THE $200K REAL ESTATE PLAYBOOK: THE LISTING EXPERT

Winning Listings: The Three-Step Listing Consultation

A Listing Specialist's Tactics and Tools

STEPHANIE
YOUNGER

COMPASS

@stephanieyoungergroup

AT A GLANCE

Operating a "Listing Specialist" business model, every listing expert on Stephanie Younger's team can give a presentation and carry the process through to close just as well as she can. That's because Stephanie has crafted such a well thought-out process and comprehensive training that anyone can master it if they follow her guidance.

West Los Angeles, California
PRIMARY MARKET

$1.5M
AVERAGE PRICE POINT

22
YEARS IN REAL ESTATE

2023 PRODUCTION STATS

288	$340,000,000	$8,100,000
TRANSACTIONS	SALES VOLUME	GCI

TOP LEAD SOURCES

- ✓ Past Clients- 28%
- ✓ SOI - 20%
- ✓ Geofarm - 20%

PRODUCTION

47% | 53%
Buyers | Sellers

TEAM STRUCTURE

- ✓ 37 agents
- ✓ 12 staff members

Stephanie

ON COACHING

I have always believed deeply in training, coaching, and accountability; I have always maintained a strong mindset and a disciplined approach to business. Prior to joining TF coaching, I was thinking big however my capacity for growth was constrained. I realized I was missing the insight into the strategies, systems and practices that worked in other markets, and most importantly for other large teams and other team leaders. Tom Ferry, our coach, and the TF Ecosystem have given me **exposure to new strategies, emerging ideas and opportunities and most importantly, the kind of people and other team leaders that I could truly learn from.**
My mindset and discipline remain strong; but **my business has become more strategic, more professionalized, and more systematized since I joined Tom Ferry Coaching.** I could not be happier with the changes I've made and the opportunities that lie ahead!

BY THE NUMBERS

18.75

Hours per month performing pre-appointment interviews

25

Listing appointments met per month

63%

Conversion rate for appointment-to-listing taken

THE STORY

In 2016, Stephanie Younger knew that if she was going to reach her goal of taking 100 listings, she was going to need to go on 200 listing appointments. This, she soon found, was extremely labor-intensive and unsustainable.

She needed a listing team – but not just any team of agents...**She needed a team of listing specialists who could conduct listing appointments at her level.** This new strategy allowed for a more focused and efficient workflow. As business continued to come in, she had to continue expanding her team. Today, her team boasts four full-time listing agents, with Stephanie herself accounting for just 10% of the overall business.

As a result of their brand recognition, the team has continued to expand and develop. And now, Stephanie and her team of Listing Specialists have opened up opportunities for more agent partners to become "certified in the SYG Way" in order to join them in taking listings.

To ensure consistent success in securing listings, Stephanie created a training program, a set of standard operating procedures (SOPs) and a listing presentation so compelling that it inspires not only clients but agents. Every tool and resource is crafted that any new member to her team could undergo her training and walk away as a listing expert.

The secret to the success in the transference of Stephanie's listing skills is the belief that the "Listing Presentation" as we know it is no longer enough. Stephanie has created a Three Step Seller Consultation that builds rapport, ensures the agent is viewed as a trusted advisor, gets the listing and most importantly, accomplishes the seller's goals and gets the home sold!

Through years of experience, strategic growth, and the refinement of their listing presentation process, Stephanie Younger and her team have positioned themselves as trusted leaders in the real estate industry. Their commitment to excellence and continual improvement continues to propel their success in securing listings and satisfying their clients' needs.

THE STRATEGY

STEP ONE: THE SELLER INTAKE PHONE CALL

The pre-appointment qualifying process begins right from the first contact on the Seller Intake Phone Call.The team has created a Seller Lead Questionnaire that not only obtains essential contact information but details the client's wants, needs, and motivations.

- The team aims to gather as much information as possible to understand the lead's needs, goals, and expectations for the transaction.
- The goal is that any agent could step in and ask questions on behalf of another agent and still gain a full understanding.
- It's important to the strategy that this qualifying process be done over the phone.
    - This way, the client can freely respond to the questions, while the agent details the responses into the form.
- Actively listen and create a low-risk environment for leads to freely express their thoughts and opinions about their home.
    - This dialogue allows the clients to reveal important details such as other professionals they may be considering and the necessary preparations for their home before listing.
- Questions are asked by the listing agent or one of the listing partners rather than an ISA or receptionist. This allows them to offer a warm reception while also collecting details before physically visiting the property.
- Use a Google Sheet as the interview form.
    - Some agents may choose to handwrite the information during the call and then enter it into the Google Form later.
    - Collected data is then integrated into Follow Up Boss, Stephanie's CRM.
- Stephanie and her team are willing to spend anywhere from 30 minutes to an hour during the intake interview.
    - Investing more time during the initial phone call increases the likelihood of converting the potential client into a listing.
- Critical to the process, both parts of the Listing Appointment - the 15-Minute Walkthrough and the following Seller Strategy Meeting - are scheduled during this phone call as well.

