

# PITFALLS AND WINS OF PRESENTING

## OBJECTIVES

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- Become familiar with the “8 Deadly Sins of Presenting.”
- Understand how to overcome common mistakes.
- Learn the way to win at every presentation.



**JONES**  
HOLLOW  
REALTY GROUP

# PITFALLS AND WINS OF PRESENTING

Presenting is show time! You've put all the work into securing an appointment with a lead and now it's up to you to bring your "A" game.

This is a great time to utilize the online resources we have to roleplay your scripts with other agents. Your greatest success will come from a place of empathy and deeply practiced confidence.

## ACTION ITEMS

- Go over the "8 Deadly Sins of Presenting."
- Choose which one you need to work on the most.
- Create a plan to overcome it.

## 8 DEADLY SINS OF PRESENTING

1. **Preparation is key.** Know what to say and how to say it with scripts and dialogue. Know your market statistics. If you have a listing presentation coming up, roleplay for that specific listing presentation.
2. **Match your words and tone.** Use the words that are in the script and make sure that your body language and your tone are consistent. All the parts of communication must line up for the clearest ability to reach your client.
3. **Manage your emotional state.** Communication is about more than words and body language—it's about your energy or emotional state. When your energy is high you will have a positive effect on your client.
4. **Have a strong personal psychology.** Your Mindset needs to be powerful, confident and strong. Feed your brain the highest quality content and hang around the right people to maintain a strong mindset.
5. **Focus on the client.** Empathy is key. What do you like about your client? How are you similar? Where do you connect? By focusing on these similarities, you will build a strong rapport easily.
6. **Build rapport.** Notice their rate of speech, their tonal quality and their body language. Remove resistance by matching these in your own communication.
7. **Be the authority.** Use the downswing to create certainty and confidence.
8. **Listen and pay attention.** Use the response pattern to let your client know you're listening.

# THE LISTING PRESENTATION

## OBJECTIVES

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- Know what it takes to give a great presentation.
- Understand how to prepare.
- Learn what to say and how to handle objections.



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# INTRODUCTION

You've got the appointment! You are on your way to listing this house and being the agent. This appointment is about communicating your ability to sell the house. You'll be presenting your skills, know-how, experience and detailed plans about how to sell the house. You'll also be putting the homeowners at ease about making one of the biggest financial decisions of their life.

Most sellers work with the first agent they meet. If you're the first agent the seller is meeting with, show up with a killer presentation and you'll easily beat out the competition. If you know you're not the first agent, we'll talk about how to give a presentation that is sure to win you exclusivity.

## ACTION ITEMS

- Review and practice the presented scripts.
- Use the roleplay tool to strongly prepare.
- Identify where you can improve your listing presentations and create a plan to do so.

## PREPARING FOR A LISTING PRESENTATION

Listing presentations can be overwhelming and unsuccessful if you're not completely prepared. We will go over the tools to strengthen your presentation.

When you ask yourself the right questions, you'll know how to prepare. For instance, how well do you know your comparables? How well do you know the properties that you'll be showing? Have you practiced your scripts?

By looking at your presentation piece by piece you can thoroughly prepare and ensure your success.

# PREPARING FOR THE APPOINTMENT

1. **Know your listing.** Preparing helps you speak powerfully and intelligently about the home and the listing process. Knowledge equals confidence. Ignorance equals fear. The more knowledge you have, the more confident you'll be.
2. **Use visual aids.** Visual aids and props help communicate the right information and energy and help you demonstrate your points more easily.
3. **Record a "coming soon" video.** A "coming soon video" can help you show exactly the type of materials you will use to promote their home.
4. **Show your knowledge.** Reputation and expertise are the main reasons why people choose to list with an agent. Gather materials to communicate that you have a great reputation and a lot of experience selling homes.
5. **Show up early.** 15 minutes early is actually on time. Remember, this is a job interview.
6. **Dress professionally.** This may vary depending on where you are. Make sure you look appropriate for your community.
7. **Role play beforehand.** Practice in your car to get yourself warmed up.
8. **Review the seller's answers.** Consider the answers they gave you about their motivation to sell and expectations.
9. **Get into your peak state.** You've got to be at a level 10 to perform.

