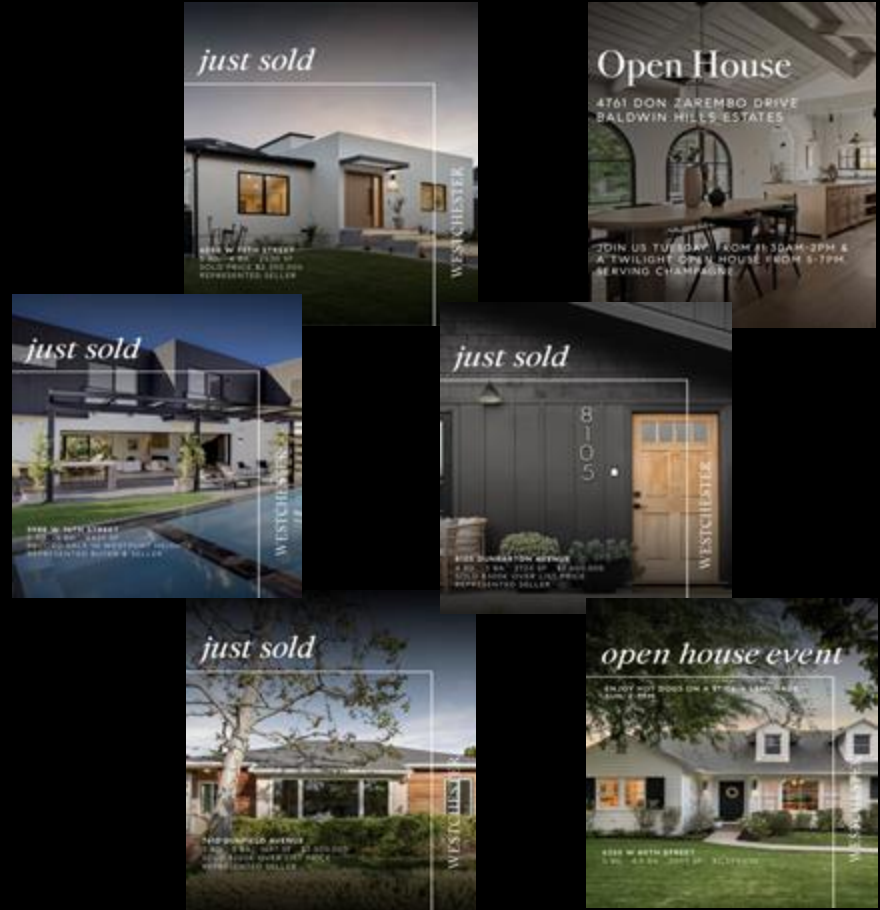


What if....
You could **win more listings** by adding a simple step to your traditional "Listing Presentation" process?



What type of presentation do you do?

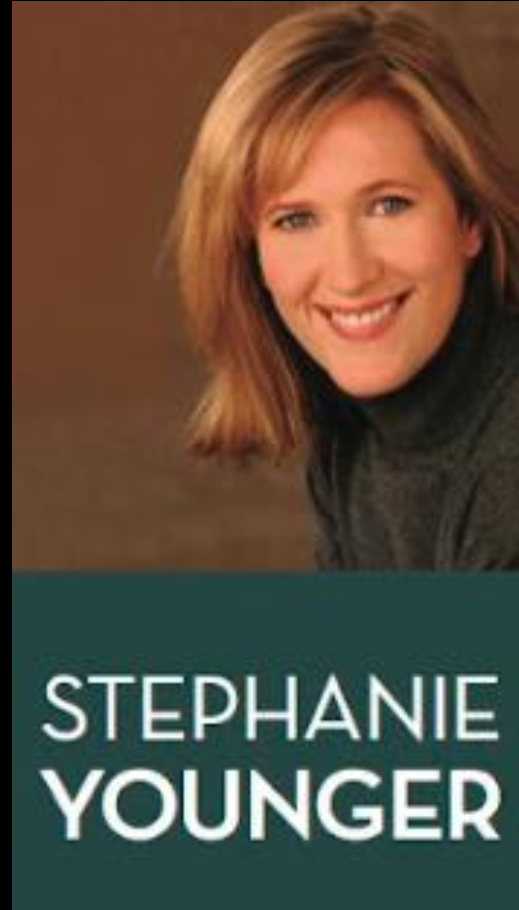
ONE STEP: A Listing Presentation

TWO STEP: A Walk Through + A Listing Presentation

The 3-Step Seller Consultation



In the
beginning...







