

Listing Presentation & Strategies

Dave Hopkins 3/15/17

**Developing Your USP's
(Unique Selling Proposition)**

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7 Keys to a KILLER Listing Presentation-Listing Presentation and Strategies

- 1) Make this a 2 step approach to show your client you care and also create a relationship for life
- 2) Use 3-8 Unique Selling Propositions (USP's) to clearly set yourself apart from any Realtor. These must be succinct, clear, and be apparent to the seller why they want to choose you (We will discuss these in a bit)
- 3) Provide a clear, concise written market plan that is short and easy to follow/explain, but includes Action Steps to show them what you are going to do for them (and won't do)
- 4) Provide information on the importance of pricing your home correctly in the market to attract the most amount of buyers in the shortest amount of time
- 5) Provide as many referral letters or on-line links to referrals from past & present clients as possible (family members, etc., with different names if you are new)
- 6) Provide a list of buyers you are going to market their home too. Explain your lead program to them and the amount of buyers we can immediately market too, as well as agents to do "Pre-Marketing" through our haves and wants on Back Agent.
- 7) Provide an all-inclusive CMA Presentation through the SUMMA Branded Cloud CMA, or other format, but make sure you utilize the comparable adjustment method to pricing in your approach to differentiate you from the competition!

Additional attachments or info:

- 1) Sales and listing forms and addendums
- 2) Valuable websites such as your own personal Summa home search link. Sign them up to your prospecting finder search so they can see all the homes disappearing in the market and ask you why theirs is not selling. Plus it will get them excited to look at other homes
- 3) "Marketing Action Plan" for their Home. I have attached the one I use but you should think through your plan and make it your own.
- 4) "How the Market Reacts to the Listing Price of Your Home". This sets the seller up perfectly for a price reduction if you have over priced it.

USP's-Unique Selling Propositions

- Unique Selling Proposition (USP) is the essence of your entire business concept. If it isn't right now, it should be. You should know it inside and out. It will evolve over time as you sell more & more
- It gives you a unique advantage over almost all other agents
- Most agents can't articulate it or know what USP is!
- Find out what differentiates you. Who knows what their USP's are?
- Once you determine what your USP's are, integrate it into everything...listing presentation, Twitter, Facebook, on-line referrals, letters of reference, etc. (Dave's **letters of reference**). Integrate them into all facets of your business marketing platforms!

Bottom Line, there are USP's that you should basically build your entire business around

- Most Realtors try to be all things to all people. They don't understand what their unique advantage is, and how to get above the "average" agent
- Agents don't take time to sit down and think through this

Examples of USP's

- 1) Selling Price (My homes sell for 3.3% more than most agents in the RMLS)
- 2) Speed (I sell my listings 19% faster than most agents in the RMLS)
- 3) Exclusivity (I specialize in investment multi-family properties-and their tax advantages)
- 4) Market Share (I sell more homes in your neighborhood than any Realtor)
- 5) Sold vs. Expired Ratio (My listings sell faster/close more often and never expire!)
- 6) Commission (If I don't sell your home in 90 days or less, I reduce my commission by 1%)
- 7) Easier (If you are not satisfied you can cancel your listing with 24 hours written notification)
- 8) Service Orientation (I run my Real Estate Practice like a business, and focus my part on marketing to other agents and their buyers)
- 9) Our office specializes in attracting on-line buyers everyday with our unique **Summa Home Search**, and we pre-market our listings to thousands of buyers and agents just before you go into the MLS to generate for you top dollar
- 10) I utilizing leading edge technology to attract buyers everyday to your home, and our inside sales team follows up quickly to generate showings for our listings everyday.
- 11) Even though we sell a lot of homes, we sell one home at a time with guaranteed service

Let's review my USP's which I include in every listing presentation to help set me apart

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June, 1998

**Mr. Dave Hopkins
RE/Max Executives
8705 SW Nimbus Ave.
Beaverton, OR 97008**

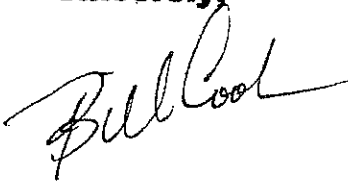
Dear Dave,

Andra and I wanted to say thank you for selling our home on Bull Mountain. Everything worked out great!

