

SELL YOUR LISTINGS

FOR SALE SIGNS DON'T PAY THE BILLS, SOLD SIGNS DO!

IGNITE POWER SESSION #6

In this chapter ...

- Stage, market, and communicate like a Mega
- Be recognized as an agent who gets listings sold
- Earn customers for life and get referrals

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Today's Expectations

Cappers in Training

1. Discover the techniques for, and advantages of, staging a listing to get it sold.
2. Review the elements of your 14-Point Marketing Plan in action.
3. Learn the essentials of great service to sellers—from the moment they sign the listing agreement all the way through closing and beyond.
4. Study strategies and tips for great communication and problem solving.

Ignite Faculty









To maximize your learning, your Ignite faculty is committed to:

1. Devote the majority of time on **activities** in class.
2. Show great role-model **videos** in class.
3. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and prework **Mission**, and during the **phone call** activity make calls along with the class.

Action Reveal

There are three parts to the Action Reveal:

1. Review **Mission** assignments and get questions answered.
 - a. Answer questions about any videos watched
 - b. Provide your aha's from the Mission
5. Announce your **Daily 10/4** activity results from the day before class and review leader board standings. Celebrate successes!
2. Make **Real-Play** calls in class.

IGNITE	Mission 6
Complete this Mission prior to attending Ignite Power Session 6	
Click the  icon to access videos and reading assignments.	
DONE v	1. Daily 10/4 – develop your lead generation habit
<input type="checkbox"/>	Complete your Daily 10/4 daily!
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes
DONE v	2. Extend your learning
<input type="checkbox"/>	Practice scripts with a partner
DONE v	3. Gather your tools
<input type="checkbox"/>	Create a list of names to call in Power Session 6 Real-Play and bring to class
<input type="checkbox"/>	Download “Prepare for Your Open Home” checklist for sellers
DONE v	4. Work the listing
<input type="checkbox"/>	Read: <i>KWLS Syndication</i> 
<input type="checkbox"/>	Read: <i>Create or Enter a Listing In the KWLS</i> 
<input type="checkbox"/>	Read: <i>Create a Greensheet When Your Listing Is In the KWLS</i> 
<input type="checkbox"/>	Watch: <i>Staging the Home</i> 3-video series (33:28 mins)   
DONE v	5. Follow up – with previous Power Session
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session
<small>*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</small>	
	
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Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				

Your Turn – Lead Generate for Business

Daily 10/4 Real-Play

Begin by saying an affirming message out loud. **“My business is growing abundantly!”**

1. Get your phone and your list of contacts you prepared for this calling session. This week, you’ll be calling your social media contacts and any referral names you’ve received by now.
2. Use scripts already provided in Power Sessions 1 – 3 for calling.
 - Goal #1: Call for **20 minutes** and make contact with as many people as possible.
 - Goal #2: Ask for business, that is, an **appointment**, if it’s a strong lead.
 - Goal #3: Ask for **referrals** from each contact and offer your KW app.
3. Record your results below and share them at the end of the call time.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Results				
Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to two – three people you called to thank them for their time.