THE ONE STEP LISTING
PRESENTATION **ISN'T**
ENOUGH.



SYG THREE STEP Seller Consultation:

The SELLER INTAKE +
Walk Through +
Listing Presentation =

A detailed process that builds
trust and rapport before you walk
in the door



SYG

STEPHANIE YOUNGER GROUP • A.C.C.
COMPASS • LOS ANGELES

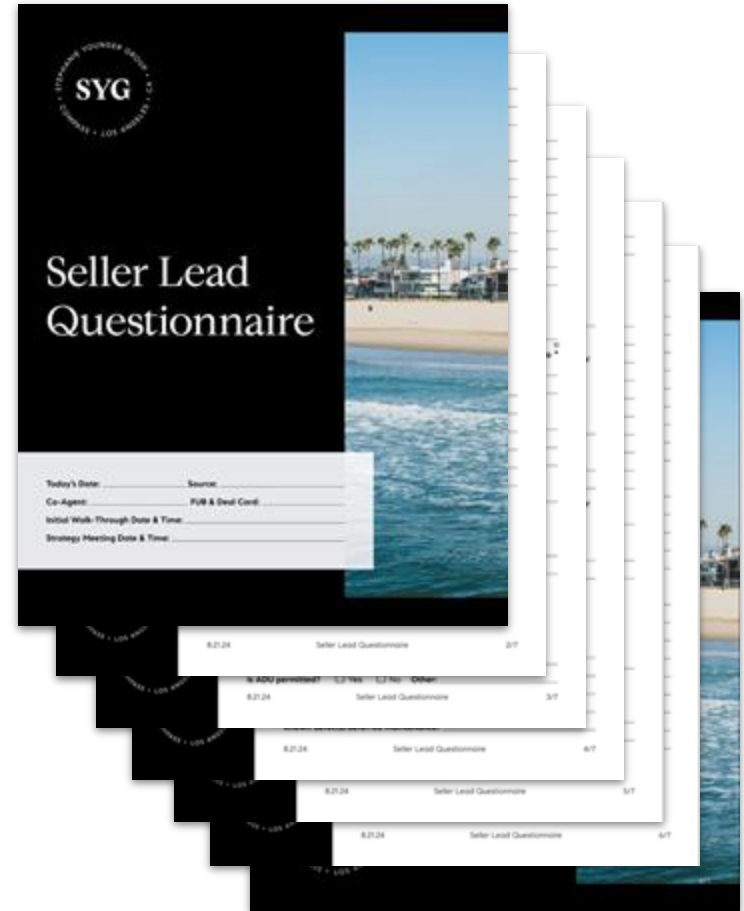
A close-up, slightly angled view of a smartphone screen. The screen displays a grid of various application icons, including the App Store, Photos, Clock, Reminders (with a red badge showing '5'), Facebook, Notes, Uber, Settings, Messenger (with a red badge showing '11'), WhatsApp (with a red badge showing '2'), Google Maps, Paytm, Gmail (with a red badge showing '7'), Zoho Mail, Slack, Calendar, Music, Instagram (with a red badge showing '2'), 8'days, Day Stars, Buffer, and Hangouts. At the bottom of the screen, there is a dock with icons for Phone, Chrome, and Messages (with a red badge showing '67'). A semi-transparent white rectangular box is overlaid on the right side of the screen, containing the text 'Step One: The Seller Intake Phone Call "I hear you" Phase'.

Step One:

The Seller Intake Phone Call
"I hear you" Phase

The SYG Seller Lead Questionnaire:

- All about the seller
- All about the home
- All about their opinion of value and their experience so far
- All about their decision making process
- Confirming the next steps



1. All About the Seller

- Where are you going and why there?
- Who else is moving with you?
- Do you have children? Do you have pets?
- Do any of your pets smoke?
(INSERT LAUGHTER!!!!)