A few things we were reminded of recently, even though the market has begun to slow down a little in our area, was that you still *sold our home about 20% faster than the market average and we still got 97% of the asking price!* We also liked the fact that you run your daily activities of your business, *like a business*, which gave us better customer service than we expected. Your team was fantastic to work with!

We would be happy to refer you to other clients if they are buying or selling. Good luck in the rest of 1998!

Sincerely,

A handwritten signature in cursive script that reads "Bill Cook". The signature is written in dark ink and is positioned above the printed name.

Bill Cook

Comparing Dave to Other Realtors

- *Over the last 22 years, my team has handled over 1050 homes & transactions worth over 550 million in sales*
- *My homes sell for approximately 3.3% more than the average Realtor/Broker (98.3% of List Price vs. the Average Agent at 95%)*
- *My listings have sold approx. 19% faster than the average Realtor/Broker listings in the MLS*
- *Even though I sell a lot of homes, I sell them “one at a time” with guaranteed service (When you call me direct I answer my phone directly)*
- *I utilize leading edge technology to attract buyers, attracting them to our listings first. (List Hub)*
- *I network w/top “buyer agents” (called target marketing) in all places of the market, and spend approx. 80% of my time on marketing your home*
- *I have over 24 years full time experience in residential Real Estate Sales and have been licensed over 39 years, with extensive backgrounds in residential re-sale, new construction, land, and investment properties.*
- *I utilize the “Adjustment Method of Pricing” my listings in performing your market analysis which save’s THOUSANDS when selling your home*

What do Sellers Want?

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What Does a Seller Want in Selling their Home? (WHAT ARE THE RUNGS ON THE LADDER?)

- 1) Want to sell their home "Fast"
- 2) Want to sell their home for "Top Dollar"
- 3) They want "low commissions" or "higher net" (Are these the same?)
- 4) Great communication and service
- 5) Convenience
- 6) Trust
- 7) Reliability
- 8) Information (This is a biggie)
- 9) Advisor-One who is going to help and they can look up too
- 10) Action-When you say you are going to do something, you do it

Educating Your Seller

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How the Market is Likely to React to the Listing Price of your Home

- 0 showings first 2 weeks on market
Indicates listing price is at least 3-5+% or greater than market value. **Should reduce price by 3-5+% no later than 2 weeks after listed**, based on other Realtor's feedback during the Broker Open to narrow the gap between list price and market value.
- 2-3+ showings a week-**Offer after 8-12 showings**
Indicates listing price is pretty close to value. **Should generate 1-2 offers every 8-10 or so showings if priced correctly.** At this pace of activity, an offer would be generated within 3-4 weeks or so. If no offers, reduce price after 3-4 weeks at minimum based on Realtor's feedback to narrow the gap between list price and market value.
- 2-3+ showings a week, **no offers**
Indicates you are likely **just outside of the market value to get buyers to make offers.** If no offers after 10 showings, seller should reduce price to narrow the gap between list price and market value as above.
- Lots of showings, **multiple offers** every showing
Indicates we have listed **below** market value, and you should entice as many offers as possible without letting any of the competing offers expire if possible, to help raise the offering prices. House should end up at TRUE market value even with several competing offers. Discuss w/me the appraisal/loan strategies.
- 1-8 showings quickly in first week-**1 offer taken**
Indicates possibly that perfect buyer came at the exact time your home was listed on the market, or **there would have been competing offers if the price was too low.** Often times this happens with buyers that want specific neighborhoods or relocation buyers tired of looking.
- Steady showing activity, **months on market, no offers** & nothing wrong with the house
Indicates you have not taken enough price reduction to get the home close to market value and **have not narrowed the gap enough between listing price and market value. Indicates original listing price was wrong and price reductions need to occur every 2-3 weeks until an offer is secured.**