## NOTES

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# LISTING PRESENTATION CHECKLIST

- A CMA (Comparative Market Analysis)
- Your strengths: how you shine (with examples of what you've done)
- A handful of client success stories (social proof) such as client testimonials and reviews.
- At least one net sheet (more than one may be useful, depending on the situation)
- Your USP (Unique Selling Proposition)
- An eye-catching listing presentation
- Business Cards
- A tablet or notebook
- An appointment agenda
- Printed marketing materials
- A video of the exterior
- Compliments about their home/neighborhood
- The listing contract
- A letter saying thank you for the opportunity
- Your marketing proposal
- A video to finish the presentation

## NOTES

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# QUALIFYING THE LISTING APPOINTMENT SCRIPT

Hi (name ... it's (name with (company ... I'm calling to confirm our appointment for (day/time ... does that time still work for you? (Pause for answer.

1. I'm really excited about the opportunity to... sell your home. I take this process very seriously...and I'm committed to getting your property sold at the (lift hand high) highest price in the shortest amount of time (show short with two fingers). I want to be 100% prepared so I have some additional questions for you. Do you have a few minutes (karate chop) ?
2. Let's confirm...when you ...sell your home...you're moving to (city), correct?
3. And...you want to be there by \_\_\_\_\_ right?
4. Tell me again ... your main reasons for selling this property?
5. So ... what price do you want to sell your home for?
6. How did you determine that price?
7. And ... how much do you owe on the property?
8. Are there any other special features of the home ... you feel could impact the value?
9. Is there anything that could be perceived as a negative ... that could also impact the property value?
10. This sounds great ... I'll be sending over my marketing proposal via email ... will you take a few moments and review it before I arrive?
11. Will all the decision makers... be there...when I arrive?
12. So ... tell me ... what are you looking for in the agent you choose to represent you?
13. How will you know when you have the right agent?
14. Do you have any questions for me before I arrive to prepare for our meeting?
15. Obviously ... if you are as confident as I am that I can ... sell your home ... will you be ready to ... list with me ... at the appointment?
16. (If no) Can you tell me more about that? (discover and resolve)
17. (If yes) Wonderful ... please have a copy of your key and your mortgage information handy for me, okay?
18. This sounds great ... I have everything I need to prepare ... Again ... I'll be sending over my marketing plan and more ... Will you take a few moments and review it?
19. I look forward to seeing you (day/time) ... Have a great day.

# THE LISTING PRESENTATION SCRIPT

1. I know you have a lot of choices when it comes to agents and companies ... I want you to know ... I appreciate the opportunity to meet with you today.
  2. Why don't we take a minute ... and show me around your home ... would that be okay?
  3. Tell me about some of the most desirable features of the property?
  4. If you were a buyer looking at this home ... what are some of the features you might change?
  5. (Amplify) Tell me more about that?
  6. Who do you think is the ideal buyer for your property?
  7. Now that we've seen the property ... where should we sit, the dining room or the kitchen table?
  8. So (names) ... Let me share with you what we're going to cover today.
  9. Based on my experience ... there are four areas most sellers want to discuss prior to putting their home on the market with me... They are:
    1. Your motivation to ... sell this home ... and the timing to get the home sold ...
    2. What I'm going to do is expose your property ... to the highest number of qualified buyers ... and ... to agents who control the buyers.
    3. How much the property will ... realistically ... sell for?
    4. And ... ultimately why I believe you should ... choose me ... as the agent to represent you.
- Name ... outside of those 4 ... is there anything else you need to know? So, before we discuss these ... let's confirm your plans ...
- a. You said you were moving to \_\_\_\_\_ ... right?
  - b. I'm curious ... what's taking you there?
  - c. You would like to be in \_\_\_\_\_ by \_\_\_\_\_... correct?
  - d. \_\_\_\_\_ if the home doesn't sell in your time frame...is there a plan "B"?
  - e. And...you were thinking about a price of \_\_\_\_\_... right?
  - f. In order to make the move...do we need to ...sell this home... or is renting it out an option? I emailed (or delivered) a marketing proposal...did you have an opportunity to review it?
- The number one reason people ... refer me ... to their friends ... or ... choose me as the agent to represent them is my marketing plan ... would you agree in today's economy ... exposing your home to the highest number of qualified agents and buyers is important?
  - Would you like me to take you through ALL of the strategies we are going to use to market your home, or do you ... feel confident... with what you saw in our proposal?

