="checkbox"/> Photo House Date/Time _____	<input type="checkbox"/> Showing Time Updated _____
<input type="checkbox"/> Photography - Photos/RV/Drone (if not, needs HMM approval)	<input type="checkbox"/> Added to Coop Compensation Sheet
<input type="checkbox"/> Print Zestimate (prior to activating listing)	<input type="checkbox"/> Listing Docs W/ Brochure to Seller
<input type="checkbox"/> Install Lockbox and Sign	<input type="checkbox"/> Command- Listing Docs Submitted
<input type="checkbox"/> Listing Agreement, MLS Form, Lockbox Form	<input type="checkbox"/> BoomTown (Add Client to database)
<input type="checkbox"/> Pre-show Agreement (F258)	<input type="checkbox"/> Email MLS to Buyers Agent
<input type="checkbox"/> Pre-show Agreement to Pre-Show group text	<input type="checkbox"/> Update Client List
<input type="checkbox"/> Listing Description Approved by Agent	<input type="checkbox"/> Property Information Sheet Attached
<input type="checkbox"/> ABAD	<input type="checkbox"/> Vacant _____ Occupied _____
<input type="checkbox"/> Seller's Disclosure	<input type="checkbox"/> CLB Sheet Updated
<input type="checkbox"/> Community Association Disclosure	<input type="checkbox"/> Lead Source _____
<input type="checkbox"/> Lead Based Paint Disclosure (built prior 1978)	<input type="checkbox"/> Preferred Contact Method _____
<input type="checkbox"/> MLS Input / Print Full View for File	<input type="checkbox"/> Open House Y N Date _____ Time _____
<input type="checkbox"/> Added to GA MLS/HABR (if applicable)	<input type="checkbox"/> Send Review Request Email (24-48 hrs after mktg links)
<input type="checkbox"/> Disclosures Uploaded to MLS	<input type="checkbox"/> Copy of POA (if applicable)
<input type="checkbox"/> Legal Description Uploaded to MLS	<input type="checkbox"/> Land Plat/Survey (no active listing until received)
<input type="checkbox"/> Lockbox - Supra (Add Key Box)	<input type="checkbox"/> Land Plat/Survey (no active listing until received)

MARKETING ACTION PLAN

<input type="checkbox"/> Verify Syndication Zillow/Trulia, Realtor.com, Homes.com
<input type="checkbox"/> Website Links Emailed to Client (24 hrs/Monday 12pm)

ITEMS AT PROPERTY (DISCUSS WITH CLIENT CONCIERGE)

<input type="checkbox"/> Combo Box Installed	Location of Box _____	Removed _____
<input type="checkbox"/> Air Freshners Installed	How Many _____	Removed _____
<input type="checkbox"/> Staging Items Installed	_____	Removed _____
<input type="checkbox"/> Extra Keys in Office?	_____	Removed _____

NOTES:

LISTING CHECKLIST

LEAD SOURCE _____	REFERRAL COMMISSION (\$ or %) _____
LIST PRICE _____	LIST DATE _____
COMMISSION _____% (_____ SELL _____ BUY)	LOAN CONV CASH FHA VA USDA 1031
PROPERTY ADDRESS _____	VACANT OCCUPIED
SELLER #1: _____ P: _____ E: _____	
SELLER #2: _____ P: _____ E: _____	
DATE OF PURCHASE _____	BEST CONTACT METHOD CALL TEXT EMAIL
PHOTOGRAPHY STANDARD FLOOR PLAN VIRTUAL STAGING 3D TOUR DRONE	
Are there any additional Sellers on title living or deceased?	YES* NO *Have you been through probate? YES NO
Are you divorced or going through a divorce?	YES* NO *Is the divorce final? YES NO
Is the property in a trust?	YES NO Are you in bankruptcy? YES NO
Are you delinquent on/missed any mortgage payments?	YES NO Are you delinquent on HOA dues? YES NO
Are there any liens on property?	YES NO Are you a US citizen? YES NO
SF _____	VERIFIED YES NO OPEN HOUSE YES NO PREFERRED DAY/TIME
# BEDROOMS _____	BATHROOMS FULL _____ HALF _____
MASTER LOCATION	MAIN LEVEL 2 ND LEVEL 3 RD LEVEL
FORMAL ROOMS	DINING LIVING N/A
FIREPLACE	YES* NO *ELECTRIC *GAS *WOOD BURNING
# HEATING UNITS _____	ELECTRIC GAS
# COOLING UNITS _____	ELECTRIC GAS
# WATER HEATERS _____	ELECTRIC GAS
SHOWING APPOINTMENT	YES NO SHOWING NOTICE _____
SHOWING RESTRICTIONS	YES* NO *DAYS _____ *TIMES _____
PET AT SHOWINGS	YES NO