Time: 20 minutes

Your Turn – Handwritten Notes

Daily 10/4 – Handwritten Notes

1. Write a note to **two – three people** you called to thank them for their time.

METS

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

REFERRALS

Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

2. Enclose a business card in each note, stamp, and mail from your Market Center.

Time: 5 minutes

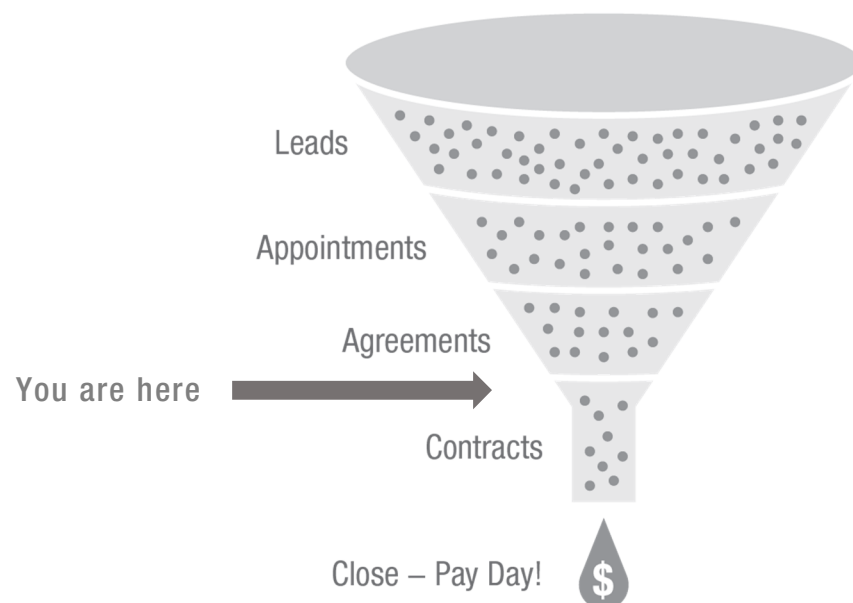
Get Your Head in the Game

So far, you have worked hard to find the business and get the appointment. Once you have landed the appointment, you demonstrated to the seller your value as their listing agent, and they signed the listing agreement with you.

Now what?

It's time to act on what you promised your sellers in your listing presentation! It's more than just sticking a sign in the yard. Successfully marketing and servicing a listing is very important to your client and could have positive, long-lasting benefits for you:

1. Get the listing sold by attracting buyers to the listing.
 - Do that job well and you will also generate additional buyers who will buy other listings and sellers who will see you as an effective listing agent.
2. Meet your sellers' needs in a focused and communicative way.
 - This will build your reputation as a top listing agent, generating repeat business and referrals from that seller and create many more paydays ahead.



Make It Happen – Marketing and Servicing Your Listings

Your service to sellers begins the moment they sign a listing agreement with you. You are now their advocate, their agent, and their **fiduciary**.

Fiduciary

A person who is legally or ethically entrusted to manage money or property between two or more parties.

Being the seller's fiduciary means servicing and marketing their home in the most effective way.

There are three steps in this critical phase of your listing relationship with any seller:

1. **Stage the Property**
2. **Market the Listing**
3. **Communicate with the Sellers**

1. Stage the Property

Think about buying a car. When you look online or see a car on a lot for sale, what attracts you the most? The shiny, clean car with newer tires? Or the rusty, dirty one with bald tires? Of course you're thinking, "What's the price?" So it comes down to price *and* condition, right? You'd be willing to sacrifice a little condition if the price is right!

It's the same with houses, especially in a competitive market. The homes in the best condition, priced properly, go quickly, and that's what you want for your sellers!

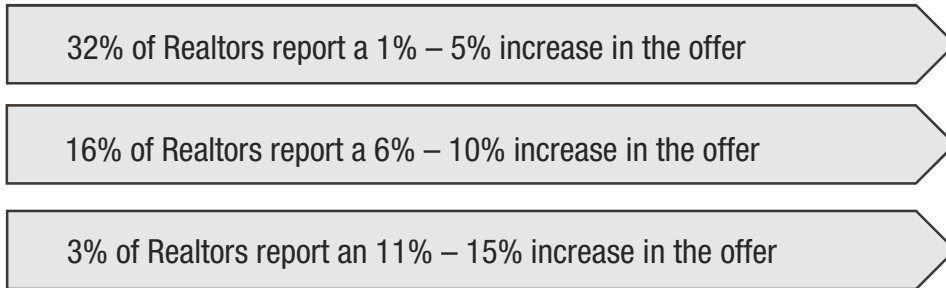
Most homeowners know it is important to keep a home clean, bright, and free from clutter while it is on the market for sale. But sometimes, taking the extra step to stage a home can make a difference in how a buyer values it, the price a seller might get for it, and how quickly it sells.

Goal of staging

- Present the best face of the home.
- Maximize the spaciousness of the home.
- Allow visiting buyers to envision themselves in the home instead of seeing the seller at every turn.
- _____
- _____

Will Staging Bring in High Offers?

Realtors who work with buyers say most are willing to offer more money for a staged home. How much?

