

How to provide impressive & effective Listing Presentations in today's digital world



by Gayle Fitzmaurice

The world has a digital solution to everything these days.

Yet sometimes the digital solution becomes a little too complicated and, in an attempt, to be a modern solution it becomes a hinderance. For example, and app to present a listing presentation, sounds pretty cool huh, but if you're part of the generation who doesn't understand the term app, let alone know how to download one to see the information your real estate agent has just sent you - well then, this digital solution – of an app – in this case would be a hindrance.

With that being said, a number of years back I came to the decision, a standard foldable company cardboard folder, which snugly fit my business card in the front fold; and created a space for me to hold about 20 pages of paper, was no longer the best way for me to present my listing presentation to my potential sellers.

It was seeming dated, nothing special and cumbersome ... are we really still in a world where a potential client will rummage through pages and pages of information? No, I do not think so.

In today's world, regardless of our digital proficiency, for the most part, we are more used to viewing information on a digital screen – and we want information that is real + relevant.

You may be thinking to yourself I always present my presentation in person to my potential sellers, so having a folder and paper supports that presentation process ...

I urge you to ask yourself, does it really? Or is that way starting to feel a little outdated for you also?

However, before we go further on incorporating a digital listing presentation into your process, I would like to delve a little deeper on my secret weapon for winning listings, which is why digital listing presentations have become so important to me in my process.

The pre-listing presentation!

The pre-listing presentation is what you 'deliver' to the client after the conversation in which the listing appointment has been booked. The pre-listing presentation is best served (delivered) to the potential client 24 hours after that booking conversation and no later than 24 hours prior to sitting down with your potential seller face to face.

This is why I always teach that you need a minimum of 48 hours from booking appointment to the time when you actually sit face to face with your potential seller.

In essence the pre-listing presentation is the full market-update which you will present to your potential seller at the listing appointment.

I use the prelisting presentation to

- ✓ undermine the competitions chances against me
- ✓ to inform, educate and position the potential sellers mindset prior to our face-to-face listing presentation
- ✓ To impress my potential sellers with my ability and market presence.

So, you see, back to the paper folder with the business card and the reem of pages, when you consider my 3 requirements listed (above), the paper folder seemed... well underwhelming... cumbersome - half the time the damn thing wouldn't fit in the post-box. In today's digital age... I lacked any belief the potential seller was going to sit down and read through all the content of the 20-pages of the paper pre-listing presentation and totally understand the picture I was trying to portray.

At best, the potential seller might have thought... "oh that's a bit cute, she did a little bit of work prior to our meeting and dropped it off in our post box... gosh its nice to see that bit of extra effort".

Albeit that's not a bad thought for my potential seller to have... the paper folder is definitely not doing its required task, which is to ...

- ✓ undermine the competitions chances against me
- ✓ to inform, educate and position the potential seller's mindset prior to our face-to-face listing presentation

✓ To impress my potential sellers with my ability and market presence.

Of course, you might be thinking to yourself, why not just email the pre-listing presentation or market update prior to the face-to-face client meeting? ...

Well correct, that's exactly what I was doing ... however, it was also causing me problems. Some of the files where too big so therefore not attaching correctly, then there is always the risk with an attachment the email will go to junk ... email was doable, however, as far as I was concerned ... well it was also just soooo underwhelming.

So, I researched for a digital style presentation solution, and that's when I came across PandaDoc. Here are the things that caught my attention about PandaDoc when I first started reading about it:

- I could easily embed video into the presentation.
- I could include clickable links.
- I could create the presentation in such a way that the presentation could then be converted into a template where you can then adjust certain sections per listing presentation. This meant it would massively decrease my workload on creating listing and pre-listing presentations.
- PandaDoc would notify me anytime a person opened a document or presentation I had sent them – anytime, ever!! Just think about how powerful that is in the game of listing properties for sale. Consider this common scenario, you have had a meeting with a potential seller, and they tell you that they are just not committed to going to market at this time. Fast forward 3 months later, you receive an email from PandaDoc notifying you that, that potential seller is currently viewing the document - how powerful is that to your sales growth?!

- When I sent a PandaDoc presentation to a potential seller, it is received by the potential seller as a beautifully prepared PDF document that includes images, videos + clickable links.
- Simply the potential seller receives an email with a message from me and a button for them to click and BOOM the potential seller is presented with a beautifully prepared PDF document that included images, videos + clickable links.

PandaDoc is cloud-based document management software that helps users in creating proposals, quotes, human resources documents, contracts and more. The solution is mostly used by sales and marketing teams and company leadership.

PandaDoc allows users to choose from a variety of proposal templates, which are free to download and customize.

PandaDoc analytics provides real-time statistics regarding who has viewed the proposal, how many times they saw proposal and how much time spent on the proposal..