Significant Factors that can Affect a Longer Marketing Time

- Overpricing
- Busy Streets
- Unique Floor Plans
- Most Expensive Home in Neighborhood
- Time of the Year Listed
- Marketing & Pricing Strategies Targeting the Wrong Buyer
- Unprofessional/Inexperienced Agents
- Home Condition
- Showing Instructions (such as 24 hour notification)
- Garage Under Floor Plans-Lots of Steps
- Tenant Occupied Homes
- Luxury Homes
- For Sale by Owner
- Limited Representation Companies (3.7% Brokers or 1% to sell)
- House on and off market-long market time

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Presenting Your Marketing Plan of Action

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Marketing PLAN OF ACTION

1984 Hall St. West Linn

- ✓ Do walk through and professional market analysis (CMA)
- ✓ Schedule photographer and virtual tour
- ✓ Use High Definition photography for house web page
- ✓ Design full color flyer-for inside home
- ✓ Create Realty Tour NW web video for marketing statistics analysis
- ✓ Contact all qualified buyers about listing off our own lead list
- ✓ Advertising postings on-List Hub, which branches to approx..800 sites! Some of the most important are:
 - ✓ Google
 - ✓ Realtor.com
 - ✓ Red Fin
 - ✓ Front Door
 - ✓ Yahoo Classifieds
 - ✓ AOL
 - ✓ Zillow.com
 - ✓ Trulia
 - ✓ Real Estate Book
 - ✓ Real Estate Espanol
 - ✓ Lycos
 - ✓ Oodle
 - ✓ Home Gain
 - ✓ Vishomes.com
 - ✓ Cyberhomes
 - ✓ Obeo.com
 - ✓ CityCribs

- ✓ Fizber
 - ✓ Listing Mania.com
 - ✓ Move 2 Oregon
 - ✓ Home Seekers.com
 - ✓ Hotpads.com
 - ✓ HomeScenes.com
 - ✓ Enormo
 - ✓ Real-Estate.com
 - ✓ CLR Search.com
 - ✓ Condo Quick Find
 - ✓ Land Quick Find
 - ✓ American Towns
 - ✓ CommericalFinder
 - ✓ MLS.com
 - ✓ GeoDataPlus
 - ✓ HomeFinder.com
 - ✓ Craig's List
-
- ✓ Mail 4500-4900 Metro brokers an-e flyer or hard mailer at onset of marketing
 - ✓ Pre-Market home to Portland Metro Agents Top Agents I have worked w/for many years
 - ✓ Follow-up home showings to every broker via phone, email or text (“What can I do to get an offer going”?) to determine interest
 - ✓ Social Media Blitz/Boosted Paid Ad's on Facebook, Craig's List, Twitter, Zillow, etc. Approx. 92% of all buyers/sellers looking on line
 - ✓ Occasional Saturday or Sunday Open Houses subject to seller/broker schedules

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**Dave's Listing Presentation to Sellers
(Used in Conjunction w/Summa Pages)**

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Comparing Dave to Other Realtors

- *Over the last 20 years, my team has handled over 1000 homes & transactions worth over 500 million in sales*
- *Our homes sell for approximately 3.3% more than the average Realtor/Broker (97.3% of List Price vs. the Average Agent at 94%)*
- *Our listings have sold 19% faster than the average Realtor/Broker listings in the MLS*
- *Even though we sell a lot of homes, we sell them “one at a time” with guaranteed service (When you call me direct I answer my phone, normally not an assistant)*
- *I utilize leading edge technology to attract buyers, such as my exclusive website attracting 2-5 buyer leads per day which my sales group follows up on, attracting them to our listings first*
- *I network w/top “buyer agents” (called target marketing) in all places of the market, and spend approx. 80% of my time on marketing your home to that targeted market*
- *I have over 20 years full time experience in residential Real Estate Sales and have been licensed over 37 years, with extensive backgrounds in residential re-sale, new construction, land, and investment properties*
- *I use the “adjustment method” in performing your market analysis when evaluating and pricing your home which can save you thousands of dollars when selling your home*

