

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 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

Since Dec

13 listings taken
7 coming soon

8 list appts scheduled this week
30 pending



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."

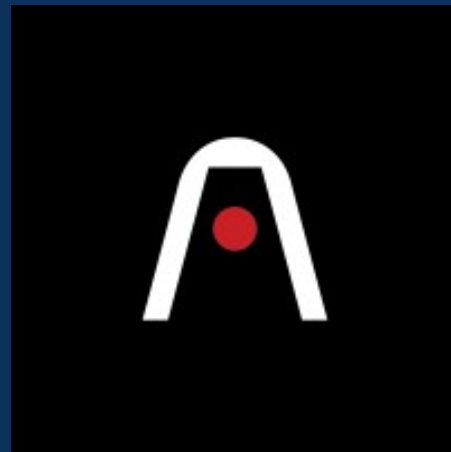
Build Your Presentations with AI



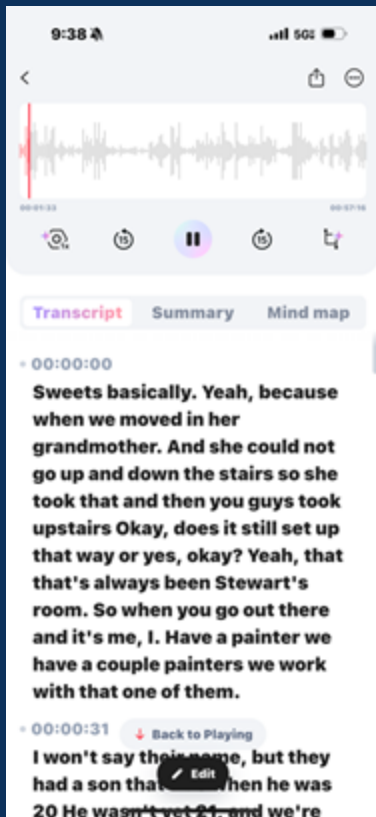
Voice Memo iOS



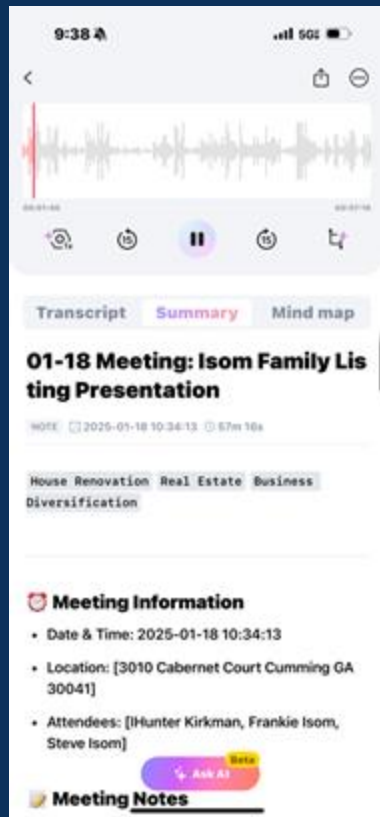
Live Transcribe
Android



Plaud



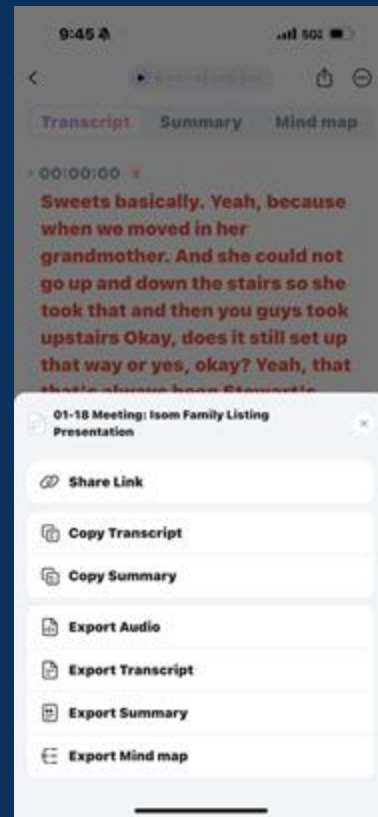
Transcript



Summary



Mindmap



Export

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

46 units

\$22.5m volume

YTD

6 listings taken



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



- Be early & “**exude positive** energy and smile”
- Greet the sellers find something to ***genuinely love and***

onhomes
tals

Find and craft your Stories

- To
po
- Sit
 - **Language** “When you list with me...”
 - 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, ensuring it attracts the right buyers and achieves its true value.

Of Course Marketing

Strategic Pricing
Database Alerts
Legal Compliance
Zillow.com
PROVIDE FEEDBACK
COMPPELLING PROPERTY DESCRIPTION
Personalized Branding
Open Houses
MLS
Professional Photos

HOMES.COM
Yard Sign
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

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

The Slocum Difference

PRE-LIST

- 3D TOUR
- FLOORPLANS
- Zillow Listing Showcase
- TWILIGHT PHOTOS
- DRONE PHOTOS
- SHORT FORM VIDEO
- YOUTUBE VIDEO
- VIRTUAL STAGING
- COMPLETE SHOW COORDINATION
- EMAIL - SKIPPABLE
- FB AD - IN-STREAM AD ON YOUTUBE

COMMUNICATIONS GUARANTEE THROUGHOUT!