It provides integration with Salesforce, HubSpot, SugarCRM, ProsperWorks and many more. (softwareadvice.com)

A Proven Flow + Format to a Successful + Winning Listing Presentation!

Side-step for a moment with me here, in my opinion one of the most powerful ways to get the message across to your potential seller that not only are you good at what you do, you are also a trusted and safe place to do business, is through the use of testimonials.

In the simplest terms what a testimonial confirms to your potential seller is

- You are good at your job.
- You offer a safe place to do business (because other people have used you as their agent and they have had a successful sale through your service to them as their real estate agent)
- Another potential client felt so strongly about how you performed in your role as their real estate agent, that they were willing to write a testimonial to your service and put their name to it.

In fact, if you look up the dictionary to gain an understanding of the word testimonial it reads;

Testimonial

noun

a formal statement testifying to someone's character and qualifications.

I feel so strongly about the use of testimonials that I feature testimonials heavily in my own personal real estate marketing.

The reason I bring up testimonials at this point, and my mention of them as powerful marketing assets is because right now, we are about to take an in depth step by step look at the proven flow and format to a successful and winning listing presentation.

How you present yourself is how people first view you. What are you showcasing?

- Mama Zara

More often than not when an agent is presenting a listing presentation to a potential seller, as we discussed earlier it's in a pretty folder. Most likely that folder is a 'company' style folder, maybe it has a pretty property on the front, the company logo, maybe your photo.

Now, I am not saying that this is necessarily wrong – it's important to demonstrate that you work under a respectable brand.

However, this is something I want to ring as a bell in your ear - if you do not cut it as a real estate agent then you can be sure a potential seller will not list their property for sale with you simply because you work with a particular agency/office/brokerage.

When it comes to making a great first impression with your pre-listing and listing presentation its all about 'showcasing' how well you are equipped to solve the sellers need of getting the property sold effectively, for the right price, and, in a timely manner.

The other factor I want to bring up here is this, as a real estate agent, you will change offices throughout your career.

One of the most seamless ways to make a career transition in the marketplace is to build your profile marketing, profile presence and marketplace marketing around your own self as opposed to building your presence in the marketplace around a particular office/agency/brokerage.

The front cover of every pre-listing and listing presentation I give is always a profile photo of me with a testimonial artwork.



Here is why.

1. I am selling myself as their real estate agent.
2. The testimonial is what I want to 'showcase'.

Remember why we want to show case the testimonial.

As we just mentioned a testimonial confirms to your potential seller that:

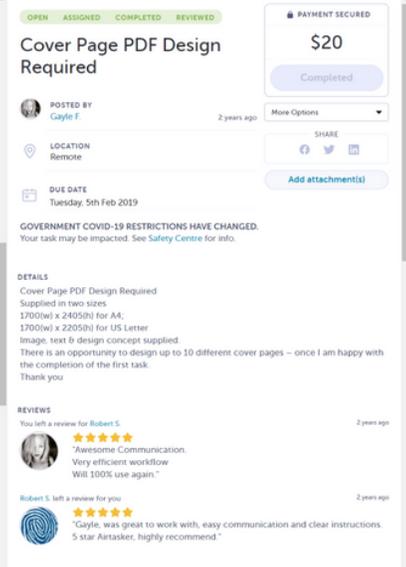
- You are good at your job.
- You are a safe place to do business (because other people have used you as their agent and they have had a successful sale through your service to them as their real estate agent)
- Another potential client felt so strongly about how you performed in your role as their real estate agent, that they were willing to write a testimonial to your service and put their name to it

The dictionary reads for the word testimonial:

A formal statement testifying to someone's character and qualifications.

So now that we understand the psychology behind why I lay my front covers out like this.

Let's me show you how easy and inexpensive it is for you to have such covers created for your own digital pre-listing + listing presentation.



COVER PAGE PDF DESIGN REQUIRED

POSTED BY Cayle F. 2 years ago

LOCATION Remote

DUE DATE Tuesday, 5th Feb 2019

GOVERNMENT COVID-19 RESTRICTIONS HAVE CHANGED. Your task may be impacted. See Safety Centre for info.

DETAILS

Cover Page PDF Design Required
Supplied in two sizes
1700(w) x 2405(h) for A4;
1700(w) x 2205(h) for US Letter
Image, text & design concept supplied.
There is an opportunity to design up to 10 different cover pages – once I am happy with the completion of the first task.
Thank you

REVIEWS

You left a review for Robert S. 2 years ago
★★★★★
"Awesome Communication. Very efficient workflow. Will 100% use again."

Robert S. left a review for you 2 years ago
★★★★★
"Cayle, was great to work with, easy communication and clear instructions. 5 star Airtasker, highly recommend."

Easily + Cheaply outsource Design Tasks!

