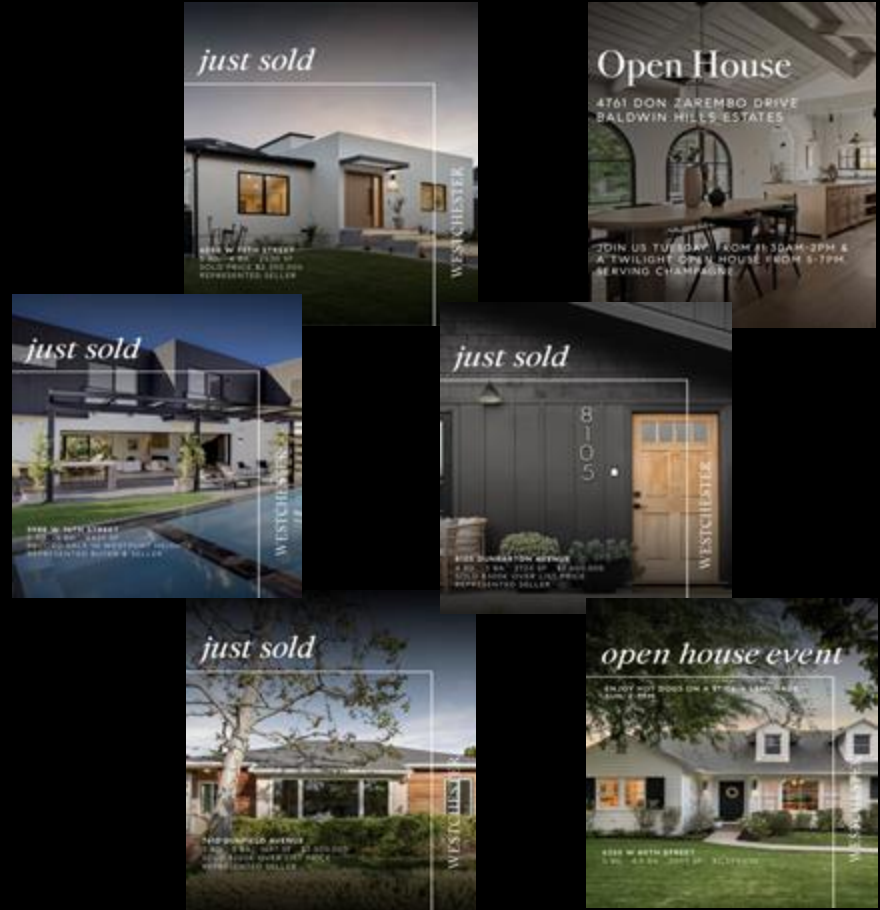


What if....  
You could **win more listings** by adding a simple step to your traditional "Listing Presentation" process?



