



Listing Training Roadmap

LISTING APPOINTMENT – A.W.I.S.E

- **Arrival**
 - Have reviewed tax records
 - Comp the property
 - Be comfortable with a range of values
 - Know all recent neighborhood sales (even non comparables)
 - Know Zillow & Redfin
 - Dress appropriate
 - Arrive 20 minutes early to plan parking, drive by and looks at comps / cruise neighborhood
 - Calculate the lowest commission you will go with services. Always think in dollars when negotiating. Always ask them first.
- **Walk Around Exterior**

INTENT SHOWCASE YOUR KNOWLEDGE & UNDERSTAND YOUR PRODUCT

 - Pick a direction and start walking
 - Top to bottom
 - Discuss red flags & positives to keep conversation going
 - Make notes on materials and conditions
 - IF LAND – observe entire property and walk it
 - KNOW YOUR INPUT SHEET – take photos and notes
- **Interior Walk Around**
 - Remove shoes
 - Pick a direction and start walking
 - Be vocal. Ask questions. Stay slow.
 - Note all details. Identify if items can be cleaned or recommended to replace
 - Identify views out windows
 - Observe attics if possible
 - KNOW YOUR INPUT SHEET – take photos and notes
- **Sit Down**
 - Questions to ask:
 - *Have you sold before?*
 - *What is it that you want to do?*
 - *Why are you selling?*
 - *How much have you thought about this process?*
 - *Fears / concerns?*
 - *What do you owe on the mortgage?*
 - *Who is on title?*
 - *5 W's*
 - *Who are they?*

- *What are we doing with the house?*
 - *When are we listing?*
 - *Where are they going?*
 - *Why are they selling?*
 - *Is there anything else that would be helpful for me to know?*
- Value:
No matter their response, this is just the segway to talk about the value
 - *I see on Zillow your home value is ____, what do you think of that?*
- Talk Value:
 - Explain The Market
 - What is comping?
 - What are listing price strategies?
 - Pros/cons of each
 - Why is marketing important?
 - What affects sales price?
 - *Your explanation of the market should answer all of these questions.*
 - Present your number if it was to go on the market today but let them know you will reassess the week of listing.
- Listing Stack Deck
Provide the full deck but verbalize you won't go into it all
 - D.E.C.K - Our services
 - **Demonstrate the problem** ✓
 - **Examine the solution** ✓
 - **Cover the costs** ✓
 - **Knowledge demonstrated** ✓
- Post Listing Stack Deck
 - "Any clarity needed on the marketing?"
 - If yes, then address and ask again before starting
 - **V.I.E.E.O**
 - **Validate**
 - **Isolate**
 - **Empower**
 - **Educate**
 - **Offer**
 - If no, go to wrap up
- **Wrap Up**
Offer 2 choices for next steps
 - Examples – Pick 2:
 - Sign staging paperwork
 - Book consult with Listing Coordination Team
 - Pull title
 - Fill out disclosures
 - Schedule bids
 - Find out of state agent
 - Dry run – Form 41

- Any and all of these include the listing paperwork. If they are asking for a discount, that also can be a tool "I am happy to do it at 3% if we lock it in today".
 - Verbiage Example:
 - "Okay, so at this point we have 2 options..._____ or _____."
 - EXPLAIN CONTRACT & SIMPLIFY IT
 - If the listing work gets objected to, you can let them know you will tear it up, but it at least gets the one thing started. If still objecting, let them know you are going to leave it with them and also send an electronic copy.
 - THEN GO INTO AVS
 - **LAST QUESTION:** Anything else that would be helpful for me to know?
-
- **Exit**
 - Leave and ensure you have a plan for next steps.