The Ultimate Listing Presentation: Featuring Staci Dancey

Below are the summarized notes from the “Ultimate Listing Presentation” webinar featuring Staci Dancey. Included you’ll find an email script, and notes from the Power Hour about specific strategies Staci uses to close more business. Enjoy!

Many thanks to Staci Dancey, of Surterre Properties, Newport Beach, California for providing the information below!

Before the Appointment

Lead Follow-up
1. Always contact new leads immediately (set up your alerts to do this)
2. Create and send a Seller’s Market Report.
3. Send a follow-up email to let them know you just the market report, and ask if they got it.
4. Print a hard copy, and show up at their home to do a hand delivery.
   a. Leave the report with a hand-written note if no one is there.
5. Follows up again to let them know you left the market evaluation.
6. Send a cover letter with house you sold nearby with literature.
7. Send out a Just Listed or Just Sold email every time you get a listing, so there’s constant communication.

Keys to getting the appointment
1. Call and ask for it with closing questions:
   a. How long have you lived here?
   b. Where did you move from?
   c. When are you planning on moving?
   d. I know you aren’t planning on moving, but if you were, where would you go?
2. Send a letter or email:
   a. Thinking of selling? I’d like to have an opportunity to meet with you.
   b. Staci did it again!
3. Preview the home before the actual listing appointment
   a. Note the property condition and the client motivation

The Listing Presentation

The art of creating a personal relationship
1. Eye Contact
2. Build commonality
   a. As you walk through the home, try to create a common bond by finding shared interests based on style, pictures, passions (Sports, travel, kids, etc).
3. Mirror and Match
   a. Match the client’s voice and tempo, posture, energy level, personal space, etc.
4. Listen
   a. Hear what they are saying and respond accordingly, rather than thinking about what
you’re going

What every seller wants to know
1. How much is my home worth?
2. How much will you list my home for?
   a. What’s the estimated sale price?
3. What will we do to get the property sold?
4. How long will it take to sell?

The Close

1. Ask the closing question:
   a. “Would you like to get started?”
   b. “Would you like to get your home on the market now?”
2. Zip your lips.
   a. Whomever speaks next, loses
3. If they say no...
   a. “What are your concerns?”
4. Be quiet again (yes, it’s painful)

Handling Objections

1. “I’m worried that we won’t be able to buy a house we like in the time it takes to sell our current house...”
   a. (Seller name) I can really understand that, but let me tell you this is the situation I encounter all the time. What I want you to know is that we can find a way to get your home listed, get it in the sale escrow and coordinate the closing of your purchase so that you will be able to move from your home into your new purchase. And there are ways to do it—we can do a concurrent close, I can arrange a rent-back on your property so you can stay in your home now until the escrow on your purchase closes, but it’s a very, very common concern and question and one we deal with very successfully all the time.

2. “Why should we list with you, over ABC office?”
   a. Another great question... First of all we bring in my case, my expertise, my level of experience, the number of sales I’ve had in the market area and then we bring the strength of our office. I think the key that sets me and my office apart is that over 85% of consumers go to the internet first, before they even contact an agent, and I personally have a database of over (insert your numbers) buyers and sellers. My office has a huge website and very proactive internet presence and I have 2 websites where I have buyer and seller leads that come to me all the time. (If applicable where lead came from online ) Look how you and I met...
      i. Tip from Staci: Bring your laptop and show them your Market Leader contacts
3. “I don’t want to pay you full commission. With our home at this price point—the max commission we’ll pay is X (much lower than what you’re asking)”
   a. I can understand your concern. One of the things that you should know is that all agents can see what you’re offering to the buyer’s agent. And if it’s less than what is customary and normal for our area, your home will not be shown as frequently because it’s an income-driven business that we have and wouldn’t you like to be competitive with what’s out there. On my side, my policy is that I always have to match the commission that’s offered to the buyer’s agent to my side.
      i. Note from Staci: She will then often go into that she will give them a break on commission if she finds the buyer for the seller.
      ii. Tip from Staci: Bring printouts from the MLS showing them the commissions of what’s offered, for property after property so they can see what the commissions being offered are—and if it’s less than norm, they can understand and appreciate the lack of motivation an agent would have to show their property.

4. “The reason we’re selling is because we want to buy another home. But we can’t until we sell this home first, how do you help us handle that?”
   a. First of all, what we have to do is get your home on the market. Then once we have received a successful offer, at that point we’ll start our search, we’ll identify the areas you want to look in first, I’ll show you some properties, but I’m going to guide you through this process and not have you make an offer until and unless we have an accepted offer so that we can go back to the house that you want to buy and show them that you are in a sale escrow and we can provide for a concurrent close or if you and I close earlier, we’ll get you a rent-back in your house so you can move from your house right into your new house. This is a very common occurrence and one we accomplish all the time—especially in our market place where people are staying in the area or upsizing or downsizing but staying in the area.

Marketing the Listing

Navigate to your Market Center to find all of these marketing resources below:
1. Just Listed and Just Sold Flyers
2. Just Listed and Just Sold Post Cards
3. Seller Guides
4. Luxury Listing Brochures
5. Video (example: http://www.ehometours.com/showYTTours2.php?movie=DDR4a8kcgDs)
6. Luxury Listing Photo Books
7. Campaigns
8. Cloud CMA (see if your broker or MLS provides a full CMA for you to use for presentations)