

THE ULTIMATE REAL ESTATE PLAYBOOK: THE LISTING EXPERT

The \$8M Listing Presentation

The Intake, Scripts, and Checklists of One of LA's Top Listing Agents

STEPHANIE
YOUNGER



COMPASS



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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 TRANSACTIONS	\$340,000,000 SALES VOLUME	\$8,100,000 GCI
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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.

LISTING AGENT TRAINING OVERVIEW

WEEK	TRAINING TOPICS
1	<i>Why Listings Vs. Buyers The Math Of Real Estate</i>
2	<i>The Contact To Close Progression</i>
3	<i>The Listing Presentation</i>
4	<i>Sample Objections Overview Objection Handling Roleplay</i>
5	<i>Running Comparables Overview Market Data Script Roleplay</i>
6	<i>Communicating Value</i>
7	<i>Seasoned Agent Marketing Slide Deck Presentation</i>
8	<i>Identifying/Handling "Not Now" Sellers</i>
9	<i>Residential Listing Agreement Overview & Associated Forms</i>
10	<i>You've Signed A Listing, Now What?</i>
11	<i>The Offer Review Call Reviewing Seller Disclosures</i>
12	<i>Agent Presentations - Entire Listing Presentation</i>



Seller Lead Questionnaire

Initial Walk Through Date & Time _____

Listing Appointment Date & Time _____

Co-Agent _____ Source _____

FUB _____ Deal Card _____

Tell Me A Little Bit About Yourself And Your Plans

Seller Name(s): _____

Phone(s): _____

Email Address(s): _____

Preferred method of contact: Phone Call / Email / Text

Property Address: _____

Mailing Address (if different): _____

Is this your primary residence? Yes / No

How did you hear about us? _____

Why are you selling? _____

Where are you moving? _____

Need assistance finding a new home? _____

Are you looking to purchase as well? _____ (if yes)

Have you connected with a lender? _____ (If yes) 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 is your occupation? _____

Children? _____ Pets? _____ Smokers? _____

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Seller Lead Questionnaire

Tell Me A Little Bit About Your Home

Interior

Number of Bedrooms: _____ No. of Bathrooms: _____ Primary Suite? _____

Sq ft: _____ Lot Size: _____ Fireplace/s?: Yes / No (if yes, **gas** or **wood-burning**)

Living Room?: _____ Family Room?: _____ Number of Stories: _____

Central Heat/AC? _____ Recessed Lighting? Yes / No

Type/s of Flooring: _____

Basement or attic? _____

SmartHomeSystem(Nest,etc.)?Yes/No

HomeSecuritySystem?Yes/No

Exterior

Garage:Attached/Detached

FinishedGarage?Yes/No

Additional Structures (ADU/shed/etc.)? _____ Is ADU permitted? Yes / No

Other: _____

Pool?:Yes/No

HotTub?:Yes/No

OutdoorKitchen?Yes/No

Solar Panels? Yes / No (if yes) **Owned or Leased**

EV Charger? _____

Wooddeck?Yes/No

CoveredPatio:Yes/No

Balconies?Yes/No

Lawn? Yes / No (if yes) **Real grass or artificial turf**

Describe the landscaping: _____

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Seller Lead Questionnaire

Tell Me About The Condition Of Your Home

On a scale from 1 to 10, where 1 is not improved at all and 10 is a full house remodel - what would you say is the improvement level of your home? _____

Kitchen:

Countertops? (quartz, granite, tile, formica) _____

Cabinets? (white, dark wood, light wood) _____

Appliances? (stainless steel, black, white, etc.) _____

Microwave? Yes/No Dishwasher? Yes/No Backsplash? _____

Bathrooms:

Shower, Tub, or Shower/Tub Combo? _____

Dual or Single Vanity? _____

Countertops? (quartz, granite, tile, formica) _____

Cabinets? (white, dark wood, light wood) _____

Bedrooms:

Flooring: (Carpet, hardwood, etc.) _____

Closets: (Standard or walk-in) _____

Ceiling fan? Yes / No

Any additional updates made to the home since you purchased it? _____

Regular ongoing maintenance? (ie, sewer cleanout, landscaper) _____

Are there any known defects/deferred maintenance? _____

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Seller Lead Questionnaire

Are there any improvements you would like to make prior to listing? _____

What do you think a buyer will appreciate most about your home? _____

Is there anything about your home that you think a buyer may not like? _____

Tell Me Your Thoughts on Value

Tell me about your process so far? _____

Are you looking online at the value of your home? _____

Have you gone to open houses? Yes / No Have you seen any houses you like? Yes / No If yes, address/es? _____

