Kristi **JENCKS**

Helping you show up with competitive value and confidence

@KRISTIJENCKS

@kristijencks



@kristijencks

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



FEMALES

11%

Finding a real estate agent l liked/trusted

33%

Getting my home ready to sell - cleaning, painting, staging, etc.

6%

Determining the list price of my home

24% The paperwork disclosures, legal documents, reports, etc.

16%

Negotiating with buyers/ evaluating offers

10%

Having strangers tour my house

MALES

27%

Finding a real estate agent I liked/trusted



Getting my home ready to sell - cleaning, painting, staging, etc.



Determining the list price of my home

21% The paperwork disclosures, legal documents, reports, etc.



Negotiating with buyers/ evaluating offers

6% :

Having strangers tour my house

Be on the lookout for:

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

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?

SPEAKER BUREAU



@heathermurphyrealtor

2024 YTD

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

Get Heathers Checklists

		LISTING CHECKLIST						
		LEAD SOURCE						
Property Address	MLS#							
City/ State/ Zip CLB#	Property Type Shackle Code							
Agent	Client	COMMISSION%	SELL	BUY)	LOAN CONV	CASH	FHA VA	USDA 1
	Client	PROPERTY ADDRESS					VAC	ANT OCCU
LISTING ACTION PLAN	_							
Photo House Date/Time	Showing Time Updated	SELLER #1:		P:	E			
Photography - Photos/RV/Drone (# lat, reads INM approval)	Added to Coop Compensation Sheet	SELLER #2:		P	F	5		
Print Zestimate (prior to activating listing) Install Lockbox and Sign	Listing Docs W/ Brochure to Seller Command- Listing Docs Submitted	Seconde						
Listing Agreement, MLS Form, Lockbox Form	BoomTown (Add Client to database)	DATE OF PURCHASE			BEST CONTACT M	ETHOD	CALL	TEXT E
Pre-show Agreement (F258)	Email MLS to Buyers Agent	PHOTOGRAPHY	STANDARD	FLOOR P	LAN VIRTUAL	STAGING	3D TO	DUR DR
Pre-show Agreement to Pre-Show group text	Update Client List							
Listing Description Approved by Agent	Property Information Sheet Attached	Are there any additional Sellers on tit				een through p	robate?	YES NO
ABAD	Vacant Occupied	Are you divorced or going through a c	fivorce?	YES" NO	"Is the divord			YES NO
Seller's Disclosure	CLB Sheet Updated	Is the property in a trust?		YES NO	Are you in bi			YES NO
Community Association Disclosure	Lead Source	Are you delinquent on/missed any mo	ortgage payments?			nquent on HO	A dues?	YES NO
Lead Based Paint Disclosure (built prior 1978)	Preferred Contact Method	Are there any liens on property?		YES NO	Are you a US	5 citizen?		YES NO
MLS Input / Print Full View for File	Open House Y N Date Time	SF	VERIFIED	YES NO	OPEN HO	USE	PREFE	RRED DAY/T
Added to GA MLS/HABR (if applicable)	Send Review Request Email (24-48 hrs after mitg links)				YES	0		I-SPM 4PM-6P
Disclosures Uploaded to MLS	Copy of POA (if applicable)	# BEDROOMS	BATHROOMS		160 1			1-3PM 2PM-4P
Legal Description Uploaded to MLS	Land Plat/Survey (no active listing until received)		FULLHAI	LF				1-3PM 2PM-4P
Lockbox - Supra (Add Key Box)	Land Plat/Survey (no active listing until received)	MASTER LOCATION	MAIN LEVEL	2ND LEVEL	3 RD LEVEL			
Verify Syndication Zillow/Trulia, Realtor.com, Homes.com								
Website Links Emailed to Client (24 hn/Monday 12pm)		FORMAL ROOMS	DINING	LIVING	N/A			
TEMS AT PROPERTY (DISCUSS WITH CLIE	NT CONCTERCE)	FIREPLACE	YES*	NO	*ELECTRIC	*GAS	*WOO	D BURNING
Combo Box Installed Location of Box					• <i>a</i>	LOCAT	ION	
Air Freshners Installed How Many		# HEATING UNITS	ELECTRIC	GAS				
Staging Items Installed								
Extra Keys in Office?		# COOLING UNITS	ELECTRIC	GAS				
OTES:		# WATER HEATERS	ELECTRIC	GAS				
		SHOWING APPOINTMENT	YES	NO	SHOWING NOTICE			
		SHOWING RESTRICTIONS	YES*	NO	*DAYS	*TIM	ES	
		PET AT SHOWINGS	YES	NO				
		FEI AI anominaa	160	140				
		1						

LISTING CHECKLIST

FHA VA USDA 1031

VACANT OCCUPIED

CALL TEXT EMAIL

YES NO PREFERRED DAY/TIME FRI 3PM-5PM 4PM-6PM SAT 1PM-3PM 2PM-4PM SUN 1PM-3PM 2PM-4PM

DRONE

Listing Appointment Preparation

Kristi & Merrill Jencks - Gilbert, AZ

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.



