

# Kristi JENCKS

*Helping you show up with competitive value and confidence*



**@KRISTIJENCKS**

**SPEAKER BUREAU**

@kristijencks

# What Do the Best Listing Agents have in common?



# 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

# Listing Agent Lineup



**Melissa Pilon**  
Los Angeles, CA

@melissapilonhomes



**Kristine McKinley**  
Orlando, FL

@therealestatechicks



**Heather Murphy**  
Heather Murphy Group  
Savannah, GA

@heathermurphyrealtor



**Ali Thompson**  
Temple, TX

@alithompsonhomes



**Nick Slocum**  
Slocum Home Team  
Warwick, RI

@slocumhometeam



**Joan Pratt**  
Castle Rock, CO

@joanmpratt

A photograph of a stage with heavy red curtains. The curtains are closed and have a vertical pleated texture. The stage floor is visible at the bottom, with two black rectangular objects, possibly speakers or monitors, positioned on either side of the center. The text "How are you showing up?" is overlaid in the center in a white, bold, sans-serif font.

**How are you showing up?**

# Initial Consultation & Property Assessment

Ali Thompson - Temple, TX

- Phone consultation - go over **motivations, timeline, and improvements** to home.
- Start building **rapport** *immediately*
- Gather intel on EVERYTHING
  - MLS History, County History
  - Find them on Social- Likes Dislikes
  - Kids, Pets, affiliations
  - Neighborhood
- Prepare the **Pre CMA** & Create **Launch Box** with Goodies



@alithompsonhomes

## 2024 YTD

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

# Get Ali's Checklist

## Ali Thompson - Temple, TX



@alithompsonhomes

### Listing Appointment

Arrival - walk up to the property actually taking note of the exterior looking at the home, exuding positive energy and smiling.

Greetings to the Sellers.

Greet kids and introduce myself to them directly. Comment on their toy, dress, something the kids may be interested in - Love Concept.

Greet animals.

Compliment the Seller's clothes, hair, house decor.

Tour home with Seller's making note to listen to their rooms. These are good hints also to identify what the challenging issues with the home/property.

When the tour is over, gesture towards the kitchen table.

While discussing items in the Launch Box, this would be the time to explain the services I offer with each listing, stage, advertising, my LED Sign on the busiest streets in town.

I explain the services I offer with each listing, stage, advertising, my LED Sign on the busiest streets in town, recognized as an Agent that other Agents appreciate.

Explain CMA showcasing Active, Pending & Sold. Show i.e. pricing, staging, pictures.

Move to discuss pricing strategies.

I like to give them time to think and discuss with their spouse if not present.

I tell them I look forward to selling their home and that I'll be sending Listing Agreement and Disclosures over to complete.

### Pre-Listing Checklist

Client Intake Form over the phone

Research Home on MLS for any previous sales and review pictures, condition, etc.

Review County Tax Assessor records to insure taxes are current and review any other details about ownership.

Research Seller on all social media outlets to determine likes, kids, pets, any affiliations, dislikes, etc.

Create Listing Package to include Market SBox with listing prep brochure, About Ali brochure, Coffee Gift Card, CMA.



# 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**
- 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





# Pre- Listing Appointment Email with **BombBomb**

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 **BombBomb** 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**

