

## Winning Listing Presentations

Successful seller lead engagement will lead to the listing appointment. But how does your listing presentation stack-up? In this class, we covered simple strategies to make more sellers say yes. We shared vital tips for having the right mindset, maximize your listing presentations, handle common objections, and ultimately win more listings.

### Your Knowledge is Power

When it comes to listing presentations, you'll need to be armed with extensive knowledge about the market, so you can justify price; and knowledge of your competition, so you can determine how to set yourself apart. If you're new to listing presentations, or haven't seen much success, saddle up with an experienced listing agent to learn from them

### Your Opening

Keep your opening brief; introduce yourself, and tell them what you're going to teach them, and what you hope to learn from them. Remember, it's about them, so be sure to ask open-ended questions so you can learn more about their experiences, motivation, and goals. Often these questions will allow you to foresee potential objections or concerns down the road, so really focus on them and get to know them.

## Creating a Personal Connection

During a listing presentation, you have a very short window of time to create a personal connection:

- **Mirror & Match:** Subtly mirror and match the seller's tone, speech, pitch, and volume. Match their energy level and their physiology; if they lean forward, lean in, if they use hand gestures, then you do the same. Also, eye contact is a big deal, so be subtle with mirroring and maintain eye contact.
- **Listen:** This may seem like a no-brainer, but actively listen to what the seller is saying. A lot of people will start thinking of what they'll say next, which doesn't allow you to really hear their words.
- **Be Genuine:** Your knowledge will lead to confidence, and confidence allows you to be your most genuine self. If insecurity or low confidence creeps in, you can risk coming off as insincere.
- **Build Commonality:** As you walk through the home, try to create a common bond by finding shared interests and passions like pets, kids, cooking, wine, travel, or fashion. Be observant.

## Questions to Ask

These are great questions to ask a seller so you can learn more about their goals and motivation, how emotionally invested they are, and what concerns they may have down the road:

*Why are you selling?  
In a perfect world, what kind of buyer would buy your home and why?  
What's been your favorite thing about living here?  
Have you ever sold a home before? How was that experience?  
Will you be purchasing another home?  
What made you fall in love with this home?*

## Comps: The 5-5-5 Report

Step-up your comps by bringing a 5-5-5, which is 5 houses on the market that are most like theirs (the competition), 5 currently under contract most like theirs (what buyers are choosing), and 5 closed and recorded that are most like theirs (what the banks have chosen). Then make this interactive by asking the seller which home they would buy, and how much they think it would sell for. This gives them a perspective through the eyes of a buyer, and can help them understand your valuation, and how their home stacks up.

## Overcoming Objections

The most common objections are typically around price, commission, and timing. Be ready to handle these head-on, and try to address objections immediately. When people are stressed, they hear 20% of what you say, so don't let a seller's concern or objection fester, address them quickly as they come up.

### **“Other agents will cut their commission.”**

*I don't know what that office offers when they cut their commission that low. But I can say, that for the commission that we get in our office, we don't cut any corners. I plan on earning this commission, and you're going to hold me to that. If you're looking for the cheapest agent, we're probably not a good fit.*

### **“I could sell it myself and avoid paying the commission.”**

*If you list it for sale yourself, who will follow up with the 30 to 60 days of legal paperwork? Let me ask you, if you were an agent, would you rather show homes that were listed with professional agents that worked to get deals closed?*

### **“Your valuation is wrong.” or “Another agent can sell it for more.”**

*Ask for their reasoning & listen to why they think you're wrong. Paint a picture of pleasure vs. pain (a perfect world vs. if their home doesn't sell in XX time)  
The home will perform based on what's happening in the market, the numbers don't lie. Listing over market price can increase the time on market.*

### **“I won't sell for less than XX.” or “We can always come down in price later.”**

*Do your research and really understand comps and the market. The home will sell based on the market, and overpricing can delay the sale, and by the time price comes down, you could already be written off as an un-motivated seller  
Explain what this means from an agent's perspective.*

### **“I want to talk to some other agents.”**

*Absolutely. You should talk to other agents because the bottom line is, you're not going to choose me based solely on everything I've shown you. You're going to choose the agent you trust the most... You should interview other agents.*

## When to Walk Away

There may be times where you and the seller just can't see eye-to-eye, and that's OK. A seller will choose the agent they trust the most, so educate them while overcoming their objections, and know when to walk away. You won't win every listing, and that's OK.

- Home owner cannot be objective
- Cannot reach seller's goals in today's market
- Home owner isn't realistic
- Seller may be hiding something