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THE PRE-LISTING PRESENTATION

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Prelisting + Listing Intro Structure

In this section we will learn about the best structure and inclusions for the Intro section of your pre-listing + listing presentation document.

I have literally formatted thousands of pre-listing + listing presentations over the last ten years.

The format we will now cover is the format I have found to be the most effective at communicating to my potential seller:

1. I have listened and understood their needs.
2. I am a local property market expert.
3. I know how to meet their need of getting the job done of selling their property effectively, at the right price and in a timely manner.

This intro-structure to the pre-listing and listing presentation is extremely effective in educating my potential seller on the current marketplace and the activity within the marketplace.

The information delivered in this intro must be:

- Real
- Relevant to the potential seller + their needs
- Easy for the potential seller to digest

The secret weapon of the pre-listing and listing presentations!

In the previous lessons I explained to you that the digital Pre-Listing Presentation is in fact your secret weapon and would undermine any other agents' chances of winning the Listing against you.

Well, here is why!

With a digital pre-listing presentation – we in fact get to give the entire listing presentation before we even cross the door to your potential seller's home, with the use of pre-recorded videos!

There are an incredible number of reasons why video is hugely effective as a sales tool, I cover these in my mini-course 'Use VIDEO to WIN at Real Estate Sales'.

However, for the purposes of this eBook, the No.1 reason why including video in a pre-listing presentation is so effective is as follows.

Your potential seller is opening this pre-listing presentation on their own terms, in their own comfort.

The potential seller will open the pre-listing presentation at a moment when they have time to absorb the information included within in.

The potential seller is open, relaxed + engaged. Because the potential seller is absorbing the information on their own terms – they will not feel like they are being 'sold' to.

Many people are quite nervous about getting in front of the camera.

To be honest, I was insanely nervous about it when I first started including video as a major sales tool in my real estate business.

In fact, in the 3 videos included in my digital listing presentation it can be seen I'm still a little bit nervous.

The 3 videos which I recorded back in 2019 are still the videos I include in my pre-listing and listing digital presentations today.

Although I am a little nervous in the videos; my digital pre-listing and listing presentations convert all of my listing appointments into sign-ups so I have had no reason to update the videos

I want to put your mind at ease of actually how easy it is to take this first step of including video into your sales tool kit.

1. I am exactly the same as you, a real estate agent working hard to win listings. I just happened to have formatted a system that works very effectively for me in winning listings.
2. Toward to end of this ebook, I have attached the script for each of the presentation videos. You can use these scripts as the backbone for your own scripts, just tweak what you need to suit your own business.
3. All you need to do next is research locally for a small recording studio in your local city or area.

The recording studio will supply:

- i. The space to record
- ii. Lights
- iii. Camera
- iv. The teleprompter to read your script off
- v. The video editing

Literally, all you need to do it show up!

The entire process + the 3 completed videos cost me less than \$500!



(NOTE: this ebook forms part of the lesson which shows the 3 videos I recorded for my digital listing presentation - however should you happen to come across this eBook and not the videos - just email me at gayle@gaylefitzmaurice.com.au and my team will be more than happy to share the videos with you 🙌)

A side note for the super shy – when I first started down the path of video, I was embarrassed in case my peers (or competing agents) would see the video – well, here is another reason why I am big fan of PandaDoc as a platform for sharing my digital listing presentations! You can set the digital pre-listing and listing presentation so that the receiver can either NOT forward the document at all; or you can set it so the receiver can forward the document, and PandaDoc notifies you as to who it has been sent to.

Ok let's shift our focus from the nervous around integrating video into our sales toolkit and back on to how powerful video is as a selling tool.

The strongest and simplest reason that this secret weapon needs to ring as a bell in your head today is this! Include video in your digital prelisting presentation because your potential seller clicks into the pre-listing presentation, it is on his/her terms, the potential seller is in an open and engaged space and will LISTEN to what you are communicating in the video

PandaDoc Intro Letter Structure

You have worked so hard at your prospecting activities to get yourself to the point where you now have the opportunity to send your potential seller a pre-listing presentation ahead of your listing appointment and maybe now, you're staring at the blank screen where you will write your intro sales pitch to your potential seller and possibly, you're feeling overwhelmed.

Maybe you're thinking you should write an essay divulging all you know or maybe you're thinking you should be elusive, so you have more detail to present to them at the face-to-face listing presentation.

I have written thousands of these pre-listing digital presentations and intro listing letters. Back in the day, prior to digital listing presentations I created listing packs which included listing letters within the pack. From the many years of writing thousands of these pre-listing and listing pack intro letters I have formatted a system which expresses to my potential seller the following

- I have listened + understood their needs.
- I am informed on the current marketplace activity.
- I understand how that marketplace activity will affect the successful sale of their property.
- I am equipped to successfully list and sell their property for the right price and in the right timeframe.
- I am the right listing agent for their property.

