

# What Do the Best Listing Agents have in common?









# What did you find to be the most difficult part of your home sale transaction?

FEMALE	ES	MALES	
11%	Finding a real estate agent I liked/trusted	27%	Finding a real estate agent I liked/trusted
33%	Getting my home ready to sell - cleaning, painting, staging, etc.	23%	Getting my home ready to sell - cleaning, painting, staging, etc.
6%	Determining the list price of my home	8%	Determining the list price of my home
24%	The paperwork - disclosures, legal documents, reports, etc.	21%	The paperwork - disclosures, legal documents, reports, etc.
16%	Negotiating with buyers/ evaluating offers	14%	Negotiating with buyers/ evaluating offers
10%	Having strangers tour my house	6%	Having strangers tour my house

# **Listing Agent Lineup**



Kristine McKinley Orlando, FL Heather Murphy
Heather Murphy Group
Savannah, GA

@melissapilonhomes

@therealestatechicks

@heathermurphyrealtor

@joanmpratt



Nick Slocum
Slocum Home Team
Warwick, RI

Joan Pratt Castle Rock, CO

@alithompsonhomes

@slocumhometeam

**®kristijencks** 

# Be on the lookout for how these agents:



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



Show competency, Reduce stress, and save the seller time



Save the seller money & guarantee an incredible outcome

How do you ensure that potential sellers feel they can trust and relate to you during the first interaction?

Initial Consultation & Property Assessment

**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 with a survey.
- Utilize DISC profiling to tailor your 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 YTD

- 127 closed & pend listings
- 104 closed & pend buyers
- 12 active listings
- \$84,967,667 in volume

# **Get Heathers Checklists**

		LISTING CHECKLIST									
Baranata Addana	MLS#	LEAD SOURCE				REFERR	AL COMM	IISSION (	\$ or %) _		
Property Address City/ State/ Zip	Property Type	LIST PRICE				LIST DAT	re				
CLB#	Shackle Code										
Agent	Client	COMMISSION%	CSELL		BUY)	LOAN	CONV	CASH	FHA V	A US	DA 1031
	Cheff	PROPERTY ADDRESS							VAC	ANT	OCCUPIED
LISTING ACTION PLAN	Charles The Hadated	05:150									
Photo House Date/Time	Showing Time Updated Added to Coop Compensation Sheet	SELLER #1:		P:			E:_				
Print Zestimate (prior to activating listing)	Listing Docs W/ Brochure to Seller	SELLER #2:		P:			E:				
Install Lockbox and Sign	Command- Listing Docs Submitted							nuon.		TEV	
Listing Agreement, MLS Form, Lockbox Form	BoomTown (Add Client to database)	DATE OF PURCHASE				BEST CON	NTACT MET	THOD	CALL	TEXT	EMAIL
Pre-show Agreement (F258)	Email MLS to Buyers Agent	PHOTOGRAPHY	STANDARD		FLOOR PL	LAN \	/IRTUAL \$1	TAGING	3D T	OUR	DRONE
Pre-show Agreement to Pre-Show group text	Update Client List	Are there any additional Sellers on title	living or deceased?	YES*	NO	**	Have you bee	in through p	robate?	YES	NO
Listing Description Approved by Agent	Property Information Sheet Attached	Are you divorced or going through a di	vorce?	YES*	NO	-	s the divorce	final?		YES	NO
Seller's Disclosure	Vacant Occupied  CLB Sheet Updated	Is the property in a trust?		YES	NO	A	re you in ban	kruptcy?		YES	NO
Community Association Disclosure	Lead Source	Are you delinquent on/missed any mor	tgage payments?	YES	NO	A	re you deling	uent on HO	A dues?	YES	NO
Lead Based Paint Disclosure (built prior 1978)	Preferred Contact Method	Are there any liens on property?		YES	NO	A	re you a US o	citizen?		YES	NO
MLS Input / Print Full View for File	Open House Y N Date Time	SF	VERIFIED	YES	NO		PEN HOL	ice	DDEEE	DDEN I	DAY/TIME
Added to GA MLS/HABR (if applicable)	Send Review Request Email (24-48 hrs after mktg links)	SF	VERIFIED	169	NO		YES NO				4PM-6PM
Disclosures Uploaded to MLS	Copy of POA (if applicable)	# BEDROOMS	BATHROOMS				TES IN	,			2PM-4PM
Legal Description Uploaded to MLS	Land Plat/Survey (no active listing until received)		FULLHAI	.F	_				2		2PM-4PM
Lockbox - Supra (Add Key Box)  MARKETING ACTION PLAN	Land Plat/Survey (no active listing until received)	MASTER LOCATION	MAIN LEVEL	2 <sup>ND</sup> LI	EVEL	3 <sup>RD</sup> LEVE	L		0014 111		D 111-41 111
Verify Syndication Ziliow/Trulia, Realtor.com, Homes.com		FORMAL ROOMS	DINING	LIVIN		N/A	-				
Website Links Emailed to Client (24 hrs/Monday 12pm)					0						
ITEMS AT PROPERTY (DISCUSS WITH CLIE	NT CONCIERGE)	FIREPLACE	YES*	NO		*ELECTR	IIC	"GAS	-woc	D BUR	NING
Combo Box Installed Location of Box						·#	_	LOCAT	ION		
Air Freshners Installed How Many		# HEATING UNITS	ELECTRIC	GAS							
Staging Items Installed	Removed	# COOLING UNITS	ELECTRIC	GAS							
Extra Keys in Office?	Removed			0.10							
NOTES:		# WATER HEATERS	ELECTRIC	GAS							
		SHOWING APPOINTMENT	YES	NO		SHOWING	NOTICE_				
		SHOWING RESTRICTIONS	YES*	NO					ES		
		PET AT SHOWINGS	YES	NO		DH10					
		rei Ai onominos	100	.40							