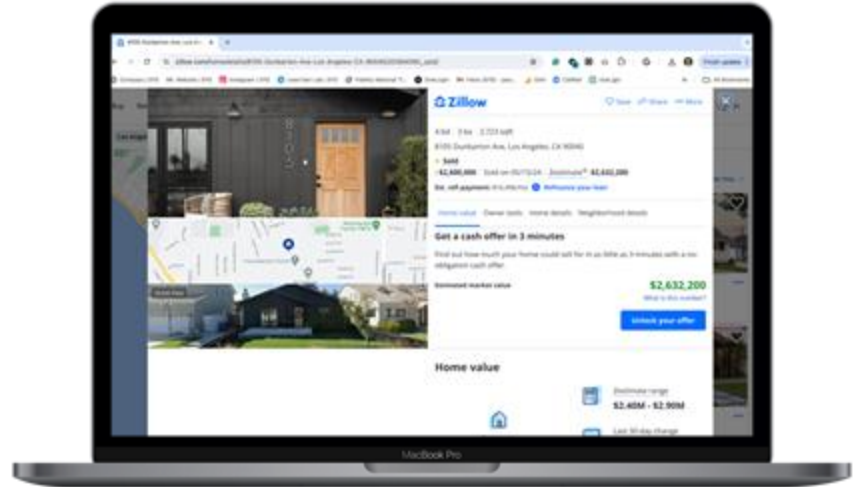
2. All About the Home

- What do you LOVE about your home? What's your favorite spot?
- What's your favorite memory there?
- Is there anything that YOU think needs to be fixed or improved at your home prior to it coming on the market?



3. All About Their Opinion of Value & Their Experience

- What did you think about the price of your home on Zillow?
- Have you been going to any open houses in your neighborhood?
- At what price are you hoping to list your home?



4. All About Their Decision-Making Process

- Who else is involved in making this decision?
- Which other realtors have you already met with?
- How do you feel about the information they provided?



5. Confirming the Next Steps

- **Step One** is done ✓
- **Schedule Steps Two and Three:**
 - The 15 Minute Walk Through
 - The “Seller Strategy Meeting”



Pro Tips for Step One

- The Seller Interview must happen live via phone.
- Slow down and be curious. Be prepared for this to take 30-45 minutes.
- Have fun and ask ALL of the questions!






Step Two:

The 15-Minute Walk Through
“I See You” Phase

The 15-Minute Walk Through.

- Walk through, take photos.
- Show appreciation for the home and reserve all judgment.
- Be an Investigator!
- Make the seller feel comfortable

A photograph of two men in a bright, modern living room. The man on the left, with a beard and glasses, is wearing a white long-sleeved shirt, blue jeans, and orange sneakers. He is pointing his right index finger towards a large, multi-paned window. The man on the right, who is Black, is wearing a white t-shirt and grey pants, and is looking towards the first man. The room features a brown leather sofa, a black wood-burning stove, and light-colored walls. The floor is covered with a light-colored rug.

"The purpose of this appointment is for me to simply see your house. I wouldn't be doing my job if I attempted to price your house without seeing it."

Pro Tips for Step Two.

- Remind them you live in this world too and they don't have to clean up for you.
- Create a feeling of reciprocity by bringing a little gift like a custom candle or swag.
- Always offer to remove shoes before entering.
- Always acknowledge the owner's dog first - they are good judges of character.



A background image showing two women in an office. The woman on the left has curly hair and wears glasses and a dark blazer over a white top. The woman on the right has straight hair and wears glasses and a blue button-down shirt. They are both smiling and looking at a laptop screen that is in the foreground. The image is slightly faded to allow the text to be prominent.

