

**1) Responding to a New Seller Lead**

1) Explain to them that you handle your listing appointments with two appointments. The first appointment is an informal meeting to discuss their needs and goals, answer their questions and for you to tour the home and take notes. Let them know and this first meeting will take approximately 30-45 minutes. You would like their permission to take pictures that will only be used for your analysis purposes. Explain to them that you will not have a value analysis (CMA) for them until the 2<sup>nd</sup> meeting which usually occurs 3-5 days after the initial meeting.

2) Explain to them that in the 2<sup>nd</sup> meeting you will provide a detailed market analysis of the value of their home. You will also be presenting them with your detailed and written marketing plan to sell their home for “the most amount of money, in the shortest amount of time”. You will also be discussing why they should choose you and Summa to list their home.

3) Set the appointment at a day and time that all decision makers can be present. Never assume that you have been chosen...even if the seller is a friend or family. Prepare for these meetings and conduct yourself like a professional at all times.

**2) Prepare for the L1 Meeting**

- \* Print and begin completing a SELLER PROFILE SHEET
- \* Print and study previous listing of the home (if any)
- \* Print and study RMLS Tax Summary
- \* Order and study the TRIO from Title Company
- \* Print and study Zillow Zestimate (because you can bet that they have!)
- \* Prepare and Analyze a “Market Snapshot”- ACTIVE, BMP, PENDING, SOLD - 1 mile radius and past 3-6 months. Attached or Detached only, but not both.
- \* Print your “Seller Presentation” and bind in a hard-bound Summa booklet cover.
- \* Print 2 copies Oregon RE Agency Pamphlet (one for them to keep and one for them to initial for you)
- \* Drive the neighborhood, study area and other listings, determine which schools apply, parks, etc.

**3) Goals of Listing Appt. #1 (L1)**

- \* **This meeting is primarily about them and their needs and not about you and how awesome you are.**
- \* Meet and greet- connect on a personable level.
- \* Find out the prospects needs, goals and timeline.
- \* Answer their questions and explain the process.
- \* Deliver and discuss the Oregon RE Agency Pamphlet. Have them initial one copy for you to keep
- \* Present the “Market Snapshot”. NEVER give them your opinion of value on the first visit!
- \* Tour the home take notes, gather RMLS data sheet info (use a Seller’s Profile Sheet).
- \* Confirm with them the schools, you want this to be correct on the listing
- \* Take pictures of every room and all of exterior (front of house will be needed for your CMA. Side and back of house will remind you if they have AC, fencing, outbuilding, etc) - ask permission- explain that they are just for your usage and not for internet.
- \* I prefer to give them my Buyer Presentation at L2...but, I always have it handy in case it seems necessary to present it to them at this meeting. If necessary, present Your Buyer Presentation and highlight your and SUMMA’s USP’s (Unique Selling Points). Why should they have confidence in SUMMA and you?
- \* Before leaving, ask if they have more questions or concerns. Do not offer the Brokerage Fee amount unless they ask. Have your answer to this question WELL REHEARSED before arriving. Discuss how to answer this with your PB.
- \* Schedule L2 appt. Ask if they are meeting with other Realtors– Always let them know that you are in no hurry and that they will control the timing of listing their home.
- \* Thank them for allowing you the opportunity to earn their trust.

**AFTER THE MEETING:**

\* Immediately send a hand written follow up note card of THANKS for the opportunity and that you will work hard to provide them with the information that they need to make good decisions on the sale of their home... etc...

**CLASS ASSIGNMENT**

\* Team up in 2’s - Prepare a Market Snapshot for a home listed at 22501 SW Rickard Place. You are pretty sure the home will list somewhere around \$525,000.

## PREPARING FOR LISTING APPOINTMENT #2 (L2)

Kevin Gorman – Broker, CRS, GRI

### **1) Goal of Listing Appt #2 (L2)**

\* The goal of this meeting is to leave with a signed listing agreement.

\* You will be educating the prospect on the value of their home, the value of hiring you and the value of Summa. By now you should have thought through (and practiced) very carefully what you will say about yourself and Summa and why they should hire you. For every person the answer to this question will be different, but it needs to be powerful. And, every year you are in this business, this answer should become more and more powerful. What are you doing this year to have a more powerful elevator speech next year? (See Kevin's Resume).