Opening Sentence

*"Good Manners will open doors,
that the best education cannot".*

- Clarence Thomas

Your opening sentence should always be 'Thank you'.

Why? In the simplest terms every new listing you get and market to the marketplace, helps other potential sellers in that marketplace recognise you as an active local real estate agent.

As an active local real estate agent in the local marketplace, potential sellers will want to speak to you about their property and how it will perform in the market. Every new listing you earn opens the doors to many many more listings.

So be gracious, grateful, and well mannered.

A simple opening sentence, would read something like this:

"Thank you for the opportunity to appraise your property at 'property address'.
Or "Thank you for chatting with me earlier today about your property at 'property address".

Simply start your sentence with Thank You.

Opening Paragraph

The purpose of this paragraph is to show the potential seller that you have listened and understood the little bit of information they have given to you at this point, regarding either their property or their reason for selling.

Why do you do this?

When people feel listened to, they feel like they are important to the person that has heard them. Our potential seller is very important to us + our continued success in the marketplace, and we want them to feel that energy from us.

In this opening paragraph you can use one of the below techniques

Technique 1:

Reiterate what the potential seller has told you. For example.

As we discussed today, yourself and hubby would like to have the property on the market in the coming months as your new baby is due in summer.

Or

How exciting for you to have received a new role in X, I am confident we can get your property on the market in the timeframe you require to make that move.

Or

I understand how overwhelming downsizing your property is Ms Potential Seller, its going to be very important we manage this process in the timeframe that works best for you.

So, to keep it simple, simply reiterate what the potential seller have told you and add a sprinkle of excitement or empathy - whichever energy best suits that particular potential seller.

Opening Paragraph

Technique 2:

Demonstrate that you have carried out a task the potential seller has suggested to you.

Meaning, the potential seller may have asked you to drive by the property or look at the sales history for the property online.

Simply state that you have done so and follow it with an appropriate sentence that shows you have understood why the potential seller has given you that instruction.

For example

I did get the opportunity to drive by the property today and yes, I can see (whatever it is the potential seller asked you to see e.g. its in good condition, it's a corner lot, the tenants are mistreating the property – whatever it is)

OR

I did take the time to view the sales history for the property and yes I can see the photoshoot images used by the previous agent, they do a very good job of showing the size of the kitchen.

So to wrap up and clarify, the purpose of the opening paragraph is to demonstrate that you have listened and understood the little bit of information the potential seller has given to you at this point, regarding either their property or their reason for selling.

The Facts + Figures Paragraph.

As we covered earlier, the information delivered in this intro must be:

- Real
- Relevant to the potential seller + their needs
- Easy for the potential seller to digest

So in this paragraph we deliver the real + factual information. Think of this information as simply the foundation.

We have no opinion on this information at this particular stage it is simply fact.

However, in sharing our real + factual information we need to ensure this information is relevant to our potential seller's property and requirements.

Follow this format.

Below I have included some facts and figures for your consideration.

- 'Name of your marketplace' has had in total XXX successful sales in the last 12 months year to date.
- This means we have seen X% of the market turn over in the last 12 months. This is a higher (or lower) turnover than we seen in the 12 months previous.
- Of those XXX number of sales, XX those have been Townhouse/Villa/Apartment/Condo (whatever property type your seller's property is).
- (X) number of those sales achieved in the (higher price point)
- The other (XX) number of sales ranged from this figure – that figure.
- The average days on market for this property grouping is between X + X

The Facts + Figures Paragraph.

You will have gained all of this information from the CMA work you carried out prior to preparing the listing presentation.

The purpose of these 5 or 6 bullet points is to do the following.

- Demonstrate to your potential seller you are well informed on your marketplace.
- Inform + educate your potential seller on the real figures for the marketplace.
- Create a foundation of relevancy for further along the track of the listing process, as a benchmark to use, when it comes to negotiating the marketing sale price for the property and/or negotiating offers for acceptance by the potential seller.

Remember, people are busy + easily distracted in today's world. We want to make sure our information is easy for the potential seller to digest.

'Tell them what else is included' Paragraph.

Next, we tell the potential seller what else is included in the presentation, so they know why + what they are looking at.

Follow this format:

Included further below you will find:

- The details of properties, which are comparable to your property that have successfully sold in the last 12 months.
- Some properties which can be considered your competition should you decide to go to market at this time.
- I have also included some information around HOW we ensure that we achieve the best possible price from today's buying market for 'potential sellers' property address'.
- Included also you will find some detail on the costings associated with going to market.

A side note on transparency around fees:

I am firm believer of being absolutely open and transparent around your fees + costings. This transparency demonstrates to your potential seller that you are:

- Open
- Honest
- Trustworthy (as you do not engage in cloak + dagger style business antics)
- It also demonstrates to your potential seller that you are confident and in control of your business.

