



PRESENTATION PERFECTION:

DATA, DESIGN, & DISCUSSIONS

What to Know, Show, & Say at Every Listing Appointment

Sandee Payne

 COMPASS


 @sandeebpayne

At a GLANCE

Sandee Payne uses three factors to blow away her clients at the listing presentation: data, design, and discussions. By combining visual elements and relevant data with collaborative discussions, Sandee turns clients with enthusiastic allies and ensures their eagerness to sign the agreement.

 **Central Texas**
PRIMARY MARKET

 **\$275k**
AVERAGE PRICE POINT

 **9**
YEARS IN REAL ESTATE

Production Stats Over One Year

92

TRANSACTIONS

\$26,000,000

SALES VOLUME

\$765,000

GCI

CORE CLIENTELE

- ✓ Military
- ✓ First-time buyers

PRODUCTION

25% | 75%
Buyers | Sellers

TEAM STRUCTURE

- ✓ 3 agents
- ✓ 5 staff members

Sandee ON COACHING



"The 3 years prior to coaching, I found myself literally Googling, "If I were a REALTOR® what would I do?" and hoping to find processes and strategies to grow my business. After finding Tom Ferry among the search, I just knew that THIS coaching was the key to what I was looking for. The ecosystem was something I was not expecting. The collaboration, sharing of ideas and willingness of so many other agents to push you, lift you, and grow together with you was something I never experienced or expected. My one-on-one coach has been there every week for six years now, to assist me in my growth strategy and hold me accountable. I know I would not be as successful today in my career if I had not taken that leap of faith."

TFTM



BY THE NUMBERS

75%

Of business is listings

95%

Conversion rate on listing appointments

100%

Listing appointment met rate

100

Listing appointments annual goal

250

Prospects in appointment follow-up campaign on average

\$57.50

Cost to print a production run of listing card deck





THE STORY

Sandee Payne's approach to achieving success is partly reflected in the name of her team – Designed 2 Sell Real Estate Group. By incorporating exceptionally designed pieces into her listing presentation and showing her unwavering commitment to service, Sandee has truly set herself apart from the competition.

With an innate passion and a natural talent for design, Sandee embarked on her journey by establishing her own interior design business. Recognizing an unmet need in the market, particularly in the realm of helping people design and decorate their homes, she delved into collaborations with custom builders, carving out her niche in the process. Over time, her expertise expanded, and she transformed her focus towards marketing herself as a consultant for design, staging, and renovations to realtors. This pivot didn't come without dedication and effort, as Sandee fully understood that establishing her presence in the real estate domain would require time and persistence.

Initially believing her venture into real estate was temporary, Sandee's plans took an unexpected turn when her husband retired and they decided to stay in Central Texas. Seizing the moment, she swiftly obtained her real estate license and committed herself wholeheartedly to the industry. From the very outset, Sandee adopted a listing-heavy approach, drawing from her experience in working with military families due to her intimate understanding of the processes involved. She strategically positioned herself as a listing agent, emphasizing her unique eye for design and her capacity to add an unparalleled design element to the properties she represented.



THE STORY

While she's open to working with buyers, Sandee's primary focus is to establish herself as a sought-after listing agent. Her rationale is clear: the art of composition and meticulous attention to detail, the very essence of her listing presentation, holds the key to generating substantial returns. Embracing the competitive nature of her chosen path, Sandee thrives on the challenges and opportunities it offers, finding the allure of the industry truly captivating.

For Sandee, a comprehensive approach defines the way she brings a listing to market. She firmly believes that "the dollars are in the details," and her commitment to excellence is manifested in her meticulous approach. This unwavering dedication to each facet of the listing process underscores Sandee's distinction as a true listing expert, one whose exceptional design sensibilities and unparalleled commitment to client service continues to shape the real estate landscape.



THE STRATEGY

BUILDING A CLIENT PROFILE

- Building a client profile is crucial to establishing a strong and strategic rapport right from the outset.
 - This involves delving into various facets of the client's life to gain a deep understanding of their preferences and needs.
 - The ultimate goal is to forge a genuine connection that goes beyond the professional relationship.
- Start with social style. Dive into their personality to get a holistic understanding of who they are. Aspects include:
 - Professions
 - Interests
 - Hobbies
 - Fashion choices
- Access to housing data is commonplace, but Sandee recognizes that it is her job to apply the data to each client's unique situation. This is not just what the client profile is used for, but a part of the client profile itself.
 - Come up with a list of scenarios tailored to each client's profile.
 - Discern what questions they'll likely have and what is important to them.
- Align personality styles in order to form a truly meaningful connection, with the understanding that anyone can connect to anyone when they make the effort.
 - This is simply a matter of relating to the client's preferences and lifestyle in order to create an atmosphere of comfort and trust.
- A line Sandee frequently uses is: "Tell me what is happening at this time of day for you..."
 - Used during the appointment-setting phase, this question is a gateway to understanding the dynamics of each client's household.
 - It always helps to anticipate the atmosphere Sandee will encounter when she arrives, ensuring a productive interaction.
 - For instance, if her clients mention they'll be occupied with feeding their kids at the chosen time, she's quick to offer a considerate gesture, such as bringing pizza or another treat.
- Select an appointment time that is conducive to conversation to ensure you have your clients' undivided attention.