\* You will be recommending a list price range and suggesting what they should do to prepare their home for sale so that they can get top dollar.

\* There will be several hours of prep work to be fully ready for this meeting. You need to study the neighborhood, schools, parks and other features near-by. You also need to study the obstacles the seller will have when they hit the market. You will need to understand your own CMA very thoroughly. You need to understand the current sales statistics in the area.

### **2) Items to Prepare for the L2 Meeting**

#### 1) CMA

Your completed market analysis which includes adjustments to comps, average sold price after adjustments and your recommended list price.

#### 2) Seller Net Sheet

Prepare a "Seller's Net Sheet" which shows seller what they will net after all costs at closing. You should base your calculations upon a conservative estimate of a final sales price. You will need to know the current amount owed on the property, tax amount and projected date sold. Your Title rep. or escrow officer can help you complete this project.

#### 3) Your Seller Presentation

- \* Your and Summa's USP's (Unique Selling Points), testimonials and references. as well and
- \* General information on preparing to sell.
- \* General suggestions on how to price their home and the dangers of overpricing.
- \* Step by step process outline of what the entire process of selling their home entail.
- \* Your written marketing plan and strategies.

4) Seller Home Prep List - Your list of specific recommendations for repairs/preparation to sell. (This is why taking pictures in L1 is so important...so you can remember it all! ) It is my experience that homeowners may know what projects they should do, but they don't know how to prioritize them. Break your list into three columns "High Priority" and "Medium Priority" and "Low Priority".

5) All Other Listing Meeting Documents

\*Oregon RE Agency Pamphlet (this should have been done in L1. If not, make sure it is done here)

\*Listing Agreement with RMLS Data Pages

\*Authorization to Exclude from RMLS

\*Seller Property Tax Disclosure

\*Disclosed Limited Agency for Sellers

\*"Lead Based Paint In The Home" brochure (if built after 1978)

\*Lead Based Paint Addendum

\*Seller's Property Disclosures

\*Thank you card

\*Business Card

List View Detail View

[-] Search Criteria

Property Category = RES Map Radius = 0.5 mile(s) Subject Property MLS# = 17070774 Subject Property Address 22501 SW RICKARD PL , Sherwood , OR 97140 Sold Month Back = 3 Status = ACT, BMP, PEN, SLD (incl. Auction) Property Type = DETACHD

Active

MLS#	P	Type	Address	City	Area	Bedrm	Bath	Apx Sqft	Price	
<a href="#">17350884</a>	11	DETACHD	22372 SW MARSHALL ST	Sherwood	151	3	1	1040	\$223,700	
<a href="#">17482852</a>	18	DETACHD	16737 SW MEINECKE RD	Sherwood	151	3	1	1188	\$289,900	
<a href="#">17035225</a>	9	DETACHD	22311 SW MARSHALL ST	Sherwood	151	3	1	1044	\$290,000	
<a href="#">17057600</a>	30	DETACHD	22375 SW LEE DR	Sherwood	151	3	3	1909	\$379,000	
<a href="#">17318267</a>	26	DETACHD	17983 SW WOODHAVEN DR	Sherwood	151	4	2.1	1878	\$419,900	
<a href="#">17656576</a>	17	DETACHD	22163 SW DEWEY DR	Sherwood	151	3	2	1926	\$426,500	
<a href="#">17153077</a>	9	DETACHD	18029 SW SWANSTROM DR	Sherwood	151	4	2.1	2112	\$430,000	
<a href="#">17004382</a>	30	DETACHD	17976 SW MANDEL LN	Sherwood	151	3	2.1	1835	\$449,950	
<a href="#">17593569</a>	26	DETACHD	22684 SW SAUNDERS DR	Sherwood	151	3	2.1	1895	\$449,995	
<a href="#">17172128</a>	23	DETACHD	17858 SW BALLARD LN	Sherwood	151	5	3	2679	\$509,500	
<a href="#">17156568</a>	25	DETACHD	17163 SW MEINECKE RD	Sherwood	151	4	2.1	2666	\$510,000	
<a href="#">17536593</a>	28	DETACHD	18120 SW HANDLEY ST	Sherwood	151	5	2.1	3156	\$520,000	
<a href="#">17628213</a>	28	DETACHD	22351 SW FISK TER	Sherwood	151	4	2.1	2878	\$535,000	
<a href="#">17676711</a>	31	DETACHD	22254 SW FISK TER	Sherwood	151	4	2.1	2461	\$540,000	
<a href="#">17149735</a>	26	DETACHD	22238 SW BUSHONG TER	Sherwood	151	3	2.1	2424	\$570,000	
<a href="#">17101496</a>	20	DETACHD	23449 SW RICHEN PARK TER	Sherwood	151	3	2.1	2994	\$625,000	
<a href="#">17560075</a>	30	DETACHD	22151 SW FISK TER	Sherwood	151	4	2.1	3780	\$639,000	
<a href="#">17104895</a>	19	DETACHD	18350 SW ORCHARD HILL LN	Sherwood	151	4	3.1	3459	\$649,900	
<a href="#">17521577</a>	31	DETACHD	16884 SW STELLAR DR	Sherwood	151	5	3.1	3865	\$669,900	