Marketing PLAN OF ACTION 12699 SW Peachvale

- ✓ Do walk through and professional market analysis (CMA)
- ✓ Schedule photographer and virtual tour
- ✓ Use High Definition photography for house web page
- ✓ Design full color flyer-for inside home
- ✓ Create Realty Tours NW Website and Video Tour
- ✓ Advertising postings on approx. 50 World Wide Websites & Portals-List Hub,
which branches to approx..800 sites! Some of the most important are:
 - ✓ Google
 - ✓ Realtor.com
 - ✓ Front Door
 - ✓ Yahoo Classifieds
 - ✓ AOL
 - ✓ Zillow.com
 - ✓ Trulia
 - ✓ Real Estate Book
 - ✓ Real Estate Espanol
 - ✓ Lycos
 - ✓
 - ✓ Home Gain
 - ✓ Vishomes.com
 - ✓ Cyberhomes
 - ✓ Obeo.com
 - ✓ CityCribs
 - ✓ Fizber
 - ✓ Listing Mania.com

- ✓ Move 2 Oregon
- ✓ Home Seekers.com
- ✓ Hotpads.com
- ✓ HomeScenes.com
- ✓ Enormo
- ✓ Real-Estate.com
- ✓ CLR Search.com
- ✓ Condo Quick Find
- ✓ Land Quick Find
- ✓ American Towns
- ✓ CommericalFinder
- ✓ MLS.com
- ✓ GeoDataPlus
- ✓ HomeFinder.com
- ✓ Craig's List-I also post your listing manually there to attract buyers looking their daily.

✓ Mail 4500 Metro brokers an-e flyer or hard mailer at onset of marketing

✓ **Pre-Market home to Portland Metro Agents Million Dollar Club-Top BuyerAgents**

✓ Follow-up home showings to every broker via phone, email or text (“What can I do to get an offer going”?) to determine interest

✓ After Listing....Market to 1600 buyers on our exclusive IDX Leads Site

✓ Brokers Open (First Tuesday) attracting as many top buyer agents as possible

✓ Social Media Blitz/Boosted Ad's on Facebook and Twitter

✓ Multiple Saturday-Sunday Open Houses subject to seller/broker schedules

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Lots of showings, multiple offers every showing	Indicates we have listed below market value, and you should entice as many offers as possible without letting any of the competing offers expire if possible, to help raise the offering prices. House should end up at TRUE market value even with several competing offers. Discuss w/me the appraisal/loan strategies.
1-8 showings quickly in first week- <u>1 offer taken</u>	Indicates possibly that perfect buyer came at the exact time your home was listed on the market, or there would have been competing offers if the price was too low. Often times this happens with buyers that want specific neighborhoods or relocation buyers tired of looking.
Steady showing activity, months on market, no offers & nothing wrong with the house	Indicates you have not taken enough price reduction to get the home close to market value and have not narrowed the gap enough between listing price and market value. Indicates original listing price was wrong and price reductions need to occur every 2-3 weeks until an offer is secured.

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Real Estate Economics 101:

In all types of markets (slow, fast, or normal), the seller will make the most amount of money by pricing their home AT or as near to market value as possible, and generating the highest amount of showings in the shortest period of time. Adjusting your price expectations may be needed to attract the “right” buyers looking in your price range. Your home is not worth what you need to net out of it dollar wise. It is worth what the market (which is way smarter than one buyer or Realtor) will pay you. Once you get above \$500,000 in the search for a home, the MAJORITY of buyers in the Portland market tend to look at listings in \$50,000 increments, i.e., \$300K-350K, 350K-400K, 400K-450K, 450K-500K, etc. Therefore if your market value is actually 540K, but you are listed at \$554,900, you are competing with buyers that are mostly identifying and looking at homes between 550K-600K. Most buyers will tend to buy towards the upper end of their “pre-approval” amount, so you would be missing the MAJORITY of all the right buyers looking at your home in between \$550K-\$600K price range, since your listing price was above \$550K in value and missing most of the buyers not looking above \$550K. At \$550K listing price (assuming market value is \$540K) that would be a more accurate starting listing price attracting the MAJORITY of “right buyers” (Those looking between \$500K-\$550K) A pricing strategy based on what the seller needs to “net” will most of the time set everyone up for failure. So listening to what the market tells you from the very beginning will make for a quicker sale, higher price, and positive selling experience!

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