# **Pre-Listing Appointment Email**

### Kristine McKinley - Orlando, FL

- 90% of sellers will click on the links and study the videos and photos.
- Youtube channel has all property tours & 78 1-minute videos of trips and tricks (Chick Chat episodes), and many other videos about neighborhoods and local data.
- Sellers watch the videos, learn her personality before meeting, and hear her knowledge. This helps create rapport before she shows up.
- Custom video intro with trackable links allow her to see what they engaged with.



@therealestatechicks

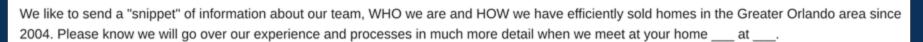
#### 2024 YTD

- 46 Closed & Pending
- \$23,400,000 Vol
- 5 active listings

# **Get Kristines Template**

### Kristine McKinley - Orlando, FL





### Experience

"Full Service" Service

### Tried & True by the Community

### **Expert - Marketing, Negotiating, and Communicating**

- Professional HDR photography
- · Professional video of the home if applicable like this one
- Personal property website via <u>OrlandoRealEstateChicks.com</u>
- . 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 compliment about the home, the seller, the decoration, etc.
- Tour the home take notes listen to their descriptions the positive and potential negative
- Sit at the TABLE & go over the launch box:
  - Language "When you list with me..."
  - Share Examples Making the bed...
  - Language "What this means to you is..."



