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The Process of Tomorrow's Listing Legends



5 Part Process

1 Pre-List Consult & Fact Finding

2 Knock - Knock & Walk Around

3 Sit Down - Why Us & Exposure

4 Pricing Presentation

5 The Signature



Step 1

Pre-List Consult & Fact Finding


• Ask Great Questions

- *Curious what attracted you to this home when you purchased it?*
- *Any modifications you have made during your home ownership?*
- *When selling where will you be moving too?*
- *When did you want to be there?*
- *Do you have a sale price in mind?*
- *If you were buying this home today what modifications, if any, would you like to make?*
- *Any other factors I should be considering when determining value?*
- *Etc....*

Compile your data to create your pricing presentation - 3 Action, 3 Pending, 3 Sold plus statistical data such as list to sale ratio, price per square foot, average days on market along with tax records including loan data, legal owner, etc.



Tausha Fournier

 @taushafournier



Summary of Items To Go Over During Listing Appointment

OVERVIEW

Photos around home
Give me a tour.... show me every detail
Then we'll sit down..... I have a few easy questions to help figure out the best options for you in selling your home.
Sound good?

BEGINNING

Photos
FORD
3 thing are going to happen today...
1. List with me
2. Not list with me
3. Or I'm not going to list your home

Three Easy Questions For You:

1. What has to happen between now and when we list your home? Any obstacles to overcome?

2. What's important to you in selling your home?

3. In your past dealings with real estate agents...what are 3 things the agent did that you loved? And what are 3 things the agent did that you disliked?

HERES A FUN FACT:

Track Record- We will sell \$100m in homes this year.

The average agent sells 4 homes.

This allows us to create a process for:

1. Incredible communication
2. Negotiate aggressively (99.7% list price to sales price vs 96.3% average)
3. Wildcard

Any questions about my marketing plan?
(If no, go into market stats to price home)

Price with Market Statistics

Total Active Inventory
New Listings
Homes Sold

Average DOM
Absorption Rate- Time
Expired Listings

What do they have to net?

Net Sheet- Cost Firsts

Pricing- three options
Commission

Any Questions before we get started on the paperwork?

Cacelation Gaurentee

Staging Appointment (if applicable)

Agents contact me to schedule a showing.

We provide Feedback from Showings on Mondays

GIVE TO SELLER

Seller Homework

Seller Property Questionnaire

Transfer Disclosure Statement

MLS input form- highlight where seller needs to fill out

MUST HAVE BEFORE LEAVING

- RLA- Residential Listing Agreement
- BBR Affiliate Agreement
- MCA- Market Conditions Advisory
- AAA- Additional Agent Addendum
- SELM- Seller Exclude Listing from MLS
- ARB- Arbitration Agreement
- TA- Trust Advisory- *only for trust*
- RCSD-S Representative Capacity- *only for trust*
- Water Cert- Only City of SD
- Keys for Front Door, Mailbox
- Statement of Information to Title Company
- Personal property included & not included in sale
- Perfect Timeline
- Showing Instructions
- Expectations Appointment- Ideally in 3-5 days

House Attributes Sample:

1997: Purchased Date

1997: Updated house electric including house surge protector, GFIs, outdoor outlets, outlets, and house grounding. ReBuilt outdoor arbor cover.

1998: Bedroom window awning. Built broken-tile outdoor patio. Installed kitchen fan/oven overhead light & vent. Security lights on house & garage. First install of ceiling insulation.

1999: New toilets and flooring in bathrooms.

2000: Tented for Termites

2001: Refinished hardwood floors.

2002: Painted house. Insulated house floor boards. Changed out kitchen floor vinyl.

2003: Installed gas hot water tank in crawl space. Replaced driveway and backyard walkway with colored stamped concrete.

2004: Installed central heating and air conditioning (Fire and Ice). New stove/oven.

2005: Installed wall benches on patio (Trex). New dishwasher.

2006: Rebuilt alley retaining wall, drainage and house water line from alley. Rebuilt Fireplace firebox.

2007: Remodeled master bathroom including tile shower, floor, vanity, and lighting.

2008: Rebuilt backyard fence and backyard landscaping including broken tile mosaic on walls. Repaired front of foundation of house.

2009: House painting and installed additional broken tile mosaic on foundation walls.

2010: New front door with colored glass mosaic.

2011: Installed new Anderson Window for house (except bathrooms & kitchen) and replacement back door.

2015: New roof for house & garage. Re-insulated attic space & front 2 bedroom walls.

Refinished hardwood floors. Remodeled front bath. Landscaped front & back yard.

2016: New front yard fence.



