

NINJA 気 SELLING

FOCUS. SKILLS. ACTION. RESULTS.

The Seller Process

1. Single most important factor in getting a home sold is_____.

2. Seller Decisions:

- _____
- _____
- _____
- _____
- _____
- Top selling Ninjas don't list homes. They list _____.
- This will be a _____ not a listing presentation.

3. Seller Assessment: E = MC2 (Certified Distressed Property Expert)

- _____
- _____
- _____
- _____

4. Crucial Conversations – 3 elements

- _____
- _____
- _____

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5. Crucial Conversations

- _____ or _____
- Make it _____
- Make it _____

6. Power of the Process:

- _____
- _____
- _____
- _____

7. Seller Process Goals:

- _____
- _____
- _____

8. A sellers three greatest fears:

- _____
- _____
- _____

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Seller Process

- A. Prelisting Interview Questionnaire
- B. Deliver Prelisting Packet
- C. Property walkthrough goals: rapport, review, qualify seller, qualify house
- D. During property walkthrough:
 - 1. How many properties have you sold? (If this is their 1st, go to question 2.)
 - a. When did you sell your last one?
 - b. What were your experiences with that sale? How did it go?
 - c. What did you like the best? What did you like the least?
 - 2. (Review) Why are you selling your home?
 - 3. (Review) Where are you going?
 - 4. (Review) How soon do you need to be there? **(Fill out calendar!)**
 - 5. Do you have any other properties that you need to sell? Would you like me to help you with those properties?
 - 6. (After you have asked about inclusions and exclusions) Do you want to price your house with this _____ or with _____? (Qualify the house.)
- E. You are now at the kitchen table, kitchen counter, or in a conference room in your office.
 - 7. I prepared a package of information for you. Have you had a chance to review it? (If not, review the package with them.)
 - 8. Do you have any questions regarding the package?
 - 9. Based on the information in the package, do you feel I am qualified to market your home? (a. and b. are optional dialogues)
 - a. (If “Yes”) “Would you like for me to handle the sale for you?”

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b. (If “Yes, but.....”) “How do you mean?”

“So....you feel I’m qualified if we can agree on _____.

“Setting _____ aside for a moment, is there anything else?”

Playback and list all their concerns. Write them all down.

“Would you agree that we both have the same goal - to get you where you want to go on time?”

c. You know, after we look at the market and the strategy to get you where you want to go on time, one of three things will happen:

1. You may choose to hire me to help you.
2. You may choose not to hire me.
3. If I feel I can’t help you achieve your objectives, I have a responsibility to tell you that and not to take your listing.

Shall we proceed and see where we are?

10. As I said earlier, my mission is to help you get where you want to go on time. Would you like to see your odds? (Show them “The Pond”, absorption rates, their market odds, buying patterns, and price lines.)

11. Are you willing to list your home at fair market value?

F. You know, we find most buyers select homes to look at based on three criteria:

- 1) style,
- 2) location
- 3) price range.

For a moment let’s pretend to be a buyer and look at the market for your home through what we call “Buyer Eyes”. (Take them through the 8-Step Value Positioning methodology.)

12. The first 30 days your home is on the market is the most critical because this is when it is “fresh” on the market and buyers are most excited about it.

Based on the supply and demand for homes in your price range, where do you feel we should price your house to get you to (new place) on time?

13. Do you think that will get you there on time? If not, what’s your Plan B?

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14. If we get to (date) and your house isn't sold, what will you do?
15. If we got a contract on your house for \$ today, what would you do?
16. If we find a buyer for your house in the next 72 hours, are you going to be O.K. with that? What if it's the first person who looks at your house?

Pre-Listing Interview

1. Name _____
2. Property Address _____
Mailing Address _____
3. Owners/Decision Makers _____
4. Phones: (H) _____ (B) _____ (C) _____
Fax _____ email _____
5. Why are you selling? _____
6. When do you need to move? _____
7. Could you describe your house for me? _____
Beds ____ Baths ____ Sq. Ft. _____ Style ____ Lot Size ____ Bsmt? ____
8. How long have you owned your home? _____
9. What sold you on your home when you bought it? What features did you like?

10. Have you done any updating to the home since you bought it? _____

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11. If you were to stay in your home another 5 years, is there anything you would do to it?

12. For a moment pretend to be a buyer and look at your home through "Buyer Eyes". On a scale of 1 to 10, how would you rate its condition? (Model home = 10; Scrapper = 1)

_____ What would it take for your house to be a 10? _____

13. What are you going to be asking for the property? _____

Have you had a recent appraisal? _____ Have you recently refinanced? _____

14. What do you owe on the property? 1st _____ 2nd _____ Other _____

15. What are 3 things you are looking for in a Realtor?

16. Are you interviewing any other brokers for this job? When are they being interviewed?

Name _____ Company _____ Time _____

Name _____ Company _____ Time _____

Name _____ Company _____ Time _____

17. Have you considered going for sale by owner?

18. How did you get my name? _____

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19. Is there anything else I should know about your home?