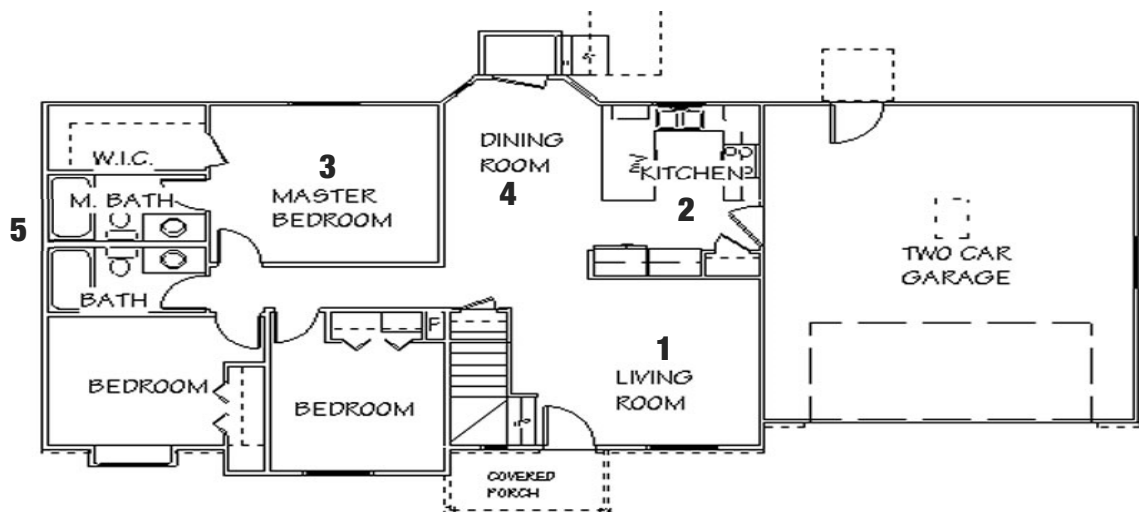


Source: NAR 2015 Profile of Home Staging

According to the *National Association of Realtors 2015 Profile of Home Staging*, the median cost spent on staging a home is \$675.

And where is that money most often spent? The living room is ranked the #1 room to stage to increase the value a buyer is willing to offer for a staged home compared to a similar, not-staged home.

This graphic shows how the other rooms rank in importance of interior staging.



According to the *NAR 2013 Remodeling Cost vs. Value Report*, gardening and landscaping efforts pay off; curb appeal projects are rated among the most valuable exterior home improvement projects. A pleasing exterior with well-groomed shrubbery can really make a home stand out.

The Importance of Staging

Although you've discussed staging in your listing consultation, when it comes time to actually do it, some sellers may show reluctance and raise objections. Stress how the home's appearance helps to achieve a quicker sale and higher price.

Staging Objections

How would you handle the following objections?

- I don't see why this is so important.

- Do we really have to make this repair?

- Why can't we sell the house "as is"?

Time: 15 minutes

2. Market the Listing

Put your listing on buyers' radar screens. Your **14-Step Marketing Plan**, which you presented to your sellers in your listing consultation, is designed to produce maximum exposure quickly and allow you to capture as many buyers as possible.

1. Price the home competitively with the current market and price trends.
2. Advise sellers on how to attract buyers by showing their home in the best possible light.
3. Place "for sale" signs, with property fliers easily accessible to drive-by buyers.
4. Respond to all buyer inquiries immediately.
5. Optimize the home's Internet presence by posting your property in the Keller Williams Listing System (KWLS), local and global MLS systems, and on social media, with plenty of photographs and a description of the property.
6. Market the home on multiple websites, including your own site, my KW local office, and KW national sites, to attract both local and out-of-town buyers.
7. Post the home on your branded KW app.
8. Create fliers and comment cards for viewers of the property.
9. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about the home.
10. Target your marketing to active real estate agents who specialize in selling homes in this neighborhood.
11. Include the home in your company and MLS tours, allowing other agents to see the home for themselves.
12. Create an open house schedule, and market and host the open house to promote the property to prospective buyers.
13. Target active buyers and investors in your database who are looking for homes in this price range and area.
14. Provide the seller with weekly updates detailing your marketing efforts, including comments from the prospective buyers and agents who have visited the home.

