

The listing presentation is your moment to show a prospective client all that you're worth. With the value of your services and the relationships you hope to have with a client on the line, it's hard to believe that the less said, the better. But it's true... the longer a listing presentation takes, the worse it gets. The client's mind begins to wander, and the agent begins to promise more in marketing and advertising to keep the client's attention and procure the listing. The commission rate will have a tendency to decrease and the listing price to increase. This will lead to longer marketing, less profit, less buyers leads, or eventually an expired listing. Truly, the longer your presentation goes, the weaker it becomes; a short, focused presentation is the one that will speak volumes for you.

The successful agent is the one that can instantly create an environment that causes your prospect to see the benefits of doing business with you now and in the future.

11 Steps to Mastering Your Listing Presentation



1. More Prospects = More Confidence

The key to being a great presenter is to have a pipeline full of qualified prospects. In real estate, the power is the pipeline. When you have a pipeline full of prospects, it is easy to be straightforward and honest with people. When you have only one or two names in your lead list, you tend to "oversell", causing people to shy away from you.



2. Come from a place of service.

Approach each listing presentation coming from a place of service. The thing that causes the most resistance in sales is "selling". Remember there is nothing to sell, if there is no one to buy. "How can I help you?" is the fundamental question you want to address in your presentation. Don't start trying to add value to your customers before you know which types of value, they'll appreciate the most.



3. Listen Carefully

A listing presentation is not about YOU. It's about THEM. Stop worrying about how you are doing and stay focused on what your prospect is saying.



4. The Process of Discovery

On a listing presentation, your job is to take your prospect through the process of discovery. In other words, you are working to help them discover what they want and need. And if what they want and need is what you have to offer, working together may be the solution.



5. Questions & Answers

One of the key things to keep in mind on a listing presentation is that your seller has the answers and your role is to supply the right questions in order to help them make the best decision relative to what is important to them.



6. The Five Keys to Address

- a. Their expectations - assignment
- b. Their needs - wants
- c. What is important to them?
- d. How will they recognize a solution?
- e. What information do they need to make a decision?



7. What is Your approach?

When you go on a listing presentation you have to ask yourself “Do I want to sell them or do I want them to choose me?” Your answer to this question will dictate your approach.



8. Pace yourself

When you are trying to convince or persuade people to do business with you, you make yourself into a commodity. There will always be someone who will take the listing at a higher price, a lower commission, or is willing to spend more marketing dollars. You know you are trying to convince people when you start talking about all the things you will do for them. That is the beginning of the end. Don't sell until the prospect gives you permission to tell them what you can do for them.



9. Lend a helping hand

The ideal client profile is:

- a. Someone who wants help.
- b. Someone who needs help.
- c. Someone who is willing to let you help them.

Only work with people who meet the above criteria.



10. Assume Authority and Control

One key to making the most effective presentation in the shortest amount of time is to ask questions. In order to assume authority and control you must master the art of asking questions. To be an effective agent, you need to find out the wants and needs of the prospect. The only way to do this is by asking questions. The biggest mistake agents make is not asking enough of them.

Consider This:

- a. The person asking the questions is the one who controls the conversation.
- b. Develop a series of questions for your listing presentations that will help you stay focused and keep control of the conversation.
- c. By asking each client similar questions, you will learn to evaluate each client's motivation, compatibility, and expectations.
- d. Developing a series of questions will enable you to standardize your presentation and control the time that your presentation takes.

- e. Without a standardized presentation based on a series of questions, you may have a tendency to take listings for too high a price, too short of a term, or with people whose expectations are not compatible with what your skills, experience, and the market can offer them.

Sample Questions:

1. What are the three most important things you look for in a real estate agent?
2. What are some of your expectations when working with a real estate agent/
3. What do you need to know from me in order to be comfortable doing business with me?
4. If I'm able to exceed your expectations, what is the likelihood of listing you home with me?
5. Is there anything thus far that would prevent us from doing business together?



11. Price

As you gather information from the sellers and present yourself to them, keep in mind that presentations should be directed, first and foremost, to price, rather than to secondary issues such as marketing or advertising. Price is king in real estate; it is the dominant reason a home sells or fails to sell. Our presentation needs to accurately reflect this reality. Rather than focusing on marketing, focus on the issues that will really affect the sale of the home. I advocate rolling up your sleeves and getting down to the business of price, sooner than later. If you and the seller cannot agree on price, then nothing else you might say is going to make this relationship work; you should politely excuse yourself and move on to the next prospect.

Conclusion

Above all you need to show the clients the benefit of working with you. This is, after all, what the clients will be paying you for. You need to show them how your skills, experience, and strategy will benefit them. They need to know and understand the benefits of your approach to selling their home. Determine a few of the advantages you offer and share them with the listing prospect throughout the presentation.

If you create a step-by-step presentation that is well prepared, concise, focused on price and clear about what your business offers to the client, you will see the time you spend on each presentation reduced. You will also see an improvement in the number of listing presentations that lead to signed contracts. Lastly, your clients will thank you for demonstrating respect for their time. You may even have a few minutes left over to spend laughing with your new clients at their stories of "The Realtor who was there for two hours doing a presentation".