#### 2024 YTD

- 37 Closed & Pending
- 11 Active listings
- \$24,344,900 volume

# Did you notice.....



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



Show competency, reduce stress, and save the seller time



Save the seller money & guarantee an incredible outcome

### The Numbers

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 fool 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?**

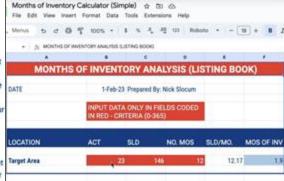
Pricing Strategy: In a seller's market, demand outstrips supply, and you might price your home more aggressively, potentially even above the market rate, as buyers compete for fewer available properties. Conversely, in a beyer's market, you might need to price your home more competitively to attract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



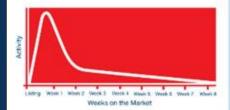
<u> Aclaqumhamataam</u>



### The Numbers

# HOW TO PRICE YOUR HOME





#### 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.

# 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.

### 3. PRICE BELOW MARKET VALUE

- Pras: Create a frenzy among buyers, creating competition, driving up the price, tost sale. Works best in high inventory markets.
- Cons: Not enough demand could result in a sale lower than market value, might not attract the right buyer.

#### 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 are you leaving money on the table.



# OPTIONS TO A SUCCESSFUL SALE

#### 1. ON-MARKET

This is the traditional and most common process of listing and selling your property. We will complete your personalized Marketing Plan, list the property in the MLS and maximize exposure for your hame to the widest audience possible.

#### 3. BRIDGE FINANCING

Third-party companies such as Easy Knock may enable you to puri equity from your current property and allow you to purchase a new home without needing to include a home sale contingency.

#### 2. OFF-MARKET

We can attempt to find a buyer at a price yould be happy with without listing the borne to the entire marketplace. This results in the lowest exposure but also the lowest inconverience avoiding maltiple showings and open houses. It can also avoid running up the number of days.

#### 4. INSTANT OFFERS

For this aption, we would tap into our network of investors and cash buyers. This is the quickest process, typically taking 30 days or less to complete the entire sale but it's often the lowest sales price as well.



@slocumhometeam

# Marketing



### YOUR MARKETING PLA

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

### Of Course Marketing

Strategic Pricing **▼** Database Alerts Legal Complia Zillow.com **PROVIDE FEEDBACK** COMPELLING PROPERTY DESCRIPTION
Personalized Brand Personalized Branding Professionalized brailding & Professional Photos 3

### Photo + Video

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

### Digital + Web HKT

- Inclusion in the Hon Stretch Newslatter"

1 - Listed - Google Basis Showing packet E-B.

### Feedback + Reportin

- Guaranteed regular Com
- Bi- weakly listing Performance reports

### The Slo

### Photo + Video

- Floorplans
- 3D Tours
- -Tuilight photos
- Short- Form Video
- Agent lead Video tour
- Dome photos

39 B

### Digital Marketing

- Festured in The Home Stretch" Newslatter
- Listed on Google Business Page
- E-But Showing Packet

### Feedback + Reporting

- Guaranteed Tegular Communicat
- Bi Veckly Listing Performace

### **The Slocum** Difference

#### PRE-LIST

- 30-TOUR
- . FLOO RELANS · Zillow Listres
- Samuele E . TWILLIAMS PHOTOS
- · DEDUE PHOTOS
- . SHOOT FORM VICED
- ason source .
- . VARPAL STAGING
- · CHIEF SON CHIMIN
  - -EMAIL SKIPPARLE In-stream Adon

COMMUNICATION GUARANTEF Throughout ! \*\*

#### LISTING LAWREN · Custom Brochweet Flyes

- · HEAR SPEN POWE
- . CORON IP BOLY · Domino Acou MI
- social chands . DOST is community Fis Compe
- · EMAL GUIT U
- "DEAL IS THE VEEK" SIZE WET ID, ...
- · Acces to Full Time LICTION CONSTINATOR
- · WEEKL UMAU Performance Reports
- · Ciacle Property

### CARRET TO Closing (and Degard)

- . Fill Time Truns regions Coordinator
- · Acces To ove yealer Reform! WH.
- · Digital e-signing went

# Marketing & Case Studies

Melissa Pilon - Los Angeles, CA

### Melissa

1. Con

2. Loc

3. Prid

**4.** Exp

The Proof is in the Numbers

Melissa will sell your home faster and for more money

compared to the average agent

35 Melissa's Average Average Days On Days On Market Market

109% Melissa's List to Sale Price Ratio

Average List To Sale Price Ratio

83.2%

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 31.9% 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 Point
- · Full Kitchen Remodel
- Stoging
- 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/

issapilonhomes

2024 YTD losed and pending tive listings 203,500 volume 576,000 active as volume

## Frame it & Name it

### **Brand Identity & Differentiation:**

- A unique name sets your system apart, making it memorable.
- Helps you stand out in a competitive market.