Step Three:

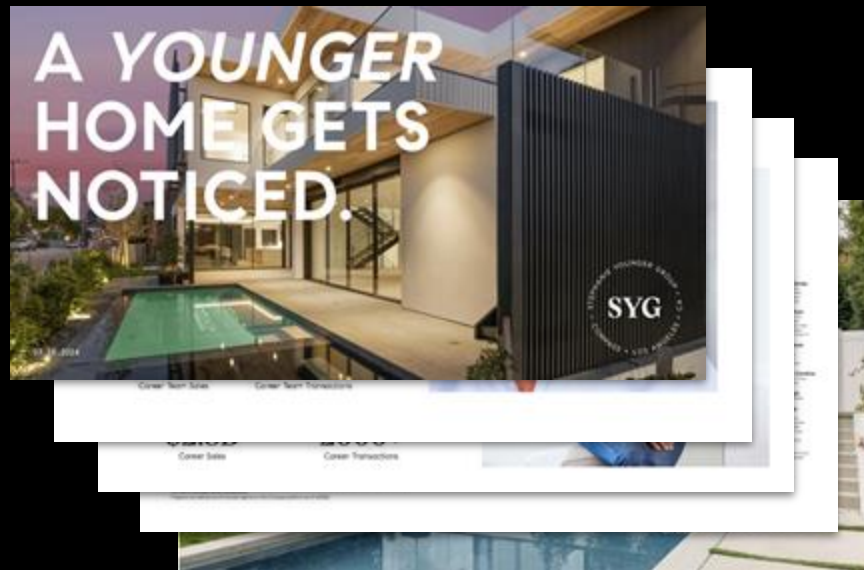
The Seller Strategy Meeting
“I Know You” Phase

The Seller Strategy Meeting.

This is the part of the process that is your “traditional” listing presentation!

SYG Presentation Includes:

- Detailed CMA
- Overview of our process
- Marketing presentation tailored to the client’s needs



Now this is more than a job interview... it's personal.

- You've heard their story ✓
- You've seen them living their real life ✓
- You know what they want personally and how they want to see their home presented ✓



“

*“People will forget what you said;
People will forget what you did;
But people will never forget how
you made them feel.”*

- Maya Angelou





STEP 1

The seller interview
"I hear you."



STEP 2

The walk through
"I see you."



STEP 3

The strategy Meeting
"I know you."

Let's keep growing!



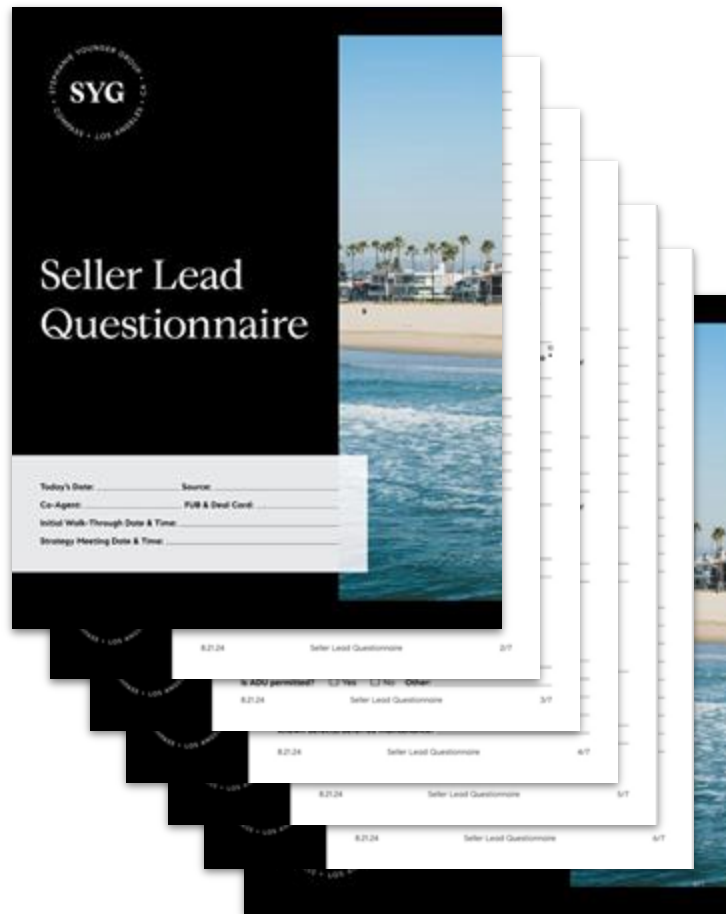
DM “Tom” for the SYG Seller Lead Questionnaire



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Thank you.

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