'Tell them what else is included' Paragraph.

I particularly like to include my fee's when I am delivering my PandaDoc pre-listing presentation to the potential seller for 3 reasons:

- They should be so suitably impressed with the document and its relevance to them that they simply accept the fees. In my case this will be about 90% of the time
- If it happens to be a potential seller who likes to negotiate on fee's, then this can be done face to face at the listing presentation.
- I have found, when you are coy about what your charge, and you're going with the 'hook tactic' of trying to hook the potential seller so much before you give transparency around your fee, well this can taint your entire presentation, because the potential seller knows they are being sold to, and this will hamper their ability to hear your sales pitch.

Its an outdated form of selling. **Focus on Transparency**

Finally, I just want to call out a notion that some salespeople may be harbouring that would make them think twice about being transparent around their costs + fees.

Some salespeople are concerned that their competition will know what they charge. Let me help you out here.

- Your competition already knows what you charge.
- So what. Its not relevant what your competition think regarding your fees. We're no longer in high-school and the surest and fastest way out of business in sales is to get into a fee-cutting war. Forget the competition! Focus on your own business!

Closing Paragraph

Wrap it up + detail what will happen next.

Here are a couple of examples I use:

1. I understand this presentation includes quite a bit of detail, so I will ensure to follow it up with a phone call where we can chat it all through and agree on the next steps forward.

Of course, if you have any questions in the meantime, please do not hesitate to call me at any time.

2. I understand this presentation includes quite a bit of detail, so I will ensure to follow it up with a phone call to agree the best time to meet you at 'potential sellers' property address' / to meet with yourself and hubby and we can chat it all through

Of course, if you have any questions in the meantime, please do not hesitate to call me at any time.

3. I understand this presentation includes quite a bit of detail; I look forward to chatting it all through with you at our 3pm meeting Monday.

Of course, if you have any questions in the meantime, please do not hesitate to call me at any time.

Signature + testimonials

We sign off the letter as we would any official letters.

Signature

Title

Company

The final touch, we polish this intro letter by completing it with a number of your client testimonials.

 **Reminder** 

Testimonial

noun

a formal statement testifying to someone's character and qualifications.

Presentation of the Comparable Market Evidence

Correctly carrying out the CMA will form the backbone to the success in listing, selling + getting paid for our work on this property.

To be known as an active, and then on to leading local real estate agent – you must be seen to actively list AND sell your properties. You must be seen to sell the properties for the right price and in an appropriate time frame.

To reinforce the teaching of the CMA lesson
You can only achieve your goal of listing + selling effectively when you learn to correctly carry out your CMA.

In this next section of our digital pre-listing presentation and also when giving the face to face listing presentation, we explain to the potential seller what comparable market evidence is and why it is so important to the potential seller and the potential sellers' goals.

When you attend the face-to-face listing presentation, often this is when the Real Estate Agent will pull out reams of paper and start showing the seller the list of property addresses and photos.

Following this course, you will have an improved listing presentation process, of adding the secret weapon of a digital pre-listing presentation which you follow up with a face-to-face meeting with your potential seller.

You will also go through comparable sales evidence with your potential seller at the face-to-face meeting with the use of your laptop or tablet.

I am now going to show you a very powerful way to present Comparative Market Evidence to your potential seller, so the first impact it has on your potential seller is it educates and informs them on exactly where the market is at.

The more educated and informed our potential seller is at on the reality of the activity in the marketplace, the more realistic their expectations will be going into the process of listing their property for sale.

Follow the process I am teaching, and you will be working with potential sellers who will go into a listing process with you of having the intention of successfully selling the property.

The more educated and informed the seller is on the marketplace activity, the easier it will be for you to negotiate with the potential seller the correct marketing price for the property.

In my digital prelisting presentation, at this point I include a 1.17minute video explaining to my potential seller exactly why it is we look at comparable market evidence when we are ascertaining the best price to market their property for sale at.

Again, I have included the script for this video further along in the eBook for your use.

Video is so powerful to use in the case of the pre-listing presentation, because it allows us to inform, educate + impress the potential seller, when they are open, relaxed, on their own terms and engaged. They are engaged, because they have clicked into the pre-listing presentation and its video in the comfort of their own home and when they have time.

The reason a short comparable evidence video is so powerful, is because it educates the potential seller as why comparable evidence is so important as well as tells them what we're looking at next in the pre-listing presentation.

You're bringing your potential seller on a journey through this presentation.

How we present Comparable Market Evidence in our prelisting presentation

Follow this format to present the comparable market evidence to your potential seller:

Date of Sale	Property Address	Price Achieved	Important to Note	Link to the online advertising

Key Take Outs about why + how we use this format.