In a perfect world, what sales price are you looking for in your home? _____

What price do you hope the market will give you for your home? _____

Is there a price you *have* to achieve in order to sell? _____

How did you come to that number? _____

Is there a price that you absolutely won't sell at? _____

What price range should I pull for comparable sales? _____

How did you come to that number? What information is it based on? _____

What's most important to you: fast sale or top dollar

Remind me what you paid for your home? _____ When? _____

Pay cash or take a mortgage? _____ (If financed) remaining balance on mortgage? _____ 2nd mortgage/equity line? _____

Prepayment penalty? Yes/No Current on payments? Yes/No

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Seller Lead Questionnaire

Have you recently refinanced? Yes / No

Have you had a recent appraisal? Yes / No (if yes) **What did it appraise at?** _____

Do you have a recent inspection report? Yes / No

Has your home been for sale previously since you purchased it? Yes / No (if yes)

When? _____ **Why do you think it didn't sell?** _____

Tell Me About Your Decision-Making Process

Is the property held in a trust? _____ **Additional signers for trust?** _____

Is there anyone else involved in the decision process? _____

What will determine if and when you move forward? _____

Are you interviewing other agents? Yes / No (if yes) **How many agents?** _____

Have you already met with them or have an appointment set? _____

What are the 3 most important things you are looking for in a realtor?

1. _____

2. _____

3. _____

How do you plan to select your agent? _____

What can we do to help make this process as seamless as possible? _____

Is there anything else you wish to share with me about your home or selling needs?

What other information do you want to discuss when we meet? _____

Do you have any concerns about the sales process? _____

Do you have any questions before our meeting? _____

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Seller Lead Questionnaire



Additional

Notes:





Seller Lead Questionnaire Script

Thanks for calling today. It sounds like you are considering moving and looking for an agent to help you sell your home?

Correct.

Great. I'm curious, of all the real estate agents out there, why did you call us today?

I've seen your signs in the neighborhood and have gotten your postcards for years.

That's great. It sounds like you're familiar with our team's track record in the area! Tell me a little bit about your plans.

I got a work promotion and am moving out of the state.

Congratulations! That's exciting. What do you do for work?

I'm a consultant with Accenture.

That sounds interesting. And where are you moving?

Boulder, Colorado

Colorado! We have many clients who have relocated there. Are you purchasing a new home there or do you plan to rent?

We are looking to buy a home there.

Great. Are you in touch with a lender to help you get pre-approved for your new purchase?

Yes, we're working with a lender.

Perfect. Have you determined if you need to sell your home here in order to purchase there?

We don't have to but would like to sell our home here and not have two mortgages for very long.

I can definitely understand that. When do you need to be moved in and settled in Boulder?

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Seller Lead Questionnaire Script

At the end of the month.

Do you need to have a new home identified and under contract before you move?

No, we have temporary housing.

Are you working with an agent in Boulder already to help you find your new home?

No, not yet

Would you be opposed to me sending a few recommendations for agents that our clients have successfully worked with in the past?

No, I would not be opposed. That would be great.

No problem. I will email you the contact info of a few different agents. You will be in great hands with any of them, but feel free to reach out to all of them to see who you vibe with the best.

Perfect, thanks!

Of course! So, you're planning on moving within the next couple of months and are hoping to sell your home here as quickly as possible so you aren't carrying two mortgages.

Correct.

It sounds like you'd like to get your home here on the market ASAP. Do you plan on living in the home while it's for sale?

Yes. Unless you think it's better if we don't?

Well, you certainly can. But a lot of our clients find the process much easier to move out first. But we can talk through all of that when we meet. Do you have a few more minutes for me to gather some additional information about your home that will be helpful for me to prepare for our meeting?

No problem.

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Seller Lead Questionnaire Script

Do you have pets or children, or pets who are children, living in the home?

We do! We have a 5 year old, Megan, and a poodle named Bob.

Bob, the Poodle! I love it! And does your poodle smoke in the house?

LOL No, he does not.

Thank you. So I have your address as 1234 My Home Lane, 90045. Is that correct?

Yes.

And based on title, it looks like you've owned your home for about 15 years? Is this your primary home?

Yes. Yes.

Got it. And I see that it's 3 bed/3 bath, 1700sf, and on a 7,000sf lot.

Correct.

Can you tell me a little bit about the home's layout? Is there a separate living room and family room?

Yes, there's a living room in the front when you walk in, an adjacent dining room, plus a separate family room.

Got it. And does your home have central heat and AC?

Yes.

How about a fireplace?

No.

Do you have recessed lighting in your home?

Full script available in Illum

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