(If yes) So ... Can I assume we agree ... you definitely want our marketing plan ... right?

[If no, present the marketing plan.]



# PRESENTING THE MARKETING PLAN SCRIPT

- As we go through the marketing ... you're going to notice just how much more we do than the average agent. In fact ... there are two types of agents ... ones that do the bare minimum ... put the home on a website and hope that it sells.
- Then there's what I do ... I aggressively and actively market your home right from the start ... because we know that the highest probability of a sale takes place in the first two to four weeks.
- You'll see the difference ...
- Mr. / Mrs. Seller ... were you aware that 90% of all buyers start their home search online?
- Our website generates \_\_\_\_ number of motivated buyers per month. We will strategically place your home online at [www.yourwebsite.com](http://www.yourwebsite.com).
- Your home will also be showcased on \_\_\_\_ number of websites. (Have a page that shows all the websites their home will be on)
- Can you see how this much exposure ... this many eyeballs ... will lead to ... more showings ... more offers ... and a higher price?
- Potential buyers will be determining the value of your home based upon the photos and online tour ... you can tell the difference between average photos and professional photos right? (Showing contrast of good vs. bad real estate photography)

# PRESENTING THE MARKETING PLAN SCRIPT CONTINUED

- We have a professional photographer on staff that specializes in bringing out the great features of your home through photo and video. What are the key characteristics of your home that we should be featuring? (Show them a video tour of a past listing.)
- In fact ... did you know that staged homes sell 79% faster and sell for 17% more than a non-staged home?
- Obviously the better the home shows ... the more value a buyer sees ... so we have a professional stager that will come in, assess the appeal of your home to buyers and will make any recommendations to increase interest.
- We typically have our stager come in within a couple of days of us choosing to work together ... would that be okay?
- One of the reasons that our clients have chosen to ... list with me ... is because of the regional and global network of agents that I'm connected with ... so we will notify all of the agents in my office ... as well as the agents that are active in this marketplace.
- We'll also create a professional brochure/flyer as well as postcards to neighbors notifying them the property is for sale ... I've brought one here to show you. (Show them several examples.)

# PRESENTING THE MARKETING PLAN SCRIPT CONTINUED

- Most agents simply do an open house ... however when you ... choose me ... we do what's called a mega open house ... are you familiar with what a mega open house is? (Describe your Mega Open House strategy)
- In addition to a public mega open house ... we'll hold a private open house for all of the brokers and agents in the area. So that if they have any buyers we're sure to have your home on their radar.
- Are you familiar with the difference between passive and active marketing? One of the many active marketing techniques that we use is to spend one to two hours a day prospecting ... over the phone and through social media ... to find a buyer that is interested in your home.
- (Add anything else that you do)
- It's pretty overwhelming ... everything that we'll be doing to get your home sold ... isn't it?
- Now that you've seen all that we can do in terms of marketing ... do you have any questions?
- (Names) I promise you ... I will market your home more effectively ... than any other agent ... and that's what you're looking for correct?
- So can I assume we agree ... you definitely want our marketing plan, right? I always tell my clients ... you hire me to "market"... and ... "sell" your home ... it starts with my marketing.
- Now ... let's talk about the local market ... and pricing your home to sell ...

## PRESENTING THE MARKET STATISTICS SCRIPT

- Mr./Mrs. Seller I'm curious ... what have you noticed about the local market?
- Let's quickly take a moment and see what is occurring in the local market today. Are you aware that currently we have ...
  - a. Total Active Inventory
  - b. New Listings
  - c. Homes sold
  - d. Average DOM
  - e. Absorption Rate
  - f. Expired Listings



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# DISCUSSING PRICING SCRIPT

- Now that we've reviewed the market ... I'm going to recommend ... three different pricing options ... and then we can decide which is best.
- Option #1 We push the envelope on price and go above the market.
- Option #2 We price it at fair market value.
- Option #3 We can create a buyer frenzy and price it below fair market value.
- Let's discuss the pros and cons of each ... and then we can decide which is best ...
- Option #1: Price above fair market value, that is, we push the envelope on price and go above the market...
  - The pros are ... You might just set a new value and find that perfect buyer ... more than likely though ...
  - The cons are ... (and you should make up a big list)
    - Agents will reject the price and not show it
    - Consumers shopping online will miss it because of the preset "price ranges" on all major home search sites.
    - Or when they find it ... they will compare it to others priced in that range and wonder why it's overpriced.
- Option #2: Price at fair market value.
  - The pros are ... again, share the benefits ...
  - The cons are ... ask them what their cons are?