Your Turn – Marketing Action Steps

Analyze a Previewed Home

1. Choose one of the Daily 10/4 homes you've previewed recently.
2. Evaluate that property's features through these points from your 14-Step Marketing Plan. Write in comments on each point below and be prepared to share your thoughts with the class.

Pricing: Is the home priced properly according to the market comps? If not, is it too high or too low? What would make you think this?

Signage: Must be placed according to any homeowners association restrictions and with local traffic patterns in mind. Where will your signs be?

Staging: Was the house properly staged? What would you have done differently? How could you proactively persuade the sellers?

Images: What features of the home will you want emphasized in online photographs and the virtual tour?

Buyer Profile: What is the buyer profile for the home you've chosen? First-time buyers? Young families? A larger family relocating for professional reasons? How could you market to them specifically?

Time: 20 minutes

Aha's from Activity

- _____
- _____

Hold an Effective Open House

Part of your marketing strategy, and one of your 14 steps, is to show the property through an open house. Holding an open house is an excellent way to market your listing and market yourself as a real estate expert.

Open houses benefit the seller by attracting buyers to their home.

- The more visits a house get, the faster it will sell.
- Buyers love open houses.

Open houses benefit the agent holding the open house as a key lead generation strategy because ...

- They offer a relatively safe and nonaggressive sales environment.
- They provide opportunity for great face-to-face prospecting.
- The open house event—and the time leading up to and after—provides opportunity for you to build relationships, market your name to a geographic farm, and secure a neighborhood’s mindshare.

Refer to your Ignite toolkit for a guide: **Prepare for Your Open House**.

Video

Activity: Hold an Effective Open House



- Watch the video: **“Hold an Effective Open House”**.
- What are your aha’s?

Time: 10 minutes

Get the Word Out

Think of an open house as a BIG event! Treat it as a massive marketing campaign; unleash all your lead generation creativity.

Invite people directly to your open house by actively prospecting for traffic. This is a critical lead generation activity that will build your database and position you as the neighborhood expert.

Door Knocking

In SHIFT, Gary Keller recommends knocking on 100 surrounding homes. Why so many? Because informing the neighbors about your open house will not only create more traffic, it will also allow you to lead generate for buyers and sellers, and preview other homes for sale in the neighborhood. Be sure to include any nearby apartment complexes as this will also give you the opportunity to lead generate for renters who may be interested in buying.

Leverage the Internet

National Association of Realtors (NAR) reports that ninety-two percent of buyers use the Internet in their property search. Zillow, Trulia, and Realtor.com are popular sites for open house information.

Social Media

Use Social Media to get the word out about your open house. Create a Facebook event and invite everyone. Market the open house as a fun and exciting event. Post your open house on neighborhood groups and forums. Get the word out to as many groups and forums possible.

TIP

When it comes to Facebook, don't use your personal Facebook account for your real estate services. Why? It lacks professionalism. Establish a professional Facebook account for your Real Estate business.

Twitter is another amazing way to keep connected to your clients. Twitter gives you 140 characters (or less), to give updates to your Followers about your open house. You can use hashtags to connect with your market, and extend your posting reach beyond just your Following. Use it to engage, and keep strengthening your relationships.

Social Media Ideas

- Use images when you post on Facebook.
- Tweet tips about moving and staging.
- Marketing a new real estate listing? Set up a Pinterest Board for your real estate listings.
- Engage when you use social media for real estate. Use contest and sweepstakes.
- _____
- _____

Community Websites

Many neighborhoods have community websites and Facebook pages, this is an excellent way to get the news out about your open house.

Leverage your Database

Pull up your “Mets” in your database and call people who may be interested in the open house property, or might know of someone else who would be interested. Send an email to your database announcing the open house and information about the house and neighborhood as an enticement.