THE STRATEGY

STEP TWO: THE 15-MINUTE WALK THROUGH

Schedule this meeting at the end of the Seller Intake Call. Inform the Client that this is strictly for you to view the home. Explain it takes around 15 minutes to walk through the house, take photos, and understand the layout in order to determine pricing.

- Emphasize the importance of seeing the house first, as it wouldn't be fair otherwise.
- Let them know that all decision makers DO NOT need to be present! This is just a viewing!
- Conduct a tour of the client's home.
    - Walk through, take photos. Compliment the home. Show appreciation for the home and reserve all judgment.
- Refrain from discussing price or terms. Let them know that you will cover all of that at the Seller Strategy Meeting.
- Confirm the date and time of the seller strategy meeting. Make sure that all decision makers will be present for this meeting. This is the part of the process that is your "traditional Listing Presentation."
- Prepare your CMA, your Process overview and Marketing Presentation.
- Upon arrival, here are a few Pro Tips:
    - If the client has a dog, Stephanie always acknowledges the furry friend first to establish rapport.
    - Always remember to ask if shoes should be removed before coming inside.
    - Allow for relaxed and genuine interaction, but keep in mind they might be eager and excited to dive into the details.
- Sit at the Dining Room Table. Stephanie prefers to sit next to one of the sellers and across from the other, rather than across from both. During the sit-down:
    - Review key points discussed during the phone call, aiming to align desires, timing, and goals. Get agreement on important points from both parties.
    - Stephanie emphasizes the importance of slowing down, being fully present, and actively listening.
    - Commit to going through your entire presentation every time.

THE STRATEGY

STEP THREE: THE SELLER STRATEGY MEETING

This is the part of the process that is your “traditional” listing presentation. Prepare your CMA, your Process overview and Marketing Presentation.

- Upon arrival, here are a few Pro Tips:
    - If the client has a dog, always acknowledge the furry friend first to establish rapport. If the dog loves you, so will the client!
    - Always remember to ask if shoes should be removed before coming inside.
    - Allow for relaxed and genuine interaction, but keep in mind they might be eager and excited to dive into the details. Stay on point!
- Sit at the Dining Room Table. Stephanie prefers to sit next to one of the sellers and across from the other, rather than across from both.
- During the sit-down:
    - Review key points discussed during the phone call, aiming to align desires, timing, and goals. Get agreement on important points from both parties.
    - Stephanie emphasizes the importance of slowing down, being fully present, and actively listening.
    - Commit to going through your entire presentation every time. This is a job interview and you might not get a second chance.

Stephanie's 3 Action Items

FOR SUCCESS

1 Be committed to giving your complete presentation. Be sure to include the market data and overview of your service and Unique Value Proposition (UVP).

2 Understand the owner's needs. Ask lots of questions – don't be afraid to ask questions, they will tell you more than you think they will

3 Charge your full fee! And make sure you are adding value that commands it.

6 Things Stephanie Will Do

MOVING FORWARD

1. Update the Listing Specialist curriculum and training to address the changing rules of Agent Compensation.

2. Execute an update to her training. The 2nd Bootcamp of 2024 will be recorded and she will turn this into video training modules.

3. Create a Flipped Classroom Training Program: Agents will watch the modules on their own, complete assignments and come to the sessions prepared to present and roleplay.

4. Build an add-on program for "Listing Conversion" Training.

5. Create a modified version of our training program that can be available to agents outside of our organization.

6. Work with her Tom Ferry coach to help keep her accountable and to help her implement these ideas!

Stephanie's
TOOLKIT

Seller Intake Questionnaire

An example of Stephanie's Seller Intake Questionnaire used during the initial contact with the listing lead.

Seller Intake Questionnaire Script

An excerpt of the script Stephanie's team uses during the initial Seller Intake call.

Listing Agent Training Overview

An overview of Stephanie's 12-week Listing Agent Training.

TAP HERE TO GO TO TOOLKIT ITEMS