Tausha Fournier

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Step 2

Knock – Knock & Walk Around



Sandra Hendrix
@sandra_hendrix_

- Tour the home

Touring the home with the owners is a great way of getting their “story” about the home, that will be useful for telling the story about the home and creating content and the description in your marketing plan. Remember, its not about you, its about them.

- Build trust and rapport while walking through the home

1. **Understanding Their Motivation:** "Why have you decided to sell your home at this time?"
2. **Timing:** "How soon are you hoping to sell your home?"
3. **Expectations:** "What are your top expectations from me as your agent?"
4. **Communication Preferences:** "What is your preferred method of communication and how often would you like to receive updates?"
5. **Property Details:** "Tell me about any recent updates or renovations you've made to the property."
6. **Pricing:** "How did you determine your asking price?"
7. **Financials:** "Do you have a mortgage on the property, and if so, what is the remaining balance?"
8. **Moving Forward:** "If we find that the market doesn't support your desired price, are you open to adjusting the strategy to match the market conditions?"
9. **Agent Relationship:** "Have you worked with an agent before, and what was your experience?"
10. **Decision-Making Process:** "Who else will be involved in the decision-making process for the sale of your home?"

REMEMBER!

“Real Estate is a relationship business built on trust; the commodity is the house.”

- Emily Kettenburg




Step 3

Sit Down – Why Us & Exposure



Tausha Fournier

 @taushafournier

- “Favorite Chair” Syndrome – let at least one of them sit first
- Review your UVP
 - 2-3 Sentences
- Share Marketing Exposure

“when listing your home with us – we will be exposing it both locally and globally by...



Listings

URAYTOR

○○○

Subject Line : I'm about to go meet a potential seller..

I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

What I can tell you is that homes like this typically sell above ask in just a few days

If you already know that you'll want the details, reply with "VIP."

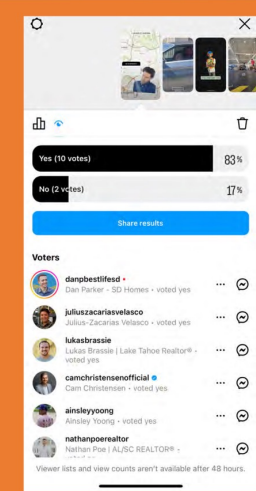
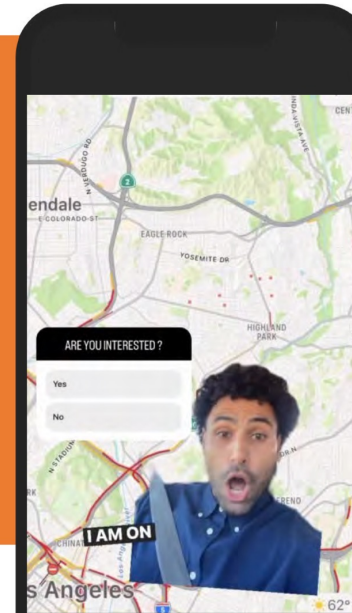
I'll add you to my VIP list, and send you more information as soon as I can.

Tell them what happens next



Tausha Fournier

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Convert the email to a "story" for even more engagement

2024 ELITE RETREAT

Step 4

Pricing Presentation



Carolyn Augrr

@carolynaugrr

- **Market Value Pricing:** This approach involves pricing a home based on the current market conditions and comparable sales in the area. The key here is the accurate and comprehensive market analysis. For example, if similar homes in your neighborhood have sold for around \$300,000, pricing close to that amount can attract buyers looking for a fair deal.
- **Price Banding:** This strategy involves setting a price for the home so that it stands out in a specific price range. For instance, if most homes in the area are listed between \$300,000 and \$325,000, setting the home's price at \$299,000 can make it stand out as a better value. It helps to get more attention by being the most attractive in the competitive price bracket.
- **Listing Above Market Value:** Some Sellers chose to list their home above the market rate to test the waters or because they believe their home possesses unique features that justify a higher price. For example, a home with recent high-end renovations might be listed higher than similar homes in the area.
- **Psychological Pricing:** This involves pricing a home at a figure that appears more attractive to Buyers. For example, feels much less and can influence a buyer's perception favorably. \$299,000 instead of \$300,000. The slightly lower figure psychologically



Step 5

The Signature



Stephanie Younger
@stephaniyoungergroup

- Discuss or handle any objections and firm up list price
- Discuss commission
 - Separate list side from buyer side

"The list side of the commission is X% ... Would you like to offer buyer agent compensation or a concession from seller to buyer?"

- Share Buyer Agency Agreement

"By the way, many of today's buyers will be signing a buyers agency agreement and this is what it looks like"

REMEMBER: Commission has and will continue to be negotiable between the parties