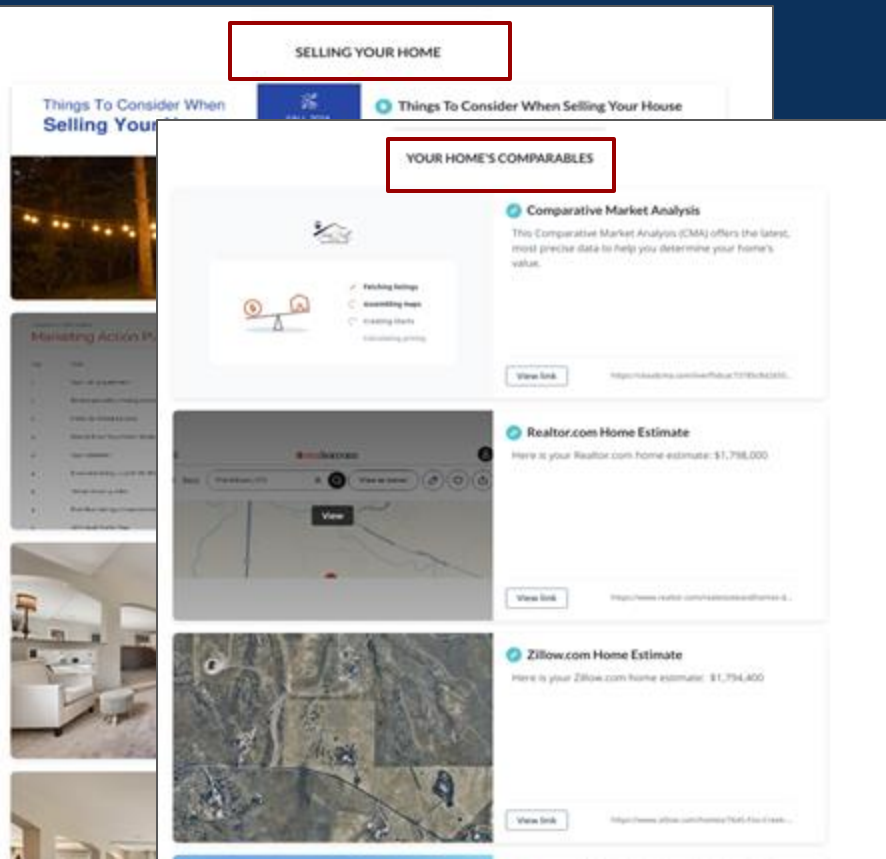
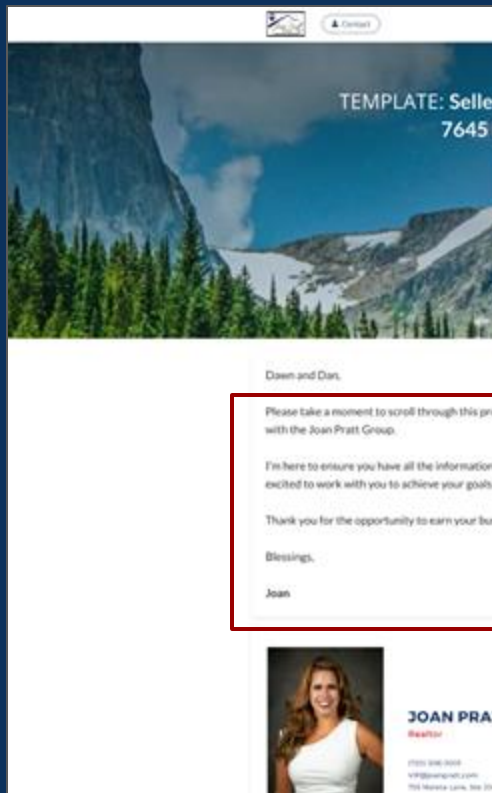
**Tried & True by the Community**

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

- Professional HDR photography
- Professional video of the home if applicable [like this one](#)
- Personal property website via [OrlandoRealEstateChicks.com](http://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