@kristijencks & @merrill.jencks

2024 YTD 20 closed 5 active listings \$11,442, 375 in volume

@kristijencks

Email & Text Communication

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

"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

"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, resultsdriven, 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 Al



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 YTD

- 49 Closed & Pending
- \$25,400,000 Vol
- 7 active listings

Get Kristines Template

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 _____ at ____.

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..."



@alithompsonhomes

2024 YTD

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

The Numbers Slocum Home Team - Warwick, RI

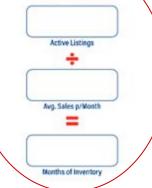
TODAY'S MARKET CONDITIONS

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 tool for gauging the temperature of the real estate market, helping both buyers and sellers make informed decisions.



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?

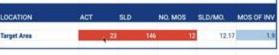
Pricing Strategy: In a seller's market, demand outstrips supply, and you might price your home more aggressively, potentially oven above the market rate, as buyers compete for fewer available properties. Conversely, in a buyer's market, you might need to price your home more competitively to attract 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 marke with low months of inventory, homes tend to sell faster. If the months of inventory an high, you might need to be prepared for a longer sale process, which can impact you plans, especially if you're looking to buy another property or relocate.

Understanding Buyer Rehavior: In a marke with high months of inventory, buyers may feel less pressured to make quick decision 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



stay's Market Londinum.

Negotiation

HOW TO PRICE YOUR HOME





2. PRICE AT MARKET VALUE **1. PRICE ABOVE MARKET VALUE**

Pros: Find the perfect buyer and set a new value for your hone & reighborhood Const Not finding a buyer, extended time on market, price reductions & losing leverage to the buyers.

3. PRICE BELOW MARKET VALUE

 Pros: Create a frenzy among buyers, creating competition, driving up the price, fast 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 buyor.

TEAM PERFORMANCE





- Pros: Increase chances of showing up in online searches for buyers who can afford your home. appealing to other agents, low chances of appraisal insures. Cons: The feeling of are you leaving money on the tuble.





@slocumhometeam

@kristijencks

SPEAKER BUREAU

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.

PRICING

VS TIMING

Lintrig Work 1 Work 2 Work 3 Work 4 Wash 5 Wesh 5 Wesh 7 Wheek 8

Weeks on the Market

Marketing

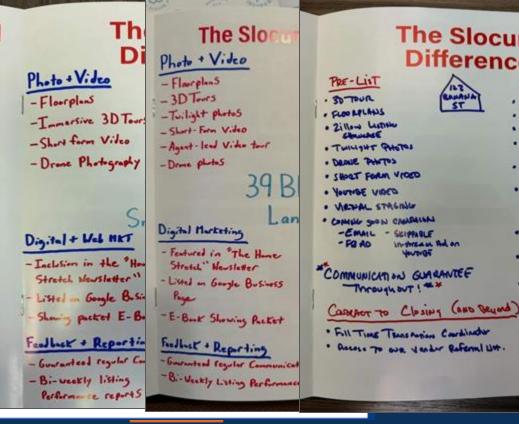


YOUR MARKETING PLA

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 Z Database Alerts Legal Complia Zillow.com **PROVIDE FEEDBACK** COMPELLING PROPERTY DESCRIPTION Personalized Branding Š Professionalized branding 2 Professional Photos



The Slocum Difference



In-stream Ad on

Jave OF

LISTING LAUNCH

- · Custom Brochwart Flyns
- . WEAR SPEN MUE
- · CUNOM IS SPLY
- · Domento Access all social chands
- . Post is community Fig Gaupe
- · EMALL GULIT U "DEAL IS THE VEEK" STRATKAY - A LUM STLE MET 10,000
- · Access to Full TIME LACTION CONADINATOR
- · WARKY USADU Pastermance Reports
- · Ciade Property
- · Digital e-signing wort Denter Saits Under

Case Studies

Melissa Pilon - Los Angeles, CA

Melissa

1. Con 2. Loc 3. Prid 4. Exp

Melissa will sell your home faster and for more money compared to the average agent

The Proof is in the Numbers

6 Melissa's Average Days On Market

109% Melissa's List to Sale Price Ratio

35 Average Days On Market

83.2% Average List To Sale Price Ratio 6 Days On

Market

CASE STUDY

Without Concierge

\$1.2M

\$1.372

Sale Price

After Concierge

\$172K Total return with Concierge

\$55K Total project cost

Home improvement financing fronted interest free by Compass "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 **Expected Sale Price**

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 Light Fixtures New Flooring
 - Deep Cleaning New Bathroom Fixtures

Bathroom Countertops

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 bsed and pending 70,500 volume ve Listing

pkristijencks

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 and instills confidence, making clients more likely to trust your expertise.