The Date: We are showing the date of successful sale listed to provide clarity and proof that this property sale is relevant to our potential sellers property as it has successfully sold within the last 12-months.

Property Address: For obvious reasons 😊

Price Achieved: As we detailed in the CMA lesson, often times the potential seller may only have the knowledge of the 'listing price' of a property; meaning the price the property was listed for sale to the market. As real estate agents we know, the 'for sale' price and the 'sold' price can vary wildly.

A Top Tip! If you happen to have the detail on the advertised price of the listing; then in this column, I will include, 'advertising for sale price' + 'price achieved'. I would especially do this if there is a significant variance in the 2 figures.

Important to Note: I use this column to note anything that was particular about the property which affected its value. For example, the lot size, the zoning/urban planning codes allotted to the lot, any renovations done which impacted the value; etc.

Link to the online advertising: Earlier I reminded you the traditional way of carrying out a listing presentation is, the real estate agent brings their listing folder filled with a ream of paper, that paper included the printout of the brochures; well; this is exactly that concept except modernised.

The links we include for the potential seller are the links to the full online advertising, on the property portal for that particular sale. This allows the potential seller to click through all of the photos + read the marketing text for the comparable sale.

Take a moment and think about how this is serving both the real estate agent and the potential seller.

Traditionally the potential seller is being bombarded with this information by the real estate agent at the listing presentation appointment, in some cases, it will work in the agents favour to run with this approach, however in other cases, if the potential seller is feeling like they do not agree with the point of the agent, bombarding the potential seller at the time of the listing presentation appointment can really go against the real estate agents' chances of winning the listing.

Think back to one of the goals of sending this pre-listing presentations ahead of your actual listing presentation appointment - it is to educate and inform our potential seller on the current market activity and how that activity will impact the sale of their property.

Providing to the potential seller, the comparative market evidence through a pre-listing presentation in the way I am detailing for you here; allows the potential seller the time and space; to look through the entire online listing marketing material for the comparable market evidence for both successfully sold and listed properties; and to draw their own conclusions as to how their own property compares to the evidence you have provided.

This exercise does 3 incredibly powerful things for you.

1. It educates + informs the potential seller.
2. This will either, help your seller be more agreeable to the marketing price you suggest for their property.
3. Or, it will help the seller form their objections to your opinion, these objections will be formed BEFORE you meet for your face-to-face listing presentation.

This means when you meet with your potential seller, you will be dealing directly with their objections to moving forward, and you can focus your energy and talents on solving and handling those objections at the listing presentation appointment.

You will be dealing with the nitty-gritty of the deal at the listing appointment.

We know as salespeople, when we are dealing with the nitty-gritty of a deal, the potential client (in this case seller) is invested in the deal and is just clarifying his issues before signing on the dotted line.

More often than not in the old-school format of presenting comparable sales evidence for the first time at the listing presentation appointment – the potential seller becomes so overwhelmed or overinformed that the meeting never quite makes it to the ‘objection’ stage. The real estate agent often gets met with something pleasant along the lines of ‘gosh, you’ve given us a lot to think about here, leave it with us for a couple of days and we’ll get back to you’ ... meaning the poor real estate agent walks out the door -empty handed, no signed listing agreement in hand!

Following the format I am teaching you here, will mean you negate this risk! If there are objections to the evidence you have sent through, then you can be sure, those objections will be the focus of the conversation at your listing presentation appointment. More on how receiving objections from your potential seller mean you are winning and how to handle objections to WIN in an upcoming lesson.

Inform + educate on how the correct marketing helps reach the right buyers who will pay the right price for their property.

Let's consider where our potential seller is at on the journey, we are taking them on through this pre-listing presentation + face to face listing presentation...

They have just clicked through all the links of the successfully sold properties + the links to any particularly important competitive properties which you feel could positively or negatively impact the sale of the potential seller's property.

This means they are viewing the impact of, and the requirement for, professional marketing to gain the best price for their property from the buying market.

Therefore, next in our pre-listing digital presentation and at the face-to-face meeting, we inform + educate our potentials sellers as to why marketing is so important to receiving the best possible price for their property.

In the pre-listing presentation, we utilize video to inform the potential seller as why marketing is so important to receiving the best possible price for their property.

I include a 2-minute video, in which I simply explain why property marketing is important and what type of property marketing my business offers. I am not 'selling' property marketing to them - I am working in the energy that property marketing is expected and there are costs associated with it. As I explain the different type of marketing in the video, I also add why that type of property marketing is important.

This video runs for 2 mins and as per the previous video I have included the script further in the eBook for your tweaking + use in your own video marketing.