# Pre- Listing Appointment Email with Highnote

Joan Pratt - Castle Rock, CO



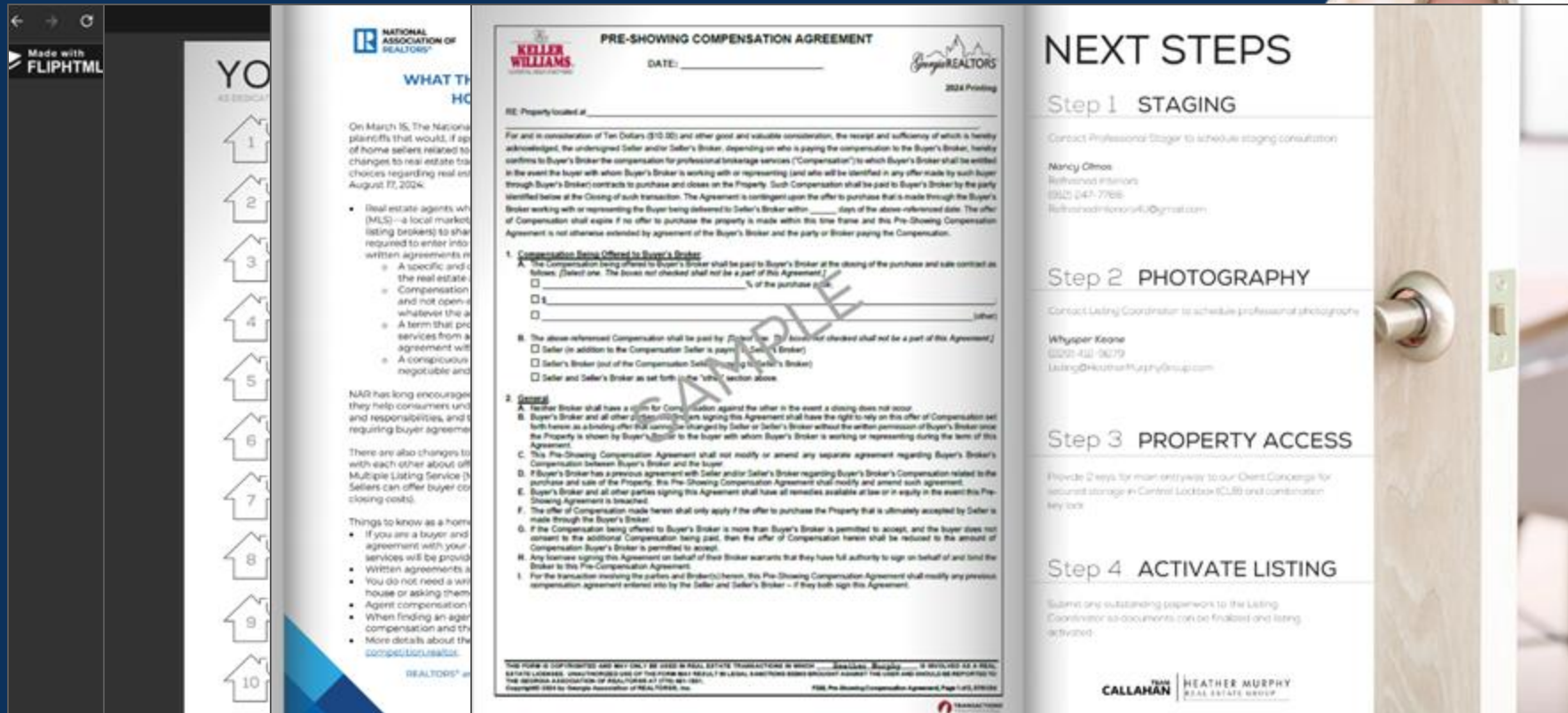
@joanmpratt

2024 YTD

- 35 Closed & Pending
- \$29,197,039 Volume
- 13 Active listings

# Pre- Listing Appointment Email with FlipBook

Heather Murphy Group - Savannah, GA



# 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

# Listing Appointment – The Tour

Ali Thompson – Temple, TX



@alithompsonhomes

- 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...”





# Listing Appointment – 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.

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 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.



@slocumhometeam

Months of Inventory Calculator (Simple)

File

Edit

View

Insert

Format

Data

Tools

Extensions

Help

Menu

100%

123

Roboto

18

MONTHS OF INVENTORY ANALYSIS (LISTING BOOK)

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

# Listing Appointment – The Numbers



## HOW TO PRICE YOUR HOME

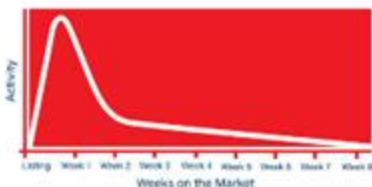
### PRICING IS EVERYTHING

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



### 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.

### 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.

### 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 buyer.



## 4 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 home to the widest audience possible.

### 2. OFF-MARKET

We can attempt to find a buyer at a price you'd be happy with without listing the home to the entire marketplace. This results in the lowest exposure but also the lowest inconvenience avoiding multiple showings and open houses. It can also avoid running up the number of days on market.

### 3. BRIDGE FINANCING

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

### 4. INSTANT OFFERS

For this option, 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.

## Estimate of Net Proceeds

In an attempt to help you, the seller, estimate the approximate net proceeds from the sale, we provide the following breakdown. Please note that this is only an estimate and does not account for any other parties including you have provided to us. Your final proceeds will vary and are outside the control of Slocum Realty and its agents and associates. Further, you agree to hold us harmless from any responsibility for reliance on that information or inaccuracy. This is only an estimate.

### ESTIMATED SALES PRICE

### SELLER'S CLOSING COST CREDIT

(If Applicable)

### NET SALES PRICE

### LIST SIDE BROKERAGE FEE

(Estimated at time of listing)

### BUY SIDE BROKERAGE FEE

(Estimated at time of closing)

### REAL ESTATE PROPERTY TAXES

(Approx. 1-2 months before - paid in arrears)

### OTHER MUNICIPAL ADJUSTMENTS

(If applicable, see local municipality website)

### TAX STAMPS TO STATE OF RI

(Based on \$1,000 of selling price - Additional \$10 per \$10,000 of selling price over \$100,000)

