

## The Pre-Listing Package

Success in the listing process depends upon preparation. This is where you will win or lose the listing. It's what you do before you walk in the door that carries the most weight. If you prepare properly and have solid skills, you will win more than your fair share. A Champion Agent has better preparation than other agents.

Just as championship teams in any sport win the championship from preparation, you will take the listing based on your preparation. Championship teams win *before* a game. You will take listings based on the way you practice, prepare yourself, and prepare the seller. Preparing the seller means sending out information ahead of time in a pre-listing package.

I built my first pre-listing package in 1992. Mind you, it was not pretty because it didn't have to be. I was the only one doing it in my marketplace. By the time I added a video in early 1994 of me sharing my marketing and pricing strategy, my pre-listing package had gone through half a dozen revisions. A Champion Agent uses a pre-listing package to sell themselves before they step into the door.

The pre-sale or pre-listing package is an essential tool in today's marketplace. Most agents have not taken the time to construct an effective pre-sale or pre-listing package. It gives you an opportunity to sell the prospect before you ever walk through the door. It also shows the prospect you are organized and professional.

The pre-listing package is similar to a stockbroker sending you a prospectus on a stock you are considering purchasing. The seller is investing his time in you. Just as the prospectus tells you about the track record of the stock, the trends, overall market information, and proposed future return, your pre-listing package needs to reflect that view as well.

**Create an Effective Template:** Your package needs to be automated. You must be able to print them off easily on a laser printer or have a printer do a large quantity at one time. The best way to print your pre-listings is in-house. This will allow you to customize to the individual seller. It will allow you to make small adjustments easily.

**Dynamic Delivery:** Most consumers favor the phrase "right away" when used by a salesperson. The faster you provide a valuable service, the more value the consumer places on your service. You want to deliver the package as quickly as possible. You can use an outside courier service to deliver. They will usually deliver your package within a couple of hours for a nominal fee. I had my Field

Coordinator deliver the package. This was one of their daily responsibilities. Personal delivery makes a strong lasting impression.

**Enhance Your Credibility:** This is where you have a chance to pre-sell yourself before you walk through the door. You will want to include a bio on yourself, along with credentials. Remember to tie in the benefits and not just the fact that you have a GRI, CRS or any other designation. We have to show the client the benefit of a CRS or GRI designation. Use statistical evidence regarding your success. Use the comparison of average list price to sales price of the board against your success. Also, include your average days on the market compared to the board, and insert three to five testimonials. Testimonials are a powerful way to express the results you have achieved for other clients. The best way to use testimonials is to align them to the person you are presenting to. For example, if you are doing a listing presentation for expirers, use testimonials from previous expired clients you had success with. This will position you as a successful problem solver and results generating agent.

Let the education begin!

Here you need to start educating them on two things:

1. The significance on pricing their home properly
2. The fact that you are different from the other agents in the marketplace

This section should be straightforward and easy to understand. I encourage the use of charts and graphs that show the contrast between days on the market and showing activity or even days on the market and reduction in sale price. You need to create a strong correlation between selling and market time. You can easily acquire these types of graphs from your broker, NAR, or other agents. This type of educational material about pricing is readily available,

**Paper Work Preview:** If you enclose a few of the documents that they need to fill out, regardless of whom they list with, you have created an advantage.

I always include the **property disclosure forms**, the **lead based paint disclosure form**, and any others that are necessary. In most states, they have to provide these forms to the buyer even if they sell FSBO. Encourage your customer to complete the forms. This information is important for you to know at the listing appointment. Some of their answers could affect the value of the property. Telling that to the seller raised the number of people who had them filled out before I walked in the door, and the statement is true.

When you arrive for your appointment, and the forms are filled out, you know three important things:

1. They follow directions well
2. They have a reasonable amount of motivation to sell
3. They are seriously considering listing with you

Your confidence level should go way up at this point. You have an excellent chance of taking the listing.

**Introduce Pricing Philosophy:** You want to start warning them of the dangers and pitfalls of overpricing. This gives you a strong advantage over other agents, since you are not originally bringing up the bad news. Also, most consumers believe more of what is in print than what is spoken. They place more credibility on what is printed. They give it an implied endorsement of truth.

There are effective videos on the market about pricing your property. You might consider investing in a few to prepare your client. You might, as I did, produce your own pre-listing video that highlights your credentials, benefits, dangers of overpricing, and the service you provide.

**Position Yourself:** This section focuses on your position in the marketplace, or your company's position.

You can also list your training and formal education. Make sure to tie in the benefit to the client. You must remember that, to them, GRI is a bunch of letters at the end of your name. You might include your market plan for properties. This will help you limit the decision on marketing at the actual listing presentation.

**Strategic Partners and Team:** Show them they have more people on their team than just you. Illustrate how you provide more value through great vendors who provide exceptional service to all your clients. Try to arrange special or negotiated pricing with the vendors to offer your clients.

You have many people you direct on each transaction; put them fully on your team. They are your Lender, Title Company Representative, Escrow Closer, Attorney, Termite Inspector, Home Inspector, Roofer, Home Repair person, and any Assistant or Buyer's Agent who works with you.

The pre-listing package can have a powerful impression on any client or prospect. It can do a strong positioning and sales presentation before you meet or speak with the seller. It is a very effective

stage setter. The other advantage is you will reduce the amount of time you need to invest at their home.