

Winning Every Listing

The 3-Step Listing Process

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Was There Ever a Time When.....

The Three-Step Listing Consultation

1 The Seller Intake Phone Call

"I Hear You" Phase

Thoroughly qualify the lead to understand their needs and motivations.



2 The 15-Minute Walkthrough

"I See You" Phase

Build rapport and assess the property without discussing pricing or terms.



3 The Seller Strategy Meeting

"I Know You" Phase

Conduct a thorough listing presentation, positioning yourself as a trusted advisor.



1

The Seller Intake Phone Call

"I Hear You" Phase

- ☒ 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



Seller Lead Questionnaire

Seller Name(s): _____

Phone(s): _____

Email Address(s): _____

Preferred method of contact: ☐ Phone Call ☐ Email ☐ Text

Property Address: _____

Mailing Address (If different): _____

Where are you going? _____

Why are you going? _____

Who is going with you? _____

Children? _____ Pets? _____ Does anyone smoke? _____

Have you decided that you have to sell? _____

Is this your primary residence? ☐ Yes ☐ No

Are you looking to purchase again? ☐ Yes ☐ No (If yes)

Do you need assistance finding a new home? ☐ Yes ☐ No

Will you be paying cash or financing? ☐ Cash ☐ Financing

Do you need to sell to buy? ☐ Yes ☐ No (If yes and out of area)

Do you need an agent referral? ☐ Yes ☐ No

How soon do you plan to list your home? _____

Do you plan to move out prior to listing? _____

Do you have a preferred closing date? _____

What do you do for work? _____

How did you hear about us? _____

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1

PRO TIPS

"I Hear You" Phase

- ☑ The Seller Interview must be done live via phone.
- ☑ Slow down and be curious.
Be prepared for this to take 30-45 minutes
- ☑ Enjoy yourself and feel free to ask every question you have!



2

The 15-Minute Walkthrough

"I See You" Phase

- ✓ Walk through, take photos
- ✓ Show appreciation for the home and reserve all judgment
- ✓ Be an Investigator!
- ✓ Make the seller feel comfortable
- ✓ Bring a small gift; plant, candle, or branded swag



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.



3

The Seller Strategy Meeting

"I Know You" Phase

- ✓ Your "traditional" listing presentation
- ✓ Detailed CMA
- ✓ Overview of our process
- ✓ Marketing presentation tailored to the client's needs

Pre-marketing your home

Drive buyer interest and buzz with offmarket advertisements, which affords prospective buyers a glimpse of your home before it officially comes on the market.

Create Early Demand

Listing your property first on Chime can build anticipation among potential buyers, drive up its value, and shorten the sales timeline.

Drive Buyer and Seller Excitement

By creating visibility for your home early on, you can start engaging your network. 2.4x more potential buyers will attend the open house of a Pre-marketed listing.

Get More Exposure

Tap into our high-tech search advertising and affiliates to build momentum. We reach prospective buyers precisely when they're searching to help maximize traffic.



Networking Capabilities

Aided by state-of-the-art technology, we are strategically connected not

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WHO WE ARE BUY SELL CAREER

How much will I make selling my home?

When selling your home, there are additional costs like repairs, title fees, and agent commissions that impact the net cash amount after a sale is complete. Use the home sale net proceeds calculator below to estimate your home sale price, total costs, and net proceeds.

Where is your home located?

Enter your address

Home Sale Price ⓘ

\$200,000

Mortgage Payoff Amount ⓘ

\$0

Repairs / Improvements / Staging ⓘ

% 0 \$ 0

Commission ⓘ

% 6 \$ 12,000

Transfer Tax ⓘ

% 1 \$ 2,000

Estimated net when selling your home

\$186,000

Home Sale Price

\$200,000

Total costs to sell

\$14,000

Get Estimate

This net proceeds calculator provides an estimate of costs that are meant for educational purposes only; our calculation is not a guarantee and is based on the information that you've entered. Our total costs to sell include remaining mortgage, commission and estimated closing costs.

All calculations are estimates and provided for informational purposes only. Actual amounts may vary.

When to Have 3 Separate Steps

VS

When to Merge the 3 Steps

- ✓ Ideal for higher-priced listings, clients unfamiliar with the process, or those needing extra guidance
- ✓ Essential for competitive markets where the seller may be considering multiple agents
- ✓ Builds rapport, shows your preparation, and solidifies your role as an expert.

- ✓ For repeat clients or sellers with homes you are familiar with & who are ready to move quickly and don't require a full consultation.
- ✓ In fast-paced markets where time is of the essence, and you have already established rapport in previous interactions



Unique Value Proposition (UVP) & Holding Your Value

Charging Your Full Fee

- ✓ Charging your full fee by demonstrating your value
- ✓ Building confidence in your Unique Value Proposition (UVP)

Creating Value

- ✓ Offering market insights, unique marketing plans, and providing the best client experience
- ✓ The impact of being well-prepared and delivering a compelling listing presentation every time



Growing Your Listing Business

Building a Listing Specialist Team

- ✓ From Solo approach to creating a team of trained listing experts
- ✓ Replicating success through SOPs and consistent training

Training & Tools

- ✓ The development of a structured 12-week listing agent training program
- ✓ SOPs and a listing presentation that any agent can master
- ✓ Use of tools like Google Sheets for interviews and Follow Up Boss for CRM.

Accountability & Coaching

- ✓ Importance of consistent coaching (from Tom Ferry) & internal accountability.
- ✓ Continual professional development and adapting to new strategies



People will forget what you said;
People will forget what you did;
But people will never forget
how you made them feel.

Maya Angelo



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