### **Credibility & Trust:**

- Naming your system signals a professional, structured approach.
- Instills confidence, making clients more likely to trust your expertise.
- A named system makes it easier to explain and market your process.

### Scalability & Ownership:

- A branded system enhances your authority.
  - Easier to scale, replicate, and market consistently across platforms.



### **Guarantees**

### Slocum Team - Warwick, RI



# CLIENT REVIEWS

We pride ourselves on providing a 5-star customer experience to each of our clients and our reviews reflect that! See exactly what people are saying by visiting the profiles.







@slocumhometeam

#### NO GIMMICK GUARANTEE



#### DAY-TO-DAY LISTING

Day-to-day listing agreement means you can cancel anytime without penalty.



#### NO HIDDEN FEES

Have some peace of mind knowing that throughout the entire process there will be no surprise fees.



#### COMMUNICATION GUARANTEE

We guarantee clear and prompt communication. Making this process as smooth as possible is our #1 priority.



https://bit.ly/SlocumHTReviews



5.0 🌟





zillow.com/profile/SlocumHomeTeam



5.0 🏫



(254 Reviews)



facebook.com/SlocumHT





### ng 1e

### **Guarantees**

### Joan Pratt - Castle Rock, CO

- Communication Seller Reports & Calls
  - 24hrs or \$100 cash
- Professional Service Agreement
  - Clear scope of work
- Honest Presentation
  - No wild promises
- Qualified Buyers
  - Honor the seller's time

#### SELLER'S GUARANTEE

WITH THE JOAN PRATT GROUP

#### COMMUNICATION

You will be kept posted on the progress of the sale of your home with an update every 2 weeks. Your phone calls will be returned by a qualified Team Member within 24 hours.

GUARANTEE: If we fail to update you bi-weekly or return your phone call within 24-hours (One Business Day), we will pay you \$100 cash.

#### HONEST PROCESS

Guarantee #I is a good example. We are not going to wildly promise you the moon and stars to get your business. We will tell you what we can and will do, exactly how we operate, as well as what we will not do, upfront, in clear language. When we will give you a detailed Professional Service Agreement in writing.

GUARANTEE: If at any time we fail to honor that Agreement, we will pay you \$500 cash.

#### REALITY BASED SELLING PRICE RANGE

We will never play the 'bait n switch game of promising to get you a wholly unrealistic price just to get your listing, then wearing you down with low ball offers. Unfortunately, this does go on in our industry.

#### REALITY BASED TIMETABLE

We implement a complete marketing program to sell your home. You know in advance what will occur & will receive weekly marketing updates. We also set a "target range" for the timing of the successful sale of your home. In many cases, we will sell your home faster.



#### HONEST PRESENTATION OF EXPERIENCE

Everything stated about Joan Pratt and her Team throughout these materials is accurate and factual.

GUARANTEE: If anyone can demonstrate that any statement is false, Joan Pratt will donate \$500 to your charity of choice.

#### QUALIFIED BUYERS

Our marketing systems and consumer programs automatically sift and sort out the best-qualified prospects for your home. We will not ask you to leave your home and allow us to show it to any Buyer unless they have been pre-qualified to buy your home and are genuinely interested in your home features.

GUARANTEE: If we ever show your home to a buyer who later tells us that "they cannot afford your home", we will pay you \$500 cash.