Listing Appointment Preparation (screenshot this)

Phone Transcript: Upload to AI

I'm uploading a call transcript with a potential listing client. Please identify the client's personality profile and communication style, paying attention to any preferences, pain points, or priorities they mention. Also, provide insights on any specific objections, reservations, or motivations they expressed that I should address.

Offer tailored strategies to help me build rapport, present my services in a way that resonates with them, and address any unstated concerns that may impact their decision.

Email & Text Communication (screenshot this)

Please analyze the client's personality and communication style based on the following email and text exchanges to help me adapt my approach. Here are the copies:

- **Email Samples:** [Paste email text here]
- **Text Message Samples:** [Paste text exchanges here]

Based on these messages, please identify any personality traits or preferences in how they communicate. Specifically, I'd like to know if they appear to value efficiency, detail, relationship-building, or show signs of being direct, hesitant, or curious. Any additional observations on their tone, responsiveness, or word choice that could help me improve my approach during our listing appointment.

Gather Intel from Social (screenshot this)

"Please analyze my client's social media profiles to identify any insights about their lifestyle, values, and preferences. Here are their profiles and/or observations I've noted about them:

Social Media Profiles/Links: [Provide links here]

Observations: [e.g., noted interests, family details, types of posts they frequently share, or specific interactions related to lifestyle or hobbies]

Please summarize any patterns in their interests, values, or preferences that would help me tailor my listing presentation to their personality and priorities."

Build the Presentation (screenshot this)

"Using the emails, texts, phone call transcripts, and social media details I've provided, please summarize the key insights about the client's personality, communication preferences, and any values or priorities you can infer. Here's what I'd like you to cover:

1. **Personality Profile:** Summarize the client's personality traits (e.g., detail-oriented, results-driven, relationship-focused, etc.) based on their communication style and content shared.
2. **Communication Preferences:** Describe their preferred style of communication, such as direct and efficient, informal and friendly, detail-oriented, or high-level.
3. **Emotional or Motivational Cues:** Identify any values, motivations, or concerns you can infer that may influence their decision-making or expectations for the listing process.
4. **Approach Recommendations:** Provide actionable steps on how I should adjust my approach during the listing appointment to best accommodate their personality and communication preferences. This could include recommended tone, level of detail, pacing, or specific techniques to build rapport and address any concerns.

Please include any other observations that could enhance my understanding of the client and optimize my approach to ensure they feel heard, valued, and understood during the appointment."

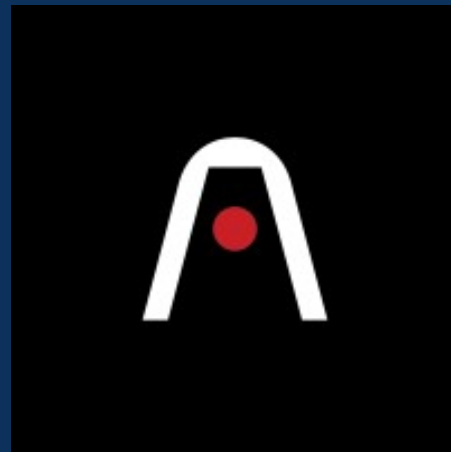
Build Your Presentations with AI



Voice Memo iOS



Live Transcribe
Android



Plaud

The Mind

Show competency, reduce stress, and save the seller time

- Pre-Listing email
- Data analysis
- Marketing
- Communication
- Reviews



Pre- Listing Appointment Email

Kristine McKinley - Orlando, FL

- **90% of sellers will click on the links** and study the videos and photos.
- Youtube channel - property tours, **Chick Chat episodes**, and videos about **neighborhoods and local data**.
- Sellers **learn her personality before meeting**, and hear her knowledge. Create **rapport** before she shows up.
- **Custom** video intro with trackable links allow her to see what they engaged with.