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# DISCUSSING PRICING SCRIPT CONTINUED

- Option #3: Price below fair market value and create a frenzy among the buyers...
- You can say “Have you ever watched an auction? What happens, they start the bidding at a low price ... and the power of the crowd drives the price up. (Share an example in your business.
- So what we need to do today is to ... agree on a price ... that has your home being one of the homes that sells instead of sitting on the market.
- So ... you understand that in today's market we are entering into a competition, right? Let's look at what you are going to be competing against. [Share comparables with prospect]
  - a. Are you familiar with this neighborhood?
  - b. Have you seen this home?
  - c. How many bedrooms and baths?
  - d. What's the total square feet?
  - e. Your house is better, (or say your house is similar, or the other home is nicer).
  - f. What's their list price?
  - g. How many days have they been on the market?
  - h. You've only got \_\_\_\_\_ days to be in \_\_\_\_\_ ... correct?

(Repeat lines a through h with all of the active comparables that are on the market or that have recently sold.)

## PRICE CLOSES SCRIPT

- Of the three pricing strategies we've discussed ... above, at or below fair market value ... which option would you like to move forward with?

[If you're concerned about their choice you can say the following]

- So ... based on these comparable homes ... this one priced at \_\_\_\_\_ ... this one at \_\_\_\_\_ and this one at \_\_\_\_\_ what do you feel we should price your home at so that it will outperform all the other properties for sale?
- Mr. and Mrs. Seller, will you ... list your home with me ... at that price today?
- Great ... all we need to do is ... sign the contract so I can help you move to \_\_\_ by \_\_\_\_\_. Won't that be great?
- Would you sign the contract please?



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# THE BUYER CONSULTATION

## OBJECTIVES

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- Know what it takes to give a great buyer presentation.
- Understand consultant mindset.
- Learn what to say and how to handle objections.



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# INTRODUCTION

For most people, buying a home is the biggest financial decision they will make in their lifetimes. To be successful when working with buyers it's important that you can empathize with this process and help them navigate the challenges they may face.

When you're talking to buyers, don't too pushy or "salesy." The best way to treat this interaction is from a place of empathy and resourcefulness. The more you can understand the particular challenges that the buyer might be facing, the better you can position yourself as the solution. So how do we do this? We start by developing a consultant mindset.

## ACTION ITEMS

- Review and practice the presented scripts.
- Use the roleplay tool to strongly prepare.
- Identify where you can improve your buyer consultation presentations and create a plan to do so.

## CONSULTANT MINDSET

Being a great salesperson means coming up with solutions for your clients. Discover their problems. When you understand their needs, you can offer a solution. A consultant is someone who can listen, empathize and counsel a buyer on their home buying journey. When you come from a place of true interest, they will feel that. They'll know you're in their corner.

Come from a standpoint of:

- How can I help this person?
- How can I be of service?
- How can I assist them?

Before the Presentation

- Prepare your environment
- Prepare your presentation
- Remove sales barriers or distractions.
- Have all your paperwork organized for your buyer representation agreement

# BUYER QUESTIONNAIRE SCRIPT

1. So, tell me about yourselves.
2. What are some of the reasons for making the move?
3. How long have you been looking?
4. What websites do you use to find property? How's it going so far?
5. Tell me ... what hasn't worked for you ... in the home buying process?
6. Have you seen anything you really like? Or written offers on?
7. Have you narrowed your focus to a specific community?
8. What's important to you about the location/community you live in?
9. Tell me about the ... ideal ... new home.
10. How many bedrooms?
11. How many baths?
12. What additional rooms do you need?
13. Tell me about your ideal location.
14. What are the five things you can't live without?
15. What should we avoid with your new home?
16. What's most important to you in buying a new home?
17. And how is that important to you?
18. So ... let's recap ... you want to buy a home with \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. And you also want a home with \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. Did I miss anything? (This is where you feed their values back to them.)
19. And how about the agent you choose to represent you, what's important about that?
20. What's your timing ... how soon would you like to be in the new home?
21. What's your plan "B" ... in case this doesn't work out?
22. What price range are you looking in?
23. Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?
24. Is there anyone else involved in the home buying process?
25. I've asked you so many questions ... do you have any questions for me?

