

CLOSING with the 3-Step Seller Consultation





THE ONE STEP LISTING
PRESENTATION **ISN'T**
ENOUGH.



• STEPHANIE YOUNGER GROUP •
SYG
• LOS ANGELES • CA •

SYG THREE STEP Seller Consultation:

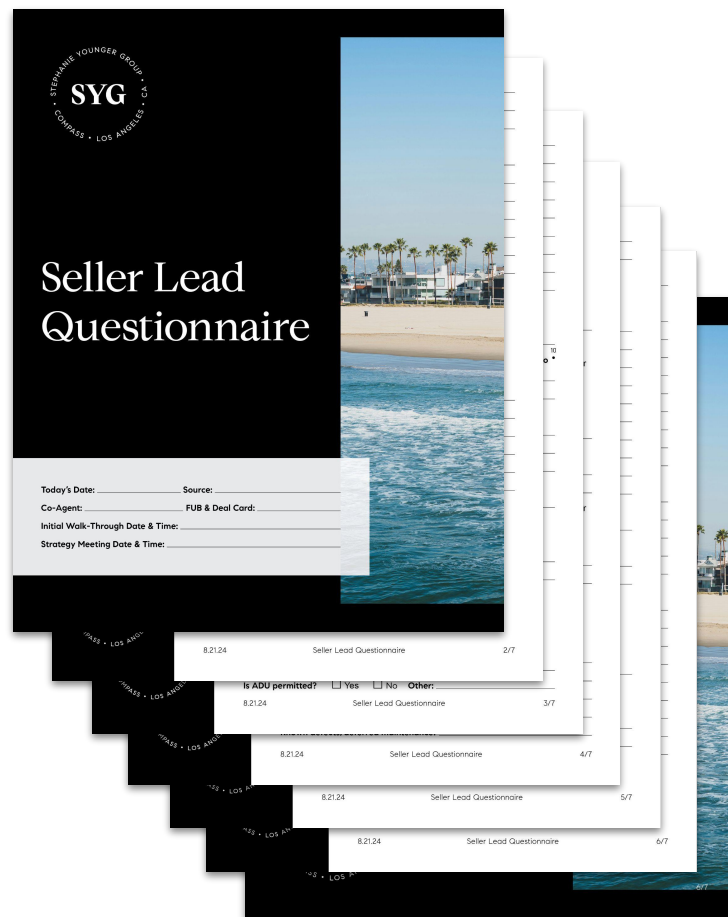
The SELLER INTAKE +
Walk Through +
Listing Presentation =

A detailed process that builds
trust and rapport before you walk
in the door



The SYG Seller Lead Questionnaire:

- 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




Pro Tips for Step One

- The Seller Interview must happen live via phone.
- Slow down and be curious. Be prepared for this to take 30-45 minutes.
- Have fun and ask ALL of the questions! Commit to the bit!



The 15-Minute Walk Through.

- Walk through, take photos.
- Show appreciation for the home and reserve all judgment.
- Be an Investigator!
- Make the seller feel comfortable

A photograph of two men in a bright, modern living room. The man on the left, with a beard and glasses, is wearing a light blue shirt and teal trousers, pointing his right index finger towards a large window. The man on the right, with a beard, is wearing a white t-shirt and grey trousers, looking towards the same window. The room features a brown leather sofa, a black wood-burning stove, and large windows with wooden frames. A grey rug is on the floor.

"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."

Pro Tips for Step Two.

- Remind them you live in this world too and they don't have to clean up for you.
- Create a feeling of reciprocity by bringing a little gift like a custom candle or swag.
- Always offer to remove shoes before entering.
- Always acknowledge the owner's dog first - they are good judges of character.

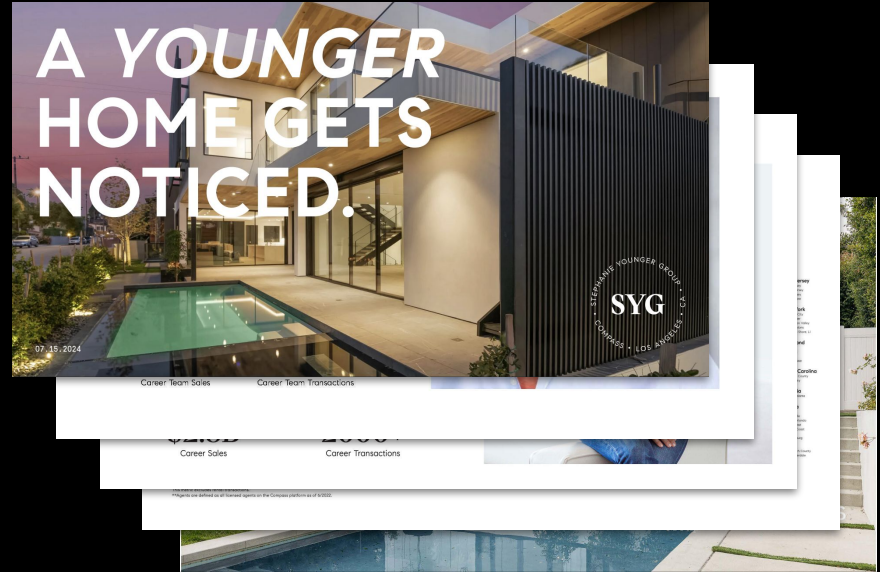


The Seller Strategy Meeting.

This is the part of the process that is your “traditional” listing presentation!

SYG Presentation Includes:

- Detailed CMA
- Overview of our process
- Marketing presentation tailored to the client’s needs





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

- Maya Angelou



Now this is more than a job interview... it's personal.

- You've heard their story ✓
- You've seen them living their
real life ✓
- You know what they want
personally and how they want
to see their home presented ✓



Thank you.

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