@therealestatechicks

2024 totals

31 Listings
18 Buyers
\$26M Volume

2025 totals

7 Sellers
9 buyers
\$9.2 M Volume



Communication

Kristine McKinley - Orlando, FL



Thank you for your time on the phone today.

We like to send a "snippet" of information about our team, WHO we are and HOW we have efficiently sold homes in the Greater Orlando area since 2004. Please know we will go over our experience and processes in much more detail when we meet at your home.

Experience

"Full Serv

Tried & Tr

Create a Pre-Listing Appointment Process

Expert - Marketing, Negotiating, and Communicating

- Professional HDR photography
- Professional video of the home if applicable [like this one](#)
- Personal property website via OrlandoRealEstateChicks.com
- Buyer database "matching" program that matches your home with thousands of buyers who have registered on our website
- Mega open houses will be used to market your home on the first weekend on the market. This has yielded the best response.
- And 17 other important marketing items we will go over at our appointment

The Tour

Ali Thompson - Temple, TX



@alithompsonhomes
2024 totals

5 YTD
ing
ing Soon Listings

- Be early & “**exude positive** energy and smile”
- Greet the sellers find something to **genuinely love and compliment** about the home, the seller, the decoration, etc.

Find and craft your Stories

- Share **Examples** - Making the bed...
- **Language** “What this means to you is...”



Personalized Marketing



YOUR MARKETING PLAN

In real estate marketing, there's no one-size-fits-all approach. Each home is unique, and it's our goal to make your property stand out by ensuring it attracts the right buyers and achieves its true value.

Of Course Marketing

Strategic Pricing
Database Alerts
Legal Compliance
Zillow.com
Yard Sign
Compelling Property Description
Personalized Branding
Open Houses
Professional Photos
MLS
Realtor.com

The Slocum Difference

Photo + Video

- Floorplans
- Immersive 3D Tours
- Short form Video
- Drone Photography

Digital + Web Mkt

- Inclusion in the "Home Stretch Newsletter"
- Listed on Google Business Page
- Showing packet E-Book

Feedback + Reporting

- Guaranteed regular Communication
- Bi-weekly Listing Performance reports

The Slocum Difference

Photo + Video

- Floorplans
- 3D Tours
- Twilight photos
- Short-Form Video
- Agent-lead Video tour
- Drone photos

39 Blue Lane

Digital Marketing

- Featured in "The Home Stretch" Newsletter
- Listed on Google Business Page
- E-Book Showing Packet

Feedback + Reporting

- Guaranteed regular Communication
- Bi-Weekly Listing Performance reports

The Slocum Difference

PRE-LIST

- 3D TOUR
- FLOORPLANS
- Zillow Listing Showcase
- Twilight Photos
- Drone Photos
- Short Form Video
- Youtube Video
- Virtual Staging
- Complete Goon Campaign



LISTING LAUNCH

- Custom Brochure + Flyers
- Mega Open House
- Custom 16 story
- Promote across all social channels
- Post in community FB Groups
- Email Blast w/ "Deal of the Week" strategy - Audience size over 10,000
- Access to full time listing coordinator
- Weekly listing performance reports
- Circle Prospects

** COMMUNICATION GUARANTEE THROUGHOUT! **

CLOSING TO CLOSING (and beyond)

- Full Time Transaction Coordinator
- Access to our Vendor Referral List
- Digital e-signing almost instant
- Regular Equity Updates

Personalization

Slocum Team - Warwick, RI

LET'S MAKE A PLAN!