### ATTORNEY / LEGAL FEES

(If applicable, see attorney and closing fees - average \$1,000 - \$2,000)

### MISC. ADJUSTMENTS

### MORTGAGE PAYOFF(S)

(Mortgage products and payoffs can vary from balance on statements. Contact your lender for specific amounts)

### NON-RESIDENT WITHHOLDING TAX

(If seller is non-resident of Rhode Island - consult with your accountant or attorney)

### ESTIMATED NET PROCEEDS

(Mortgage products and payoffs can vary from balance on statements. Contact your lender for specific amounts)



# Listing Appointment - 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 Guarantee
- TWILIGHT PHOTOS
- DRONE PHOTOS
- SHORT FORM VIDEO
- YOUTUBE VIDEOS
- VIRTUAL STAGING
- COMPARISON CHARTS
- EMAIL - SKIPPABLE
- FB AD - INSTREAM AD ON YOUTUBE



### LISTING LAUNCH

- Custom Background Flyers
- HGSA 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 100,000
- Access to full time listing coordinator
- Weekly Listing Performance Reports
- Circle Prospecting

### COMMUNICATIONS GUARANTEE THROUGHOUT!

### CAREER TO CLOSING (AND BEYOND)

- Full Time Transactions Coordinator
- Access to our Vendor Referral List.
- Digital e-signing most contracts
- Regular Equity Updates

# Listing Appointment – Marketing

Melissa Pilon – Los Angeles, CA



Melissa

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

The Proof is in the Numbers

Melissa will sell your home faster and for more money

compared to the average agent

6

Melissa's Average Days On Market

35

Average Days On Market

109%

Melissa's List to Sale Price Ratio

83.2%

Average List To Sale Price Ratio

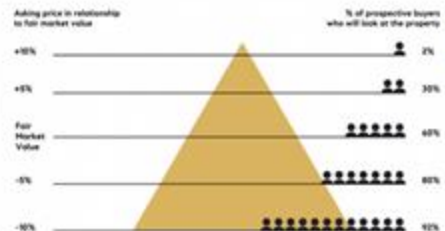
## Pricing Your Property to Maximize Buyer Activity

### TIMING OF BUYER ACTIVITY

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

A property receives the most traffic within the first few weeks of hitting the market. It is important to get the price right in order to gain the attention of interested buyers and maximize our position in the market.

### Pricing is key! Percent of buyers who will view property



pilonhomes

YTD  
and pending  
listings  
100 volume  
100 active  
volume

# Listing Appointment – Marketing

Joan Pratt – Castle Rock, CO



The J. Pratt Group has a Proven, Repeatable Process for Selling Homes

1—What is Most Important to You?

4—Our Exclusive “Buyers-In-Waiting” Program

The Bottom Line—Our Goals Are Aligned!

Our inn  
new list

In a sing  
the deta

To get your home...

**SOLD**

- ✓ for the **MOST** money
- ✓ in the **SHORTEST** time
- ✓ with the **FEWEST HASSLES**

We track  
sphere o

# Listing Appointment – Guarantees

Slocum Team – Warwick, RI



@slocumhometeam



## 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.



### 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.



(246 Reviews)

5.0 ★



(254 Reviews)

5.0 ★



(59 Reviews)

4.8 ★



# Listing Appointment – 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 \$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.





# Listing Appointment – Ask for the business

Melissa Pilon – Los Angeles, CA



@melissapilonhomes

## Home Seller's Net Sheet

<b>COMPASS</b>		2120 Hawthorne Blvd Suite 750 Torrance, CA 90503 melissapilonhomes.com 248.953.8405
Prepared especially for <b>Sasha and Ambar Moghadam</b>		
3401 PV Dr N	Palos Verdes Estates	90274
<b>Proposed Price:</b>	<b>\$2,890,000</b>	
1st Mortgage (Estimated):	\$	1,137,000.00
Second Mortgage (Estimated):	\$	-
Reconveyance Fee:	\$	75.00
Document Fee:	\$	250.00
Sub Escrow Fee:	\$	125.00
<b>Total Payoff Charges:</b>	\$	1,137,450.00
Title: ALTA Owner's Policy:	\$	4,290.00
Escrow Fee:	\$	6,030.00
Miscellaneous Escrow Fees:	\$	300.00
Home Warranty:	\$	600.00
County Transfer Tax:	\$	3,179.00
City Transfer Tax:	\$	-
Selling Broker Commission (2.5%):	\$	72,250.00
Buyer Broker Commission (2.5%):	\$	72,250.00
Natural Hazard Disclosure:	\$	99.00
City Building Report:	\$	-
Seller's Coverage Home Warranty at \$1.00/day est. 45 days:	\$	-
<b>Total Escrow Charges:</b>	\$	199,048.00
Permit Work (Estimated):	\$	-
Roofing:	\$	-
Landscaping (if needed):	\$	-
Paint (if needed):	\$	-
Home & Window Cleaning:	\$	-
Staging (if needed):	\$	-
Miscellaneous Repairs:	\$	-
Any Buyer's Requested Repairs (Estimated):	\$	-
<b>Total Repair Charges:</b>	\$	-
<b>Total Estimated Closing Cost:</b>	\$	<b>1,296,498.00</b>
<b>Net Cash to Seller:</b>	\$	<b>1,593,502.00</b>

