

Pre-Listing Package

(Tutorial)

- Pg 2: Introduces average DOM; 80% Marketing System.**
- Pg 3: Testimonial 'call' invitation. Get permission from your Sellers first.**
- Pg 4: List the testimonials OR Delete**
- Pg 5: Design the questions around YOUR strengths (F/T or P/T etc)**
- Pg 6: Same as pg 5**
- Pg 7: Market tutorial. Check the local statistics (GTAR)**
- Pg 8: NAR statistics. Check GTAR List to Sold price statistics (97%)**
- Pg 9: Seller preparation for being Willing & Able**
- Pg 10: Pricing Strategy Education: 'AS IS' = Short Sale or No Equity**
- Pg 11: Pricing Strategy Education: 'Quick Sale' = priced at or below current market**
- Pg 12: Pricing Strategy Education: 'Traditional' = normal & usual steps early or prior**
- Pg 13: Right between the eyes! Simple facts! You must know them going in!**
- Pg 14: Explains the CMA in short & simple terms as a 'market overview'**
- Pg 15: Use this in the 'Marketing' segment of your presentation**
- Pg 16: Get this info at the BEGINNING of the appt & use in E-Z OUT GUARANTEE**
- Pg 17: Give this info to showing agents via attachment in MLS**
- Pg 18: List your marketing steps & tools**
- Pg 19: Edit to fit YOU (experience; production etc) OR Delete**
- Pg 20: Strong selling points for BEST Price; Least Time & Least Inconvenience**
- Pg 21: This is a local / Regional stat (FSBOs)**
- Pg 22: Education / Urgency for W-A-R**
- Pg 23: Statement on distressed market situation & problems**
- Pg 24: Statement on W-A-R Buyers as 'Targets'**
- Pg 25: Handout during pricing / net discussion**
- Pg 26: Edit to fit YOU**
- Pg 27: Sells qualifying Buyers W-A-R & convenience to Seller: Get Seller's directions**
- Pg 28: MLS Virtual Tour feature etc OR Delete**
- Pg 29: REALTOR.com feature OR Delete**
- Pg 30: Edit to fit YOU**
- Pg 31: Edit to fit YOU**
- Pg 32: Edit to fit YOU OR Delete**
- Pg 33: Edit to fit YOU OR Delete**
- Pg 34: Seller preparation FACTS**
- Pg 35: Seller preparation FACTS**
- Pg 36: Set up for the CLOSE**
- Pg 37: Comparison to Competition (for close)**
- Pg 38: CLOSE**