## Ask for the business

### Melissa Pilon - Los Angeles, CA

#### Home Seller's Net Sheet

COMPASS	Tomanos MelsoPilor	me Blvd Suite 750 s. CA 19508 Homes.com 53.8405
Prepared especially fo	Sasha and Ami	bar Moghadan
3401 PV Dr N	Palos Verdes Estat	es 90274
Proposed Price:	\$2	.890,000
ist Mortgage (Estimated):	\$	1,137,000.0
iecond Mortgage (Estimated):	\$	
Reconveyance Fee:	\$	75.0
Demand Fee:	š	250.0
lub Escrow Fee:	5	125.0
Total Payoff Charges:	5	1,137,450.0
litie: ALTA Owner's Policy:	5	4.290.0
Scrow Fee:	\$	4,030.0
Viscellaneous Escrow Fees:	5	300.0
fome Waranty:	5	650.0
County Transfer tax:	\$	3.179:0
City Transfer Tax:	\$	
isting Broker Commission (2.5%):	ŝ	72.250.0
Buyer Broker Commission (2.5%):	S	72,250.0
Natural Hazard Disclosure:	\$	99.0
City Building Report:	\$	
elen Coverage Home Warranty at \$1,00/day est	45.doys \$	
Total Escraw Charges:	\$	159,048.0
emite Wok [estimated]:		
Tooling	\$	
andscaping (if needed):	\$	
raint (if needed):	\$	
forme & Window Cleaning	\$	
ltaging (if needed):	\$	
Viscellaneous Repairs:	\$	
Any Buyer's Requested Repairs (estimated):	\$	
Total Repair Charges:	\$	
Total Estimated Closing Cost:	\$	1,296,498.00
Net Cash to Seller:	ė	1.593.502.00

#### Our Immediate Next Steps

Complete listing paperwork.

The listing agreement is a contract set in place to protect you. It ensures that I provide the highest level of service while fulfilling my fiduciary duty to represent your best interests.

Begin to prepare your home for the market.

Let's determine next steps together.

Launch your property.

Melissa Pilon

DRE# 01974762
Agent
M: 248,953,8405
melissa pilon@compass.com

@ melissapilonbomes







@melissapilonhomes

# **Listing Appointment - Go for the Close**

Slocum Team - Warwick, RI



# LET'S MAKE A PLAN!

# LET'S MAKE A PLAN!

### October

SUN	MON	TUE	WED	THU	FRI

SUN	MON	TUE	WED	THU	FRI	SAT
		1	1	5	Partec 4	
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18	Coming H South Companies	if.	•	Live NLS	(6	House OKN H
thase 30	u	u	u	LISTING Perform- DAS C EXPART	ar	30
an.	35	31	30	31		House it

Let's Make a Plant

Lat's Hole a Plant

# Did you notice.....



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



Show competency, reduce stress, and save the seller time



Save the seller money & guarantee an incredible outcome



### Mindset Check:

- Where's your head at? 🧠
- What about your heart? 💙
- Are you just focused on your wallet? **ID**

### **Pre-Presentation Routine:**

- Scripts & Role Play
- Checklists help you stay calm and avoid any errors

### **Best Practices for Showing Up:**

- Arrive early, but don't park in the driveway. 🔊
- Greet everyone warmly, including pets. 🐾
- **Look your best**—dress professionally and appropriately for the market.





# Your new secret weapon - The LOVE Concept

Developed by **Dr. Jim Parker**, founder of Parker University.

There will be people who drive you crazy. There will be difficult clients. How do you push through? Hold fast to these principles:

- Develop a compassion to serve that is greater than the compulsion to survive.
- Success is predetermined by my faith, confidence, and belief in my products, services, and ideas.
- I will anticipate the good -- even during the bad.
- Don't let the negative few overrule the positive many.

## **Get the Resources**

To get the resources, head on over to my Instagram and DM me "<mark>ROAD MAP</mark>"

🚥 SPEAKER BUREAU

# @kristijencks