## 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

@melissapilonhomes



MELISSA PILON

# Listing Appointment – Go for the Close

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 ← LISTING MARKETING ASSETS	8	9	10	11 Prep →	12
13 Coming Soon Campaign	14	15	16	17 Live in RMS	18	19 Open House
20 Open House	21	22	23	24 Listing Performance Report	25	26
27	28	29	30	31	1 Open House is needed	2

Let's Make a Plan!

## NOTES



# Build the Perfect Listing Presentation



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

A man with dark hair and a mustache, wearing a light blue suit jacket over a patterned shirt, is shown from the chest up. He is looking slightly to his left. The word "YOU" is superimposed in large, bold, red letters with a yellow outline across the lower half of the image.

**YOU**

# None of this matters if you're not programming yourself correctly

- Where's your  at? What about your  ? Are just you focused on your 
- What's your pre-presentation **routine**?
- What **scripts** are you practicing?
- Are you following a **checklist** to avoid rushing and panic?
- How are you **showing up**? Best practices...
  - don't park in the driveway
  - Be early
  - greet everyone (even the pets)
  - look your best

# Your new secret weapon – The LOVE Concept

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

Develop a compassion to serve that is greater than the compulsion to survive.

If it is to be, it is up to me.

Seeing is not believing...  
believing is seeing.

To be in harmony with my success, health, and happiness goals, I must act with love based upon free will and react with faith based upon God's will.

Loving service—my first technique.

What I see in the universe sees me.

Love is the magic bullet of healing. I can optimize my mission, talent, and destiny (MTD) and attract the "naturally right" patients, people, places, things, events, and situations for me when I love each person as a mother, father, brother, sister, or child.

Success is predetermined by my faith, confidence, and belief in my products, services, and ideas.

We see things as we are, not necessarily as they are.



# The LOVE Concept in Real Estate

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

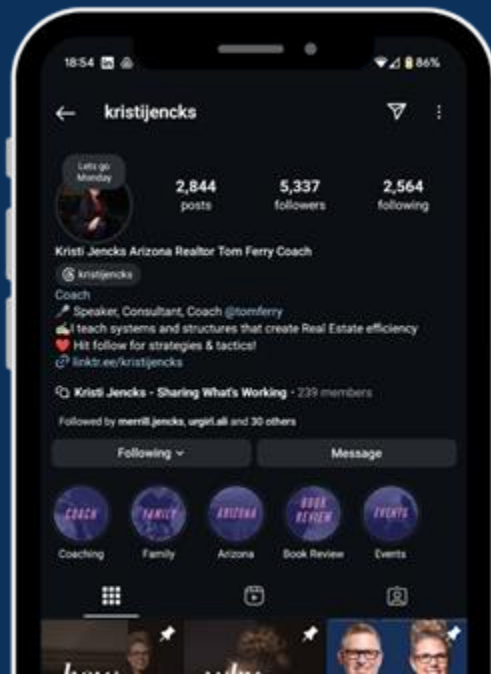
- Develop a **compassion to serve** that is **greater than the compulsion to survive**.
- **Success is predetermined** by my faith, confidence, and belief in my products, services, and ideas.
- We see things **as we are**, not necessarily **how they are**.
- I will **anticipate** the good -- **even during** the bad.
- Don't let the **negative few** overrule the **positive many**.
- To **attract** my **success, health, and happiness**, I will **eliminate fear** of the future, **worry** of the past, and **anxiety** for the present.



# Get the Resources

To get the resources, head on over to my Instagram and dm me **"ROAD MAP"** and the social media fairies will send you an instant link.

**@kristijencks**





# Kristi JENCKS

*Helping you show up with competitive value and confidence*



**@KRISTIJENCKS**

**SPEAKER BUREAU**

@kristijencks