CAREER TO CLOSING (AND BEYOND)

- Full Time Transactions Coordinator
- Access to our Vendor Referral Net.

LISTING LAUNCH

- Custom Brochure + Flyers
- MEGA OPEN HOUSE
- CUSTOM 16 STORY
- Promote across all social channels
- Post in community FB Groups
- EMAIL BLIST w/ "Deal of the Week" Strategy - Audience size over 10,000
- Access to Full Time Listing Coordinator
- Weekly Listing Performance Reports
- Circle Prospecting

- Digital e-signing most parents
- Regular Equity Updates



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 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

HOW TO PRICE YOUR HOME

PRICING IS EVERYTHING

As the pyramid graph illustrates, more buyers purchase their property at market value rather than above market value.



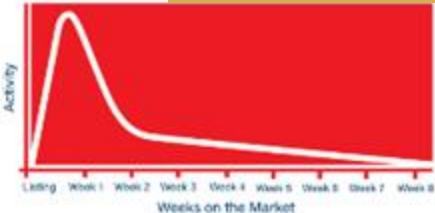
3 POINT PRICING STRATEGY

- 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 leverage to the buyers.
- 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.
 - Cons: The feeling of seeing you leaving money on the table.



@slocumhometeam

Track & share your Numbers



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.

SLOCUM HOME TEAM	102%	22	168
DIFFERENCE	2%	10 DAYS FASTER	166 MORE



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

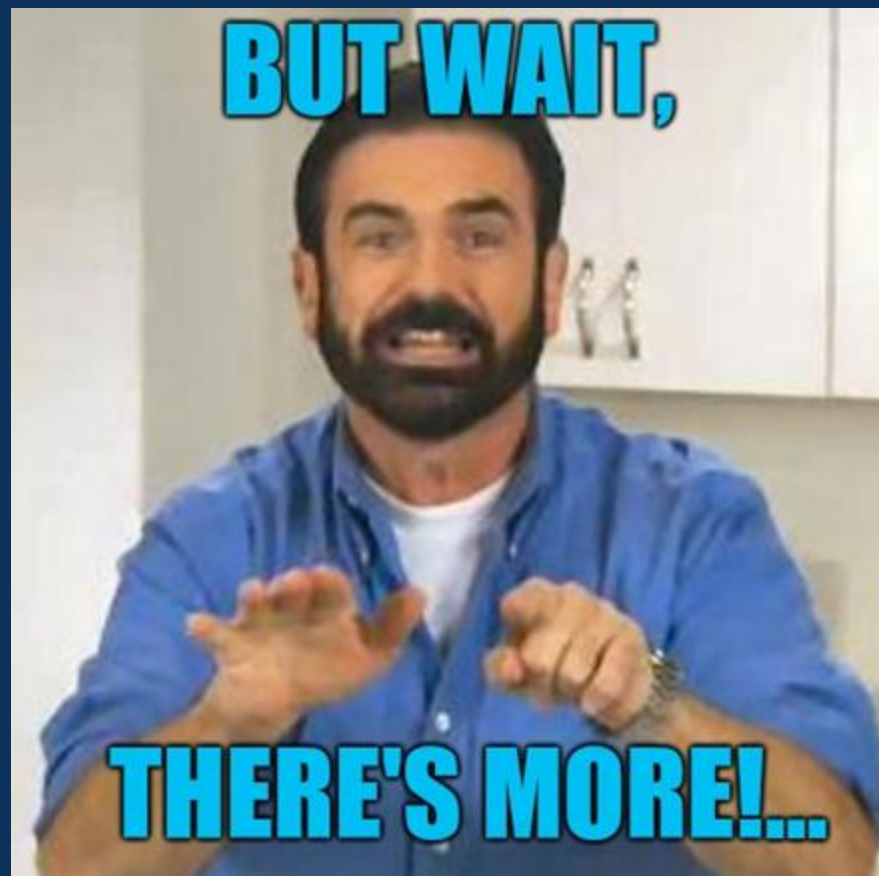
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4 Phone + Video	5
6	7	8	9	10	11 Listing Marketing Assets Prep	12
13	14 Coming Soon Campaign	15	16	17 Live in MLS	18	19 Open House
20 Open House	21	22	23	24 Listing Performance Report	25	26
27	28	29	30	31	1	2 Open House if needed

Let's Make a Plan!