20. Do you have any questions for me?

21. Explain what happens next: One Call ____ Two Call ____ Prelisting Packet ____

22. Set appointment: Day _____ Time _____ Place _____

The Group, Inc. Pre-Listing Packet

Use The Group, Inc. color, 2-fold packet with center pocket (Longs Peak on cover)

Insert pages organized from top to bottom, i.e, page 1 is on top, page 2 is next, etc.

1. Small "Leaders in Real Estate" brochure inserted in cut in center flap
2. Partner's personal brochure or resume'
3. The Group, Inc. Annual Report
4. Market Statistics (current)
 - a. Quarterly Housing Supply & Demand – Appropriate Market
 - b. Quarterly Housing Supply & Demand – The Group (if appropriate)
 - c. Weekly showings by price range
 - d. Other statistics you feel are appropriate (new home sales report, etc.)
 - e. Visual Pricing Tools could be included here or saved for personal meeting
 - f. Your Value Positioning Analysis would generally NOT be included here
5. The Group Difference – 1 page brochure
6. Reasons to List with The Group brochure
7. 21 Point Marketing Plan
8. Sample color brochure
9. Sample of "The Source"
10. Sample Homes & Land page or other advertising you do
11. "The Collection" magazine if you plan to advertise their home in it
12. List of websites where their property will be featured
13. Realtor.com Enhanced activity chart showing weekly visitor traffic
14. Current issue of "The Real Estate Insider" (sticky: 40,000 households/month)
15. Listing Agreement filled in (address, commission rate, etc.) except for price
16. Seller's Estimated Net Proceeds Sheet with commission rate filled in stapled on top of a copy of "Contract to Buy and Sell Real Estate"

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17. Seller's "homework – paperclip together – add sticky note that says, "Please do the best you can to fill this out. I'll help you when we get together."
 - a. Seller's Property Disclosure
 - b. Lead-Based Paint Obligations of Seller
 - c. Lead-Based Paint Disclosure (Sales)
 - d. Square Footage Disclosure
 - e. Radon Disclosure Brochure (Fort Collins only)
 - f. Canal Importation 100 Year Floodplain Area map (Fort Collins only)
 - g. Home Warranty Information (optional)
 - h. Utility Information Request Form
 - i. Loan Information and Verification Request Form
 - j. FHA Loan Pay-off Form
 - k. Authorization and Request for Homeowners' Association Documents
 - l. Electronic Recording Key Safe (Lock Box) Authorization Form
 - m. Key Tag
18. Optional Information
 - a. Tips For Making Your Home Show Its Best
 - b. Staging Video
 - c. Pricing Video

Listing Process

(What happens from the interview to the appointment)

1. Complete Listing Interview – decide 1 call or 2 call
2. Explain process to seller "Here's what happens next. Will that work for you?"
3. Check seller packet to make sure it has current & relevant information
 - a. Proper city maps, statistics, etc. Up-to-date statistics, Source, etc.
 - b. Customize marketing plan based on interview?
 - c. Staging video? Pricing video?
4. Arrange for seller packet to be dropped off
5. Order Ownership & Encumbrances Record from Title Company
6. Do Value Positioning Analysis (VPA)
 - a. Similar properties that have sold
 - b. Similar properties that are active
 - c. Similar properties that have expired
 - d. Check pricing histories and days on the market
 - e. Determine absorption rate – given the current supply of homes that are similar to this one, and the rate of sales of homes that are similar to this one, how long (on average) will it take to sell this home?
 - f. Check months of inventory chart–what's happening in this price range
 - g. Prepare "The Pond" and absorption rate analysis

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- h. Drive neighborhood
 - 1. Take digital photo of subject property (put in brochure)
 - 2. Check out similar active and sold properties – notice condition, orientation (open space, busy streets, etc.)
 - 3. Preview active properties and rate them using VPA form.
 - 4. Check out any For Sale by Owners (call and get info)
 - 5. Look for positive or negative changes in neighborhood
 - 6. Become the neighborhood expert
- 7. Based on the VPA what is my pricing strategy?
 - a. What is the price range for this home (subject to seeing home)
 - b. Where would I like to see this home priced? (subject to seeing home)
 - c. Where will we need to be “in line” to get this home sold in the time frame requested by the seller? (subject to seeing home)
- 8. Pre-Game
 - a. What is the seller’s most important objective?
 - b. What does the seller think is their most important objective?
 - c. What do I know about the sellers F.O.R.D.?
 - d. What is the seller’s personality type?
 - e. Is the seller primarily Visual, Auditory, or Kinesthetic?
 - f. What are three things the seller is looking for in a Realtor?
 - g. What are the potential objections they may have to listing with me?
 - h. What potential pricing objections may they have?
 - i. What are the potential problems with the property?
 - j. What are my strategies to handling their potential objections?
 - k. Review my “Sweet 16” Listing Questions
- 9. Listing Consultation – at seller’s home. Start with tour of home – condition?