THE STRATEGY

FIRST IN THE DOOR AND ALWAYS TOP OF MIND

- In order to ensure she's the first agent in the door, Sandee places great emphasis on booking the listing appointment within three to four days of the initial contact.
 - The goal is that the clients feel a sense of obligation to meet.
- Refrain from sending materials ahead of time, but instead send a LinkTree to social media profiles.
 - This opens a line of communication without overwhelming the clients with information.
- Orchestrate 2-3 interactions prior to the appointment.
 - This is done through video text, email, or over FaceTime.
 - These meetings offer the opportunity to become familiar with the client's home through pictures and discussions. This allows Sandee to walk into the appointment with a strategy.
 - By delving into numbers, discussing upgrades, and reviewing her net sheet, Sandee solidifies the sense that they are already collaborating, minimizing any hesitations. This approach ensures that when she arrives at the client's door, she is always greeted with a warm welcome.
- At the appointment, structure the conversation with a clear roadmap.
 - Begin with a walkthrough of the house.
 - Next, discuss financial aspects.
 - Next, marketing strategy.
- Set clear expectations to foster a sense of collaboration.

DISCUSSING PRICING

- Armed with a CMA presentation and a concise one-sheet, Sandee enters the appointment ready with a preliminary listing price.
- The discussion does not revolve around dictating numbers. It must empower the client to play an active role in deciding the price.
 - Encourage clients to freely express their thoughts, leading to an informed discussion that feels mutually agreeable.
- Demonstrate how the data contributes to the overall property valuation.



THE STRATEGY

- Run a net sheet.
 - Provide insights into what clients will walk away with after fees and commissions in order to address concerns head-on.
 - This leads naturally into commission conversations and shows transparency and adeptness in navigating conversations others might avoid.

DISCUSSING COMMISSION

- Sandee employs a strategic tiered commission structure that addresses any potential reduction questions.
- She begins by explaining her role as a 7% listing agent.
- Acknowledge that this figure is for comprehensive services and not necessary for all clients.
- For comparison, she uses a one-pager outlining the services for a standard 6% commission.
- Sandee acknowledges the limitations of this static sheet and that it can be difficult to discern how individual items integrate into the broader process.
- Her approach typically involves tailoring services to discount the commission to 6.5%.
- Part of her presentation is introducing what she calls the "Hard Deck of Cards of Services."
- This is a visual aid that conveys the value of each service included, both during the marketing and transaction phase.
- Sandee begins removing cards from a pyramid stack, each one symbolizing a service. This conveys the impact of potential reductions.
- As she does this, she shares stories about what could happen as each service is omitted.

MOVING FORWARD CONFIDENTLY

- When discussing marketing strategies, bring tangible examples like brochures to the presentations, aiming for an interactive approach.
- Empower clients in making choices about marketing pieces to reinforce involvement.
- Delve into a timeline for every step of the process.



THE STRATEGY

- Book an appointment for photos while discussing photography and arrangements. This instills a sense of readiness and commitment.
- Sandee has an electronic Listing Agreement contract but prefers in-person signings due to the deeper commitment they represent.
- Follow up:
 - A thank you video expressing enthusiasm for the collaboration.
 - A prepared handwritten note placed in the mailbox right after the meeting.
 - Homework for clients such as the "Getting Your Property Ready" checklist.

Sandee's 3 Action Items **FOR SUCCESS**

1

Practice and shadow as many listing agents as you can. Roleplay with your team and with your broker.

2

Take the time to learn who your client is and ask the questions. Do not get hung up on the “stuff” of the transactions. Don't be afraid to listen!

3

Speak with confidence about what you know and focus on building rapport. Connection and relationships are most important.

6 Things Sandee Will Do

MOVING FORWARD

1

Create an agenda of events that will be shared at her first conversation outlining the expectation for the next/upcoming steps in the process.

2

Build out a Seller Questionnaire to send once the appointment is set.

3

Add a link where people can preview past listing marketing that will include photos, videos (FB, Insta, TT), and Zillow 360 degree photos.

4

Send a video thank you email after the appointment, recapping their meeting and addressing key takeaways and next steps.

5

Take them on a property tour to preview the active competition.

6

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

Sandee's TOOLKIT

Tips for Profiling a Client

Sandee's top tips for profiling a client.

- Search for them on all social media platforms to include Facebook, Instagram, LinkedIn, TikTok, and Google.
- Look for their style (clothing, physical aesthetic) so you can 'match' them for your appointment. This is Social Selling.
- Find their line of work (medical field, military, tech) so you can use this for building examples and analogies when discussing services.
- Determine:
 - What are their hobbies (hiking, cars, golf, DIY)? These are important to know also for examples...and gifting.
 - Are they single, married, or have children?
 - Know WHO it is that you will be working with.
- When you can get them to video conference pre-listing appointment, pay attention to their mannerisms, rate of speech, and volume. This will assist in the NLP portion of the sales.
 - TRY to get them to take YOU on a virtual tour of their home. Look for clutter, decorating style, obstacles, & challenges.
 - That way you know WHAT you are going to be selling and can develop your Task List ahead of the appointment to be exactly what is needed.