3. Communicate with the Sellers

Remember you have told the sellers it is all about them and you have promised them a 10++ customer experience. You have agreed to communicate in the ways that work for the sellers, whether once a week, once a day, by phone, email, or text message.

Update your sellers regularly—from listing to closing, including the status of your marketing efforts, feedback from the home's showings, any offers on the table, and the steps leading to a successful closing once an offer is accepted.

Be sure to block time on your calendar for this follow up with your sellers and be sure these updates happen—even if there is no news to report!



This may look like just words, but it represents the covenant or agreement that you have entered into with your sellers. Great communication is not just about agreement over what you communicated, it's equally about agreement on how and when you will communicate.

There is no such thing as over-communicating when it comes to providing outstanding service to your clients!

Communication Checklist

What value do each of the following communication tips provide to the customer?

Communication Tips	Value to Customer
<p>Follow Preferences: Always ask and learn about your customer's preferred communication method and timing—is it phone, email, text message? Twice a week?</p>	
<p>Match Style: In person or on the phone, always seek to match their communication style.</p>	
<p>Always Update: Updates should happen even when there may be no new information to share. If there is no news, consider if there needs to be changes in condition, price, or both.</p>	
<p>Be Prompt: Always respond as soon as possible, or on the expected schedule.</p>	
<p>Never Talk Down: Always communicate as a partner with your customer.</p>	
<p>Keep a Log: Maintain a communication log in your eEdge database so you are always reminded of what was said in the last contact. Read your log before you call.</p>	
<p>Decision-Maker Focus: Always include all decision makers.</p>	
<p>Great Attitude: Always be enthusiastic and positive.</p>	

Customer Experience

Customers do business with you because of your service and the perceived value they get from that. They want to do business with people that help them feel comfortable with making one of the biggest decisions in their life.

TRUTH

An excellent customer experience will set you apart!

Always Under-Promise and Over-Deliver

This idea should be a hallmark of your business. Here are some examples:

- If you say you will communicate once a week, communicate twice a week or until your seller asks you to scale down!
- Say your staging expert will be in touch with the sellers that week, and then make sure the stager calls them the next day.
- _____
- _____
- _____

Be Solutions-Oriented

Hone your problem-resolution skills. Make it a habit never to communicate with a client about a problem without having one or more solutions to recommend. Your clients are looking to you to be the expert—to have the answers.

What kind of problems might arise that you can apply solutions to and be seen as the customer's "hero"?

Develop Staging Resources

You'll discover with a little practice you can become a great first-tier staging adviser. However, you'll also want to get to know a few staging professionals who will work with you and enhance your professional reputation.

Who will help you with staging?

Video

Activity: Create a WOW Experience



- Watch the video: **“Create a WOW Experience”**.
- What are your aha's?

Time: 10 minutes

SUPER Service

Providing a terrific customer experience is the cement that holds a great seller business together.

SUPER is a great acronym for helping to remember the critical dimensions of great service.

Communication Tips

Sincerity – Be honest and reliable.

Understanding – Focus on their needs, wants, and values.

Predictability – Deliver what is promised and expected.

Exceptionality – Provide the extraordinary and uncommon.

Responsiveness – Report quickly and reliably.

Providing SUPER Service forges relationships with customers that are the foundation for growth including:

- Repeat Business
- Referrals

Stay in touch with your sellers using the touch campaigns in eEdge including personal contact, and you can become their **“top of mind”** resource for real estate for many years to come. You want to be their real estate agent for life.

The relationship is bigger than one transaction.

Your Turn – Listing Presentation II

More Practice Makes Perfect – Your Listing Presentation

1. Break into groups of two (work with a different partner than the last time you practiced your listing presentation).
2. Take turns practicing the Seller Listing Presentation.
 - Practicing the listing presentation will help make it seamless in front of the potential clients.
 - Incorporate what you have learned today to communicate the benefits of staging, your marketing plan, and your communication.
 - Continue to practice this listing presentation with your accountability/script partner.

Time: 30 minutes

Aha's from Activity

- _____
- _____

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Recap of all assignments from today, and in preparation for next class.