SUN	MON	TUE	WED	THU	FRI

Let's Make a Plan!

LET'S MAKE A PLAN!

October

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4 Phone + Video	5
6	7	8	9	10	11 Listing Marketing Assets Prep	12
13	14 Coming Soon Campaign	15	16	17 Live in MLS	18	19 Open House
20 Open House	21	22	23	24 Listing Performance Report	25	26
27	28	29	30	31	1	2 Open House if needed

Let's Make a Plan!



@slocumhometeam



The Wallet

Save the seller money, negotiate, & guarantee an incredible outcome

- Pricing Strategy
- Negotiation
- Guarantees
- Case studies



Pricing Strategy

Slocum Home Team - Warwick, RI

TODAY'S MARKET CONDITIONS

Do you know what's going on with your local real estate market?



MONTHS OF INVENTORY

A key metric that helps to understand the balance between supply and demand in the housing market. It's a valuable tool for gauging the temperature of the real estate market, helping both buyers and sellers make informed decisions.

Active Listings



Avg. Sales p./Month



Months of Inventory

INTERPRETING THE NUMBER:

Sellers Market (1-3 Months): This means there are fewer homes for sale relative to the number of buyers, which often leads to higher prices and quicker sales.

Balanced Market (4-6 Months): Market is neither heavily favoring buyers nor sellers.

Buyers Market (6+ Months): This scenario indicates that there are more homes for sale than there are buyers, which can lead to lower prices and homes staying on the market longer.

HOW DOES THIS IMPACT YOU?

Pricing Strategy: In a seller's market, demand outstrips supply, and you might price your home more aggressively, potentially even above the market rate, as buyers compete for fewer available properties. Conversely, in a buyer's market, you might need to price your home more competitively to attract interest.

Negotiation Leverage: In a seller's market, you might find yourself in a position to receive multiple offers, or even offers above asking price, and you can negotiate more firmly. In a buyer's market, you might have to be more flexible or willing to make concessions.

Expectations on Sale Timeline: In a market with low months of inventory, homes tend to sell faster. If the months of inventory are high, you might need to be prepared for a longer sale process, which can impact plans, especially if you're looking to buy another property or relocate.

Understanding Buyer Behavior: In a market with high months of inventory, buyers may feel less pressured to make quick decisions and might be more inclined to negotiate aggressively. Conversely, in a market with low inventory, buyers are often more motivated to act quickly and decisively.



@slocumhometeam

Months of Inventory Calculator (Simple) ☆ 📄 🔄

File Edit View Insert Format Data Tools Extensions Help

Menus 100% 123 Ruboto - 18 + B

MONTHS OF INVENTORY ANALYSIS (LISTING BOOK)

A	B	C	D	E	F
MONTHS OF INVENTORY ANALYSIS (LISTING BOOK)					
DATE	1-Feb-23 Prepared By: Nick Slocum				
INPUT DATA ONLY IN FIELDS CODED IN RED - CRITERIA (0-365)					
LOCATION	ACT	SLD	NO. MOS	SLD/MO.	MOS OF INV
Target Area	23	146	12	12.17	1.9

Negotiation



@slocumhometeam

HOW TO PRICE YOUR HOME

3 POINT PRICING STRATEGY

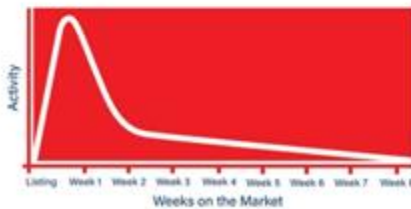
1. PRICE ABOVE MARKET VALUE

- Pros: Find the perfect buyer and set a new value for your home & neighborhood
- Cons: Not finding a buyer, extended time on market, price reductions & losing

2. PRICE AT MARKET VALUE

- Pros: Increase chances of showing up in online searches for buyers who can afford your home, appealing to other agents, low chances of appraisal issues.

Track & share your Numbers



PRICING VS TIMING

Timing is extremely important in the real estate market. The graph illustrates the importance of placing your property on the market at a realistic price and terms from the beginning.