@slocumhometeam





Post Listing Appointment & AI

Hunter Kirkman - Atlanta, GA

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



@hunterkirkman

Create the Summary (screenshot this 📷) Part 1

Act as my real estate assistant and review the attached transcript and provide back the following information. If you are unable to determine the answer for a specific item please provide the answer as "Unknown" If the speakers are identified individually please note their name in the answers. My name is notated as Hunter Kirkman, and or Listing Agent

Property Details

- Age of Home
- Foundation Type: slab, crawl space, basement, other
- How many stories is the property
- How many bedrooms
- How many full bathrooms
- How many ½ bathrooms

Create the Summary (screenshot this 📷) Part 2

Mechanical & System Details

Age of Roof and any other roof details

Age of HVAC and any other HVAC system details

Age of Water heater and any other water heater details

Age of appliances and any other details

Confirm which appliances Seller intends to leave.

How many fireplaces, where are they located and what is the fuel source?

Any other items the Seller intends to leave or have convey at closing.

Is the Home on a septic system, if so when was it last serviced? Any repairs or issues with septic system Is the home on city water or a well? If on a well, is it a shared or communal well

Create the Summary (screenshot this 📷) Part 3

Primary Disclosure Questions

Any history of termites, if so provide details of treatment.

Any history of Radon? If, so, provide details of remediation.

Any history of termites? If so, provide details of treatment. Is there an active termite bond? If so which company and what type of bond?

Any water intrusion incidents? If so, provide details and method of repair.

Any history of rodent or pest intrusion? If so provide details of treatment

Improvement Summary

Detail the improvements, upgrades and repairs that the Seller has performed. If possible list them in chronological order.

Act as my real estate coach and review the attached transcript and provide three areas where my comments resonated with the Seller. Provide three areas/suggestions for improvement on my next Listing Presentation

The Results

Seller's Focus Areas:

- How are you going to save me money? – Concern about overpaying for unneeded repairs.
- How are you going to make things easy? – Wants clarity and efficiency.
- How are you going to ensure a smooth process? – Interested in a pre-listing inspection to avoid surprises.

Specific Concerns: The seller emphasized the importance of staging, repairs, and competitive pricing.

The Results

Next Steps & Responsibilities

1. Pre-Listing Inspection: Arranging an inspection to address any potential issues beforehand.
2. Appraisal: Planning a pre-listing appraisal with DS Murphy.
3. Staging Recommendations: Decluttering and reorganizing rooms for better presentation.
4. Contractor Engagement: Getting quotes for minor repairs (painting, shelving, etc.).
5. HOA Documents: Gathering HOA-related documents from their portal.

The Results

Coaching Feedback Positive Comments That Resonate With The Seller:

1. The emphasis on preventing surprises through pre-listing inspections.
2. Providing insight into potential improvements with cost-effective solutions.
3. Demonstrating empathy regarding past negative contractor experiences.

Areas For Improvement In Future Listing Presentations:

1. Provide clearer timelines and structured next steps to assure the seller.
2. Be more precise in discussing pricing strategy versus market trends.
3. Offer a clearer breakdown of what items are essential for upgrades versus optional enhancements.

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?

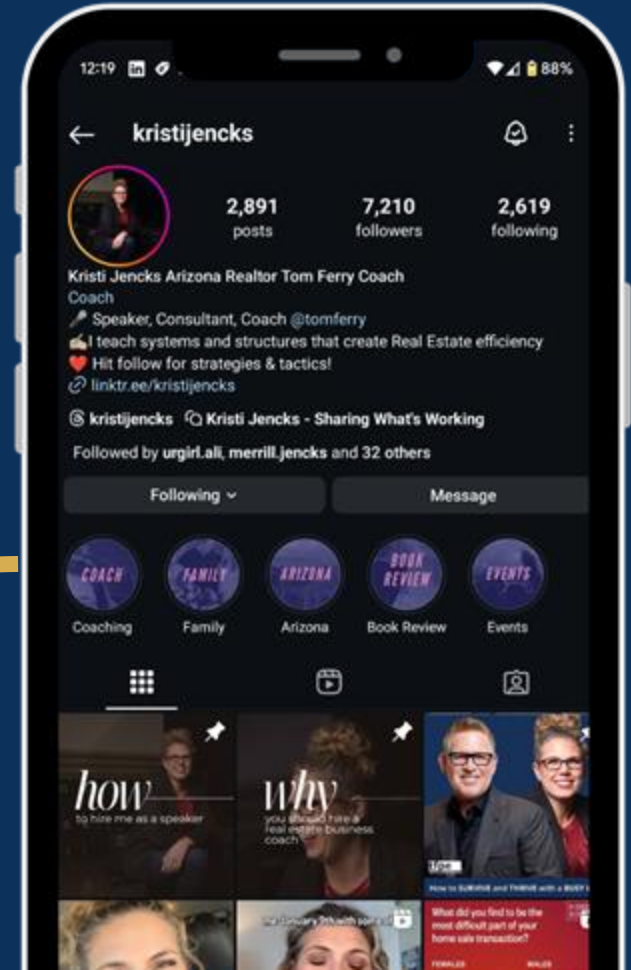


Get the Resources ✨

DM me “Listing Edge” on

INSTAGRAM

can't open my profile @kristijencks



Kristi JENCKS

Helping you show up with competitive value and confidence



@KRISTIJENCKS

 **SPEAKER BUREAU**

@kristijencks