I am a firm believer of being completely open and transparent around your fees + costings. This transparency demonstrates to your potential seller that you are:

- Open
- Honest
- Trustworthy (as you do not engage in cloak + dagger style business antics)
- It also demonstrates to your potential seller that you are confident and in control of your business.

I particularly like to include my fee's when I am delivering my digital pre-listing presentation to the potential seller for 3 reasons:

1. The potential seller should be so suitably impressed with the document and its relevance to them that they simply accept the fees. In my case this will be about 90% of the time
2. If it happens to be a potential seller who likes to negotiate on fee's, then this can be done face to face at the listing presentation appointment.
3. I have found, when you are coy about what you charge, you're running with the hook tactic of trying to hook the potential seller so much before you give transparency around your fee, well this can taint your entire presentation, because the potential seller knows they are being sold to, and this will hamper their ability to hear your sales pitch. It's an outdated form of selling. Focus on transparency.

I will call out a further notion that some salespeople may be harbouring that would make them think twice about being transparent around their marketing costs + fees. Some salespeople are concerned that their competition will charge less or more for their property marketing; or possibly they feel the competing agent may pay the potential sellers property marketing to win the listing.

Let me help you out here.

All the above is true. The competition may charge less or more or may do the property marketing for free. What does this mean for you and your listing presentation?

1. Who cares if they charge less, more or do it for free! What your competition does is not your concern in this pre-listing presentation. Forget the competition! Focus on your own business!
2. Further along in this course I will teach you how to negotiate with your potential seller at the listing presentation appointment, what they pay and what you pay.

The Key to helping your potential seller to understand why property marketing is important is to show them the results!

I am a massive believer of the use of Video + Facebook marketing to not only build my profile as an active leading local real estate agent, I use video & Facebook marketing to also successfully sell property. In my own business we can attribute around 30% of our successful property sales to a Facebook marketing campaign for that particular listing.

I will complete every pre-listing presentation with 2, 2minute property sales videos – these are videos of me selling a listing I have for sale.

I include the results for the Facebook marketing campaign for that particular video.

Remember what I have just said; the Key to helping your potential seller to understand why property marketing is important is to show them the results!

The purpose of me including these videos + the Facebook campaigns; is I want to show the potential seller the following:

- How effective I am at selling property (as they literally watch + hear me doing it in the video)
- How powerful, effective, and CHEAP Facebook advertising campaigns are.

To repeat; the Key to helping your potential seller to understand why property marketing is important is to show them the results!

FAQs

Q: How can I send my pre-listing presentation or market update ahead of me viewing the interior of my potential sellers property?

First revert to step 1

Have you asked the potential seller the correct prequalifying questions prior to preparing + sending the market update or pre-listing presentation through?

A reminder of the pre-qualifying questions can be found by either relistening to the lesson; Step 1. Build Trust from the 1st point of Contact; or reviewing your student notes: (Include image of student notes)

Have you researched the sales history online for that property?

Have you taken the time to do a drive-by of the property to view its exterior presentation, the presentation of its street and positioning in the suburb?

In your opinion from the information received through the prequalifying questions, researching the property sales history online and driving by the property, does the property fall within the 'normal style/grouping' or 'abnormal style/grouping' of property within your marketplace?

If you have correctly carried out all of the above and the property is falling into the 'normal style' property grouping for your local marketplace - you should be able to provide a detailed market-update to your potential sellers – following you correctly and thoroughly carrying out the CMA process.

If it is an abnormal style/grouping type of property for the marketplace - in this case it may best serve you to attend the property first for an interior viewing and then provide your potential seller with a detailed market update + suggested marketing plan.

Q: Should I include the suggested marketing price for a property in my pre-listing presentation/ market-update, which I send to the potential seller, prior to the face-to-face meeting?

Generally, No, I do not recommend firming up on the suggested marketing price point for the potential seller's property prior to the face-to-face meeting, where you will also view the interior of the property.

What I suggest you do is allude to the price point by sharing the information you have gathered through correctly and thoroughly carrying out the CMA.

In most cases, especially earlier in your career, you will need to view the interior of the property to confirm the suggested price point to yourself before you pitch it to your potential seller at the face-to-face meeting.

Q: Should I include 'For Sale' properties in the comparative market evidence links which I supply my potential seller?

As we know the 'For Sale' property market evidence often demonstrates the aspirational price the potential seller or agent may like to achieve on a property.

In many cases, with the exception of a booming market, the sale price achieved for a property may settle at less than the original 'For Sale' advertised price.

However, more often than not, the only understanding your potential seller may have of the expected sale price of their property, is the aspirational 'For Sale' prices which they view online, simply because the potential seller does not have the same access to the actual sold price evidence as we as real estate agents have.

With that all being said – the answer is YES; you should include 'For Sale' evidence into your pre-listing / market-update / and listing presentations – following these guidelines.