AVERAGE AGENT	100%	32	1.4
SLOCUM HOME TEAM	102%	22	168
DIFFERENCE	2%	10 DAYS FASTER	166 MORE



Case Studies

Melissa Pilon - Los Angeles, CA

The Proof is in the Numbers

Melissa will sell your
home faster and for
more money

compared to the average agent

6

Melissa's Average
Days On Market

35

Average Days On
Market

109%

Melissa's List to
Sale Price Ratio

83.2%

Average List To
Sale Price Ratio

CASE STUDY

How I turned \$55,000 into \$172,000

Home improvement financing fronted interest free by Compass

\$1.2M

Expected Sale Price
Without Concierge

\$1.372

Sale Price
After Concierge

6

Days On
Market

\$172K

Total return
with Concierge

\$55K

Total project cost

"Concierge solved it all. My analysis showed that without any updating this dated townhome would likely get about million two. My key suggestions were to update the flooring throughout, install new light fixtures, new countertops and hardware in the kitchen and bathrooms. Of course as always I recommended staging. We received an estimate for \$55K to complete the entire project and took 2 weeks to complete. The home sold for \$1.372.000 which is \$172,000 over the original value with a \$55K investment giving a 319% return. The best part is Compass fronted all of the expenses for this project giving my seller all of the equity on the back end."



Melissa Pilon
Redondo Beach

COMPLETED CONCIERGE SERVICE

- Interior Paint
- Full Kitchen Remodel
- Staging
- New Flooring
- Bathroom Countertops
- New Light Fixtures
- Deep Cleaning
- New Bathroom Fixtures

Learn how Compass Concierge can help you sell faster and for a higher price with nothing paid before closing.
compass.com/concierge/melissa-pilon/