Scalability & Ownership:

 A branded system enhances your authority & is easier to scale, replicate, and market consistently across platforms.

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 #1 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 list your home, 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 8500 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.



SPEAKER BUREAU

23

Ask for the business

Melissa Pilon - Los Angeles, CA

Home Seller's Net Sheet 21200 How thomas Bud Suite 790 Tomonce, CA 90508 COMPASS MellooPilonHomes.com 248.953.8405 Prepared especially for Sasha and Ambar Moghadam 3401 PV Dr N Palos Verdes Estates 90274 Proposed Price: \$2,890,000 ist Mortgage [Estimated]: 5 Second Mortgage (Estimated): 3 Reconveyance Fee 5 75.00 5 250.00 Semand Fee: 5 lub Escrow Fee: 1,137,450.00 **Total Payoff Charges:** 5 4,290.00 itie: ALTA Owner's Policy: 5 4.030.00 Scrow Fee: 1 Ascellaneous Escrow Feet: 5 300.00 650.00 5 -tome Waranty: 3,179:00 County Transfer trac 5 City Transfer Tax \$ 72,290.00 isting Broker Commission (2.5%): 5 72,250.00 Suver Broker Commission (2.5%): 5 5 99:00 Vatural Hazard Disclosure: City Building Report: 5 eller's Coverage Home Warranty at \$1.00/day est. 45 days \$ Total Escrow Charges: 159.048.00 emite Work (estimated) loofing 1 andscaping [if needed]: 5 Paint (If needed): 5 fome & Window Cleaning 5 laging [if needed]: 5 Ascellaneous Repairs: 5 my Buyer's Requested Repairs (estimated): 5 **Total Repair Charges:** fotal Estimated Closing Cost: 1,296,498.00 \$ Net Cash to Seller: 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 melissapilon@compass.com @ melissapilon@compass.com



MELISSA PILON



@melissapilonhomes

Listing Appointment - Go for the Close

Slocum Team - Warwick, RI

LET'S MAKE A PLAN!

SUN	MON	TUE	WED	THU	FRI	SAT





@slocumhometeam

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, Negotiate, and guarantee an incredible outcome



Mindset Check:



Pro Tips for Engagement:

Listen Actively: You mentioned X is important to you, here's how I address that....
 Stay Curious: Use follow-up questions to dig deeper into their answers.
 Anchor Back to Value: Tie their concerns or goals back to your expertise and marketing strategy.

Ask for Agreement: Does this sound like the kind of approach you're looking

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

DM me "ROAD MAP" on INSTAGRAM

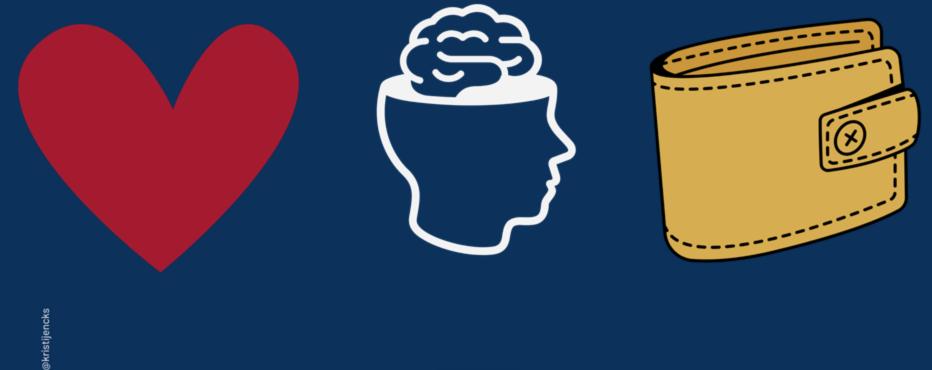
@kristijencks



SPEAKER BUREAU



@kristijencks



Kristi **JENCKS**

Helping you show up with competitive value and confidence

@KRISTIJENCKS

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