# 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



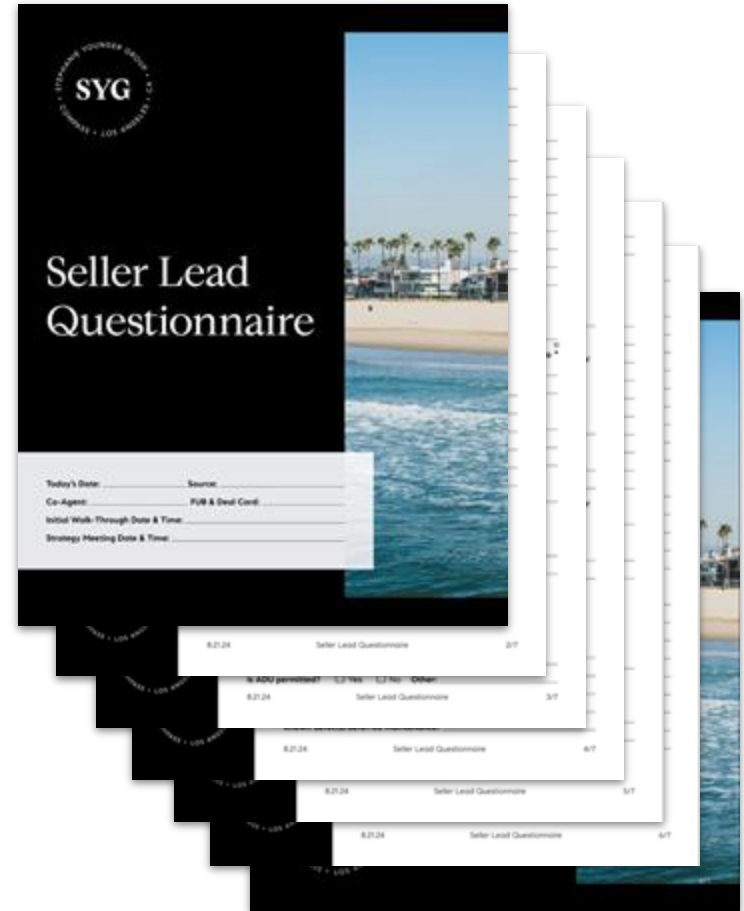


## Step One:

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

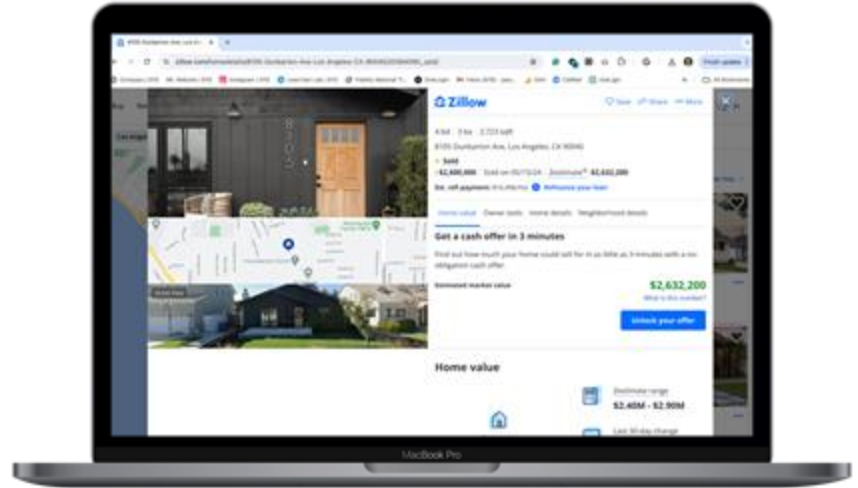
- What do you LOVE about your home?
- How is the closet space in your home?
  - And how many skeletons are in those closets? (AGAIN... INSERT LAUGHTER!!!!)
- Is there anything that YOU think needs to be fixed or improved at your home prior to it coming on the market?





### 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!




The background image shows a coastal scene with a pier and a Ferris wheel in the distance. In the foreground, a silver binocular viewer is mounted on a post. The viewer has a large, rounded body with two circular lenses and two curved handles. The text is overlaid on this image.

## **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 trousers, 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 trousers, 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 brown hair and wears glasses and a dark blazer over a white shirt. The woman on the right has straight brown 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

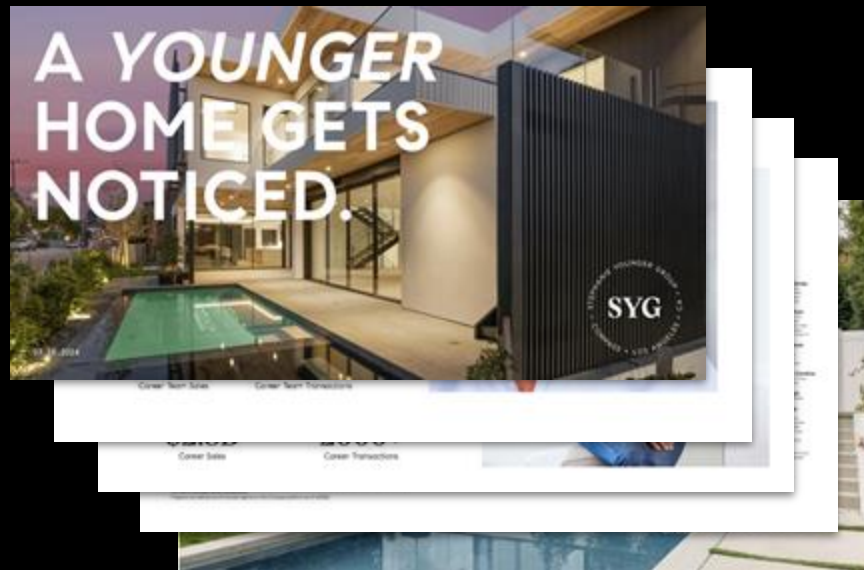


# The Seller Strategy Meeting.

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!



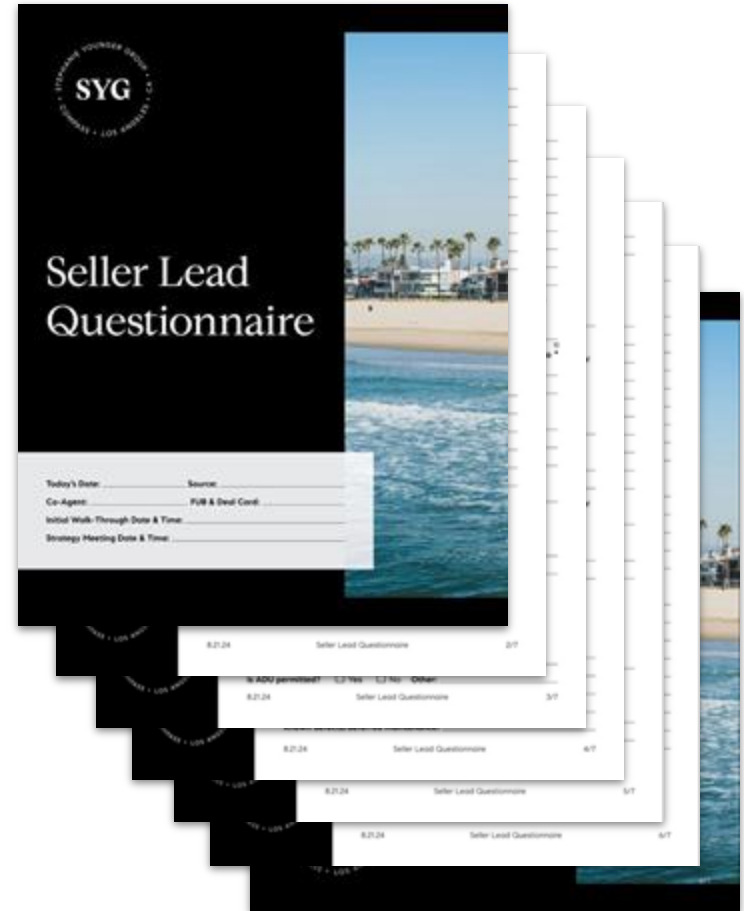
# DM “Tom” for the SYG Seller Lead Questionnaire



@stephanieyoungergrout



hello@stephanieyounger.com





# Thank you.

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