Action	Completed / Due Date
Time block to practice your seller listing presentation and scripts.	
Speak to other agents about staging resources and professionals.	
Create marketing ideas for your listings or future listings.	
Create social media posts on a listing you may have or help promote a listing of someone from your Market Center (ask first!).	
Prepare for next class with your next Mission.	

Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class

Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE	Complete this Mission prior to attending Ignite Power Session 7	Mission 7
Click the  icon to access videos and reading assignments.		
DONE ✓	1. Daily 10/4 – develop your lead generation habit	
<input type="checkbox"/>	Complete your Daily 10/4 daily!	
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share	
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class	
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes	
DONE ✓	2. Extend your learning	
<input type="checkbox"/>	Practice scripts with a partner	
DONE ✓	3. Gather your tools – and bring to class	
<input type="checkbox"/>	Create a list of names to call in Power Session 7 Real-Play and bring to class	
<input type="checkbox"/>	Do Research on your local market statistics and bring to class: <ol style="list-style-type: none"> 1. Average days on market in two different price ranges 2. Number of homes for sale in the same two price ranges 	
<input type="checkbox"/>	Request a copy of a Buyer Representation Agreement from your Market Center	
<input type="checkbox"/>	Download and print the Ignite Buyer Presentation – on Ignite on KWConnect	
<input type="checkbox"/>	Download and print the Ignite Buyer Needs Analysis Questionnaire – on Ignite on KWConnect	
DONE ✓	4. Prepare for the buyer consultation	
<input type="checkbox"/>	Watch: Buyer's Consultation (5:31 mins) 	
DONE ✓	5. Follow up – with previous Power Session	
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session	
<p>*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.</p>		
		
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Your Turn – Prepare

Targeted Prospecting

Every day in class you will be making calls to specific targeted groups. We will follow the three-step process each time.

- 1. **Prepare** – Create your call list for the next class.
- 2. **Take Action** – Real-Play calls will be made in the next class.
- 3. **Maintain** – Notes will be written to all those you call in class.

Prepare Your List

For your next class, you will focus on **first time home buyers** and **renters**, as well as the many **referrals** you’ve been getting from calling Mets.

Industry	Name(s) and Phone Number(s)

Recall and Remember

What are the three phases of your listing relationship with a seller?

Why is staging important?

Why is pricing number one on the 14-Point Marketing Plan?

What are the five elements of SUPER service?

How many new contacts in your KW eEdge database by the end of Ignite? _____

How many new contacts do you have today? _____

From Aha's to Achievement

AHA'S

What are your aha's?

BEHAVIORS

What behaviors do you intend to change?

TOOLS

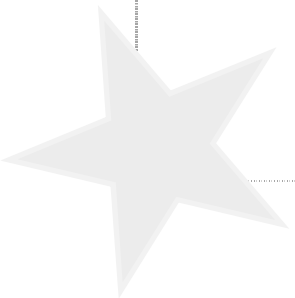
What tools will you use?

ACCOUNTABILITY

What does accountability for this look like?

ACHIEVEMENT

What will you achieve?



Achievements of the Week

You are continuing to grow through your second week of Ignite. You are acquiring and adopting new skills. You will need to continue to implement and work to master these new skills.

Use the chart below to chart your progress.

New Skill	Started Implementing	Continuing to Master by Doing...
Use the Prelisting Packet		
Deliver your Seller Listing Presentation		
Ask for the business		
Discover pricing strategies		
Prepare a CMA		
Learn pricing and pricing objection scripts		
Learn the importance of staging		
Implement the 14-Point Marketing Plan		
Effectively communicate with your customers		
Provide an excellent customer experience		
How many contacts have you added to your database this week?		

Enhance Your Learning

Watch on KWConnect

- Using Facebook in Your Business
- Capture Leads at Your Open House
- Open House Follow-Up and KW Technology
- Market and Service Your Listings Part 1
- Market and Service Your Listings Part 2

Use Tools

Communication Checklist

Prepare for Your Open House

Nine Staging Steps

Web

REALTOR® Magazine Online's Personal Marketing Tool Kit –
<http://realtormag.realtor.org/tool-kit/personal-marketing>

Additional KWU Training

Customer Experience