1. Add this evidence as a minority, anywhere from 2 to 4 properties should be sufficient.
2. Understand the purpose of why you are sharing this information with your potential seller. There will only be a couple of reasons you will share the 'For Sale' evidence.

Firstly, to clearly demonstrate the difference between the 'for sale' prices being advertised and the evidence of what the market is actually willing to pay, which is well demonstrated through the sold evidence.

Secondly, if there so happens to be a property which would be in direct competition to your potential sellers' property on the market at the time of you giving the listing presentation. Your potential seller would expect you to know this information. Plus, by calling out this particular property, you can work with your potential seller to agree the best strategy to leverage off the competing property to ensure the successful sale of your potential sellers' property.

Q: My potential seller is unwilling to pay the property marketing costs associated with going to market. They feel I should pay. They have advised the competing agent is willing to pay the property marketing fees in order to secure the listing.

This situation will be a common occurrence for new agents or agents who are struggling to achieve their targets.

I bring this point up to give you a sense of 'there is light at the end of the tunnel'.

As you become more confident and secure in your role as the local real estate agent this issue will arise less and less.

Simply because you will have the right number of properties for sale on your books at any one time, that you can be firmer with your potential sellers, that should they wish for you to be the agent that successfully sells their property, then there are certain fees + advertising costs involved. And that is simply how it is.

I understand at this stage that this scenario may feel a million miles away, however, I promise you, within 12 months of being known locally as an active agent, of being seen to list + sell properties within your local marketplace, then this scenario will also become the normal for you, as it is for me.

I simply do not discount my commission, and nor do I pay my potential sellers marketing fees. I always have enough property on my books to sell, that I can now walk away from listing opportunities that are not willing to value my work and expertise on the successful sale of their property.

Further along in the course we have a lesson all about why you should never drop your commission.

Q: My potential seller is unwilling to pay the property marketing costs associated with going to market. They feel I should pay. They have advised the competing agent is willing to pay the property marketing fees in order to secure the listing.

With that all being said, in the beginning of your career or at the stage where you have now decided to solidify your position as a local real estate agent in the marketplace - you may have to take a more strategic stance.

⚠️⚠️⚠️ I give this information with a massive warning signal ⚠️⚠️⚠️

If you have done all that you can to show the potential seller how the right property marketing can really improve the actual final sale price of the property...

🔔 Remember we do this by showing the evidence + results for successful property marketing campaigns...

However, you still cannot get your potential seller across the line to commit to pay the property marketing – and in fact, it is looking like pushing the property marketing fee's is putting the entire listing sign-up process in jeopardy, then you can possibly engage the following tactics.

Tactic 1

Agree with the potential seller, that you will pay the property marketing in advance, and you will be reimbursed the funds upon successful settlement as part of the commission payout. Make sure the seller is aware, that should the property not successfully sell that they will be invoice for the agreed marketing spend and will be expected to pay.

Tactic 2

If the seller will not agree with tactic 1, and ONLY if you are confident that you can get the property sold. Then you may consider wearing

Q: Do you use PandaDoc solely as a Digital Listing Platform?

PandaDoc can also be used to collect digital signatures on your documentation.

PandaDoc allows you to upload your company documentation and overlay signature + initials boxes where your potential sellers/buyers are required to sign.

The system is as simple as drag and drop for these signature + initial boxes.

Signatures in PandaDoc are received with a signature certificate just as you would see in other platforms such as DocuSign.

Q: Should I include my Commission Fees in my pre-listing/ market-update document – prior to my face-to-face listing presentation with the potential seller?

My advice here is this needs to be decided on a case-by-case scenario.

As we have covered throughout the course I am a firm believer in transparency around the fees and costs of the potential seller engaging you as their real estate agent.

In my own business it's about 80% of my pre-listing presentations I include my commission fee and the marketing costs associated with listing the property for sale. The other 20% I will hold back until I speak with the potential seller's face to face.

The reason I will hold back is I feel I do not have a good read of the potential seller's situation, or their attitude towards sales agents, or which other agents are competing against me on the deal.

My intention will be to hold back until the face-to-face meeting where I can then get that read of the potential seller and their situation; I will then approach my fee and marketing costs in a manner that will best suit that client, and best suit myself in securing the fees I require to take on the property listing.

Q: I am in the early stages of my career and I have yet to receive any testimonials – what do I include in my pre-listing/market-update/listing presentations?

First and foremost; make obtaining testimonials for your past clients or a character reference for a key person in your local community a priority.

Whilst you are working on that; use the company testimonials or company client reviews which confirm how well the company performs in the marketplace.

Q: I am not very technical – I am afraid I will not know how to use PandaDoc?

PandaDoc is user friendly.

If you can easily send emails and use platforms such as Facebook + Instagram; you will be able to use a platform such as PandaDoc with the same ease and proficiency