@melissapilonhomes

2024

24 Units

\$30,398,500 volume

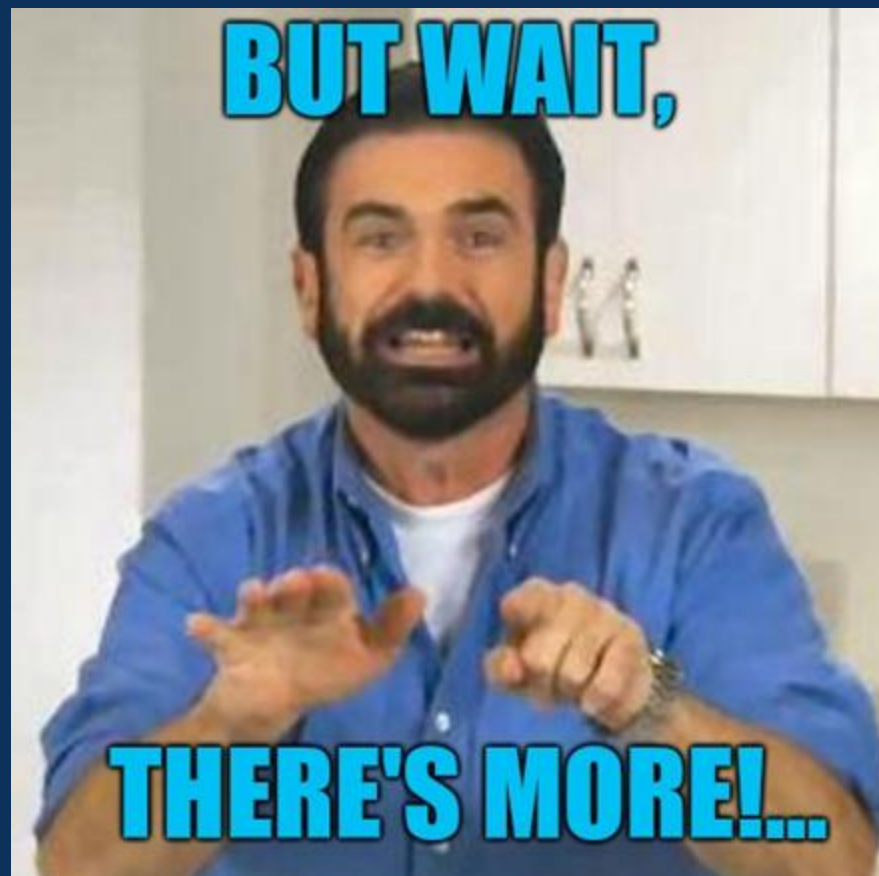
2025 YTD

4 Units Closed

\$ 5,720,000 Vol

5 Active & Coming Soon Listings





Post Listing Appointment & AI

Hunter Kirkman - Atlanta, GA

- Note taking during the appointment
 - Assistant
 - Client
 - Details
 - Promises
- Export the transcript
- Upload to your favorite AI
- Review report
- Send seller meeting summary
- Do what you promised to do!



@hunterkirkman

Pro Tips to Analyze your Presentation

 Time & Faster

 Money

 Mental Sanity

 Fun

 Easy



My gift to you

The Listing Presentation Audit Checklist



Use this checklist to assess and enhance your listing presentation, ensuring it effectively connects with sellers and increases your chances of winning the listing.

I. Preparation Before the Presentation

1. Pre-Qualifying Sellers

- Do you have a system to pre-qualify leads, gathering information about their motivation, timeline, and needs?
- Are you using tools like a Seller Lead Questionnaire to uncover valuable insights about the seller's goals and priorities?

2. Personalization

- Is your presentation customized based on the seller's unique circumstances and preferences?
- Have you reviewed their communication style through emails, texts, or social media to tailor your approach?

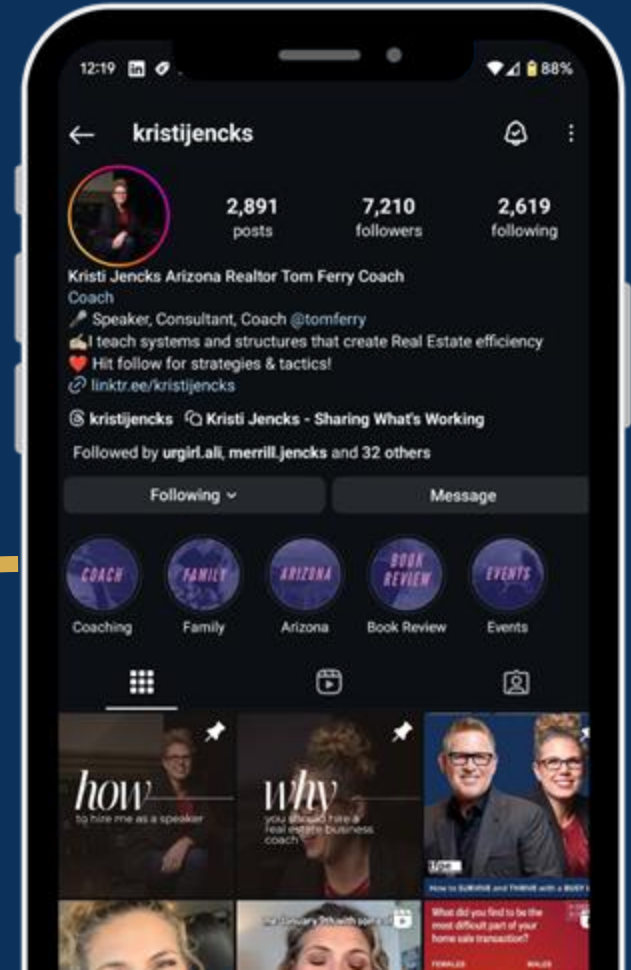


Get the Resources ✨

DM me “Listing Edge” on

INSTAGRAM

can't open my profile @kristijencks



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2025 | LISTING LEADER EDITION

BILLION
BILLION
THE **BILLION** DOLLAR PLAYBOOK
BILLION
BILLION

Kristi JENCKS

Helping you show up with competitive value and confidence



@KRISTIJENCKS

SPEAKER BUREAU

@kristijencks