19 Active

Total: 19 Active  
 Average DOM: 55 Average List: \$480,381  
 Median DOM: 33 Median List: \$509,500  
 Average SQFT: 2378 Average L\$/SQFT: \$202  
 Median SQFT: 2424

Bumpable Buyer

MLS#	P	Type	Address	City	Area	Bedrm	Bath	Apx Sqft	Price	
<a href="#">17038152</a>	16	DETACHD	22112 SW HINES PL	Sherwood	151	5	3.1	2818	\$429,888	

1 Bumpable Buyer

Total: 1 Bumpable Buyer  
 Average DOM: 13 Average List: \$429,888  
 Median DOM: 13 Median List: \$429,888  
 Average SQFT: 2818 Average L\$/SQFT: \$153  
 Median SQFT: 2818

Pending

MLS#	P	Type	Address	City	Area	Bedrm	Bath	Apx Sqft	Price	
<a href="#">17154519</a>	30	DETACHD	17897 SW HANDLEY ST	Sherwood	151	3	2.1	1694	\$385,000	
<a href="#">17399062</a>	27	DETACHD	18341 SW SWANSTROM DR	Sherwood	151	3	2.1	1670	\$395,000	
<a href="#">17056254</a>	19	DETACHD	17975 SW VANDOLAH LN	Sherwood	151	3	2.1	2093	\$419,900	
<a href="#">17697656</a>	22	DETACHD	18191 SW SWANSTROM DR	Sherwood	151	4	2.1	2114	\$425,000	
<a href="#">17070774</a>	32	DETACHD	22501 SW RICKARD PL	Sherwood	151	4	2.1	2097	\$469,000	
<a href="#">17395511</a>	32	DETACHD	22750 SW SAUNDERS DR	Sherwood	151	4	2.1	2250	\$469,900	
<a href="#">17183029</a>	20	DETACHD	17293 SW NOBLE FIR CT	Sherwood	151	4	2.1	2717	\$479,950	
<a href="#">17335205</a>	32	DETACHD	17440 SW KINGLET DR	Sherwood	151	3	2	2011	\$485,000	
<a href="#">17033086</a>	30	DETACHD	17298 SW VILLA RD	Sherwood	151	4	2.1	2544	\$525,000	
<a href="#">17611135</a>	18	DETACHD	17408 SW TIMBER CROSSING LN	Sherwood	151	5	3	3041	\$549,000	
<a href="#">17264784</a>	27	DETACHD	17436 SW TIMBER CROSSING LN	Sherwood	151	5	3	3041	\$575,000	
<a href="#">17403215</a>	26	DETACHD	18159 SW HANDLEY ST	Sherwood	151	5	3.1	4576	\$629,900	

12 Pending

Total: 12 Pending  
 Average DOM/CDOM: 38 / 46 Average List: \$483,971  
 Median DOM/CDOM: 23 / 44 Median List: \$474,925  
 Average SQFT: 2487 Average L\$/SQFT: \$195  
 Median SQFT: 2182

Sold

MLS#	P	Type	Address	City	Area	Bedrm	Bath	Apx Sqft	Price
------	---	------	---------	------	------	-------	------	----------	-------