Marketing Plan

Our goals are:

- 1. To help you get your home sold and get you where you want to go on time.
- 2. To help put you in the strongest negotiating position possible.
- 3. To make it easier for you and reduce surprises.

Marketing Plan:

- 1. **Pre-Inspection.** We will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction smoother. I will pay for these inspections as part of my service to you.

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2. **Pre-Title Commitment.** We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.
3. **Staging.** We will assist you with preparing your home for sale.
4. **Pricing.** We will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price on your home so that it will sell within your time frame.
5. **Group Marketing System.** We will enter your home into The Group's marketing/information system. The Group was involved in the sale of over 40% of all homes in Northern Colorado last year.
6. **Real Estate Source.** Your home will be advertised in The Group's exclusive "Real Estate Source". Your home will be exposed to over 140,000 households in the Fort Collins, Greeley, and Loveland areas and in over 200 commercial locations (hotels, restaurants, coffee shops, Chambers of Commerce, banks, etc.)
7. **Relocation Program.** Information on your property will be put in the Group's relocation packages that go to major employers. This will increase your exposure to relocating buyers. Last year, 1 in 4 buyers was from out of town.
8. **Group Sign.** We will place one of The Group's award-winning signs on your property.
9. **Color Brochure.** We will have your home professionally photographed and a full color brochure prepared.
10. **Brochure Box.** We will place a brochure box on the Group sign. We will provide you with extra brochures to refill the box.
11. **Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
12. **Multiple Listing Service (MLS).** We will enter your home's information into the MLS, giving your home exposure to 2,500 Realtors in Larimer, Boulder, and Weld counties.
13. **Internet.** We will enter your home's information on REALTOR.com, the nation's largest real estate web site as well as four other web sites.

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14. **Enhanced Internet Technology.** We will enhance your property on Realtor.com with additional photos and technology so that you will appear earlier on internet searches and receive up to 300% more visitors to your property than non-enhanced listings. We will also email you reports showing the number of internet visitors to your property.

In addition, we will set you up on our “Home Search” system so you will be automatically emailed any new listings that come on the market in your area. This is an automatic way for you to stay up to date on the competition.
15. **Contact Realtors with Buyers.** We will mail a color postcard of your home to the Realtors who have buyers in your price range (taken from The Group’s data base of showings by price point).
16. **Mail to Neighbors.** We will mail a color postcard of your home to 50 neighbors closest to your home.
17. **Personal Contact.** I will personally contact the 20 neighbors closest to your home to get their ideas on prospects for your home. In addition, I personally contact at least 50 people a week throughout the community.
18. **Counter Display.** We will prepare an informational notebook containing most things a buyer will want to know – survey, school information, utilities, homeowner’s association, pre-inspection information, contract, etc. This information will give buyer’s the confidence to write a contract.
19. **Buyer/Realtor Survey.** As part of the counter display, we will have a survey card for Realtors and their buyers to fill out and give us feedback on their showing of your home. They will leave the cards in a bowl on the counter so you can review their comments. I will offer a drawing for a gift as an incentive for them to fill out the survey card.
20. **Open House.** I will hold your house open (with your permission). Three days before the open house, I will place a sign in front of your home promoting the open house.
21. **Transaction Management.** Our full-time transaction managers will manage the details of your transaction to ensure that your contract closes on time – and you can move on time. Over 90% of our contracts close on or before the date written in the contract compared to an industry average of less than 50%.

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22. Weekly Contact. I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.

This marketing plan shall become a part of the listing agreement.

Realtor 7.0 Listing

1. Show up on time (shows respect and integrity)
2. Dress up – it's a job interview!
3. Give a pre-listing packet in advance
4. Provide market information- statistics – odds of selling
5. Provide written comparative market analysis
6. Provide written marketing plan
7. Position the seller in the strongest negotiating position possible:
 - a. Pre-Inspection
 - b. Improvement location certificate (ILC)
 - c. CLUE report
 - d. Professional measurement and floor plan by appraiser
 - e. Septic inspection
 - f. Staging, carpet/paint program
 - g. Handyman service (make it easier)
8. Color brochure
9. Additional marketing – Source, Just listed cards, etc.
10. Have the home “Parade Ready” before exposing to the market
 - a. Pre-inspection/Septic inspection and disclosures
 - b. Improvement location certificate (ILC)
 - c. Professional measurements and floor plan by appraiser
 - d. Pictures and complete information in MLS

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- e. Enhanced Realtor.com
 - f. Color brochure and brochure box
 - g. Counter display
 - h. Contract writing packet
 - i. Sign and lockbox
11. Managing transaction to make sure it is smooth – weekly communication
12. Create “Fabled Service” through use of “Wow!’s” at moments of truth

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