# HOME BUYING PROCESS SCRIPT

(Name), let me show you today's buying process:

1. Choose an agent to represent you.
2. Meet with a lender (or two) for pre-approval and lock in your rate.
3. View property online and at open houses, while I preview and look for homes not yet on the market or coming soon.
4. Identify your ideal home and then begin negotiations.
5. Do due diligence, meet all guidelines and time frames and close on the property.
6. You get to move into your new home.

# EARNING EXCLUSIVITY SCRIPT

1. Now that I know exactly what's important to you ... and we are clear on the home buying process ...
2. I want to spend some time quickly showing you what I do above and beyond for my clients ...
3. Fortunately... when you... hire me...to represent you...you'll recognize that I do so much more than the average agent.
  - I only work with a small number of great clients ... like you ... to ensure a personal touch.
  - I preview daily and weekly previewing on your behalf.
  - I contact best agents for their "coming soon" listings getting you early notice.
  - I use the Yikes Marketing Letter to find off-market homes.
  - I research bank-owned and notice of defaults (if available).
  - I will actively door knock communities you like to find you a home.
  - I will only show you property that matches what you want.
  - I will negotiate aggressively on your behalf.
  - I will work with your lender and our affiliates... to ensure a smooth transaction ... and close.
4. Bottom line ... when you ... buy a home ... it can be stressful and my job is to remove as much of the stress as possible ... does that make sense?
5. So ... would you ... like me ... to help you find a home?

# HANDLING OBJECTIONS SCRIPT

**“Objection:** *How about if I sign your agreement after we go out one or two times?”*

I hear you ... in that case ... let’s sign a one party showing agreement on the homes you’d like to see ... it’s done everyday in real estate ... let me grab that.

**Objection:** *“I have a friend in the business who will give me a discount commission. Will you do the same?”*

No ... I would suggest working with your friend instead ... (pause ... (Name, I’m curious ... is your friend willing to do all the extra work I’m willing to do? And do they have my contacts, resources and skills?

**Objection:** *“My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?”*

Simple ... Your listing agent is busy working to get your home sold ... I’m going to put my aggressive marketing plan to work to find your home ... besides ... my commission is paid by the seller ... okay?

**Objection:** *“I don’t want to commit to one person right now.”*

I hear that a lot ... and guess what ... most people start by talking to lots of agents... until they find one who clearly stands out ... (Name ... based on everything I’ve shown you ... do you believe I can find, negotiate and get you into your new home? Then put me to work!



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HOLLOW  
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# HANDLING OBJECTIONS SCRIPT

**Objection:** *"I'm not buying for another three to six months."*

Great, then it is an excellent time to do some research together. We'll have time to get to know each other.

**Objection:** *"What if we don't like each other after we are working together?"*

I can appreciate that ... and my experience is the only way this will happen is if we are not in constant communication and open and honest about what's important ... does that make sense?

**Objection:** *"I haven't had a chance to interview anyone else. I'd like to take some time and see what other options I have."*

I welcome it. Take your time to make sure you are making the best possible decision for you.

(Help them to understand the difference between you and using a listing/buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)



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HOLLOW  
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## BUYERS UNIQUE SELLING PROPOSITION DIALOGUE

- Buying the right home can be very challenging these days. How's it working for you?

[Their response]

- What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online?

[Their response]

- Well ... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?

## ATTRACTING BUYERS DIALOGUE

- Based on what you have told me ... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market.
- What's your schedule like this week?
- Great, let's meet at my office, how's (day and time)?
- At this meeting we will outline the best process for you and your family to buy a home ... Sound good? I can't wait to meet with you!