

Sales Representative Copy

A GUIDE TO

SELLING YOUR HOME

PREPARED FOR: CLIENT NAME 1 CLIENT NAME 2

COMPLIMENTS OF: SALES REPRESENTATIVE NAME 1 SALES REPRESENTATIVE NAME 2

In Preparation

1. Confirm appointment time
2. Show up on time, or a little earlier
3. Have a copy of the Listing Presentation for the sellers (with no script notes!)
4. Have business cards to present with a copy of the Listing Presentation
5. Know the comps for the home and the local market conditions (days on market, inventory on the market, etc.)

Appointment

**Tell**:

“Thank you so much for giving me the opportunity to get your home sold.”

Review the Prelisting Packet you left with the seller.

**Ask**:

“Did you have a chance to review the **Guide to Selling Your Home** I left you?”

**If yes:**

“Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?”

**If no:**

“Well, let’s review the packet quickly before we move on. There are some questions at the end for you to answer.”

Be sure to get their preferred communication method and frequency!

# Thank you!

For the opportunity to get your home sold. My goal is to get you the most money, in the shortest time, with the least amount of hassle. I look forward to putting my expertise to work for you, from listing to Day of Completion and beyond!

## Goals For Today

1. Discuss your motivation for selling
2. Define your 10+ Experience expectations
3. Review what you can expect from Keller Williams and me
4. Explain the selling process from listing to Day of Completion
5. Review the three factors that get your home sold
6. Decide to work together

**Tell**:

“We’ve got six goals for today’s meeting.” (Quickly run through the six goals)

About Goal #6, let me explain that we can expect one of three outcomes from our meeting today:

1. You may list your home with me and that would be great!
2. You may not list your home with me and, to be honest, that wouldn’t be so great, or
3. I may be unable to take the listing.

Is that fair?

# Uncover and Prioritize the Seller’s Needs

Remember, the listing consultation is about **them** and **their needs**, not about you. You are there to **ask questions** and **listen to their answers**.

Your job is to make sure they see you as their expert adviser—one who knows the listing and selling process. Your advice and input will help them get what they want from the sale.

Some rules of communication:

1. **Ask** LOTS of questions
2. **Listen** more than you talk
3. **Affirm** their responses with: “Great,” “That’s wonderful,” “Yes,” “I agree”
4. **Don’t assume** they already know something, they understand what you’ve told them, or they’re done expressing their opinion or feelings. Always ask for clarification.

**Ask**:

“Mr. /Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind if I ask a few questions and take notes?”

Ask each question and write down their answers. Writing notes demonstrates to the seller that you are listening to them and truly care about their needs.

# It’s All About You

1. Why are you moving?
2. Do you need to sell within a certain timeframe?
3. Do you have a price in mind that you think your home will sell for?
4. Are you staying in the area after your home sells?

# Delivering a 10++ Experience

**Tell**:

“I’d like for you to have a great experience selling your home, and that begins with me being **very** clear on what your expectations are, so I would like to ask you about that Okay?”

Ask each question on the page, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if the sellers are a couple.

**Tell**:

“Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way.”

# Delivering a 10++ Experience

* On a scale of 1 – 10, with 1 being not so desirable and 10 being extremely desirable, what one thing has to happen in this transaction for your experience to be a 10?
  + What is important to you about that?
* If we could add just one more thing, what other thing has to happen to make your experience a 10+?
  + What is important to you about that?
* If we could add just one more thing for this experience to be a 10++, what would it be?
  + What is important to you about that?

# Why Keller Williams Realty?

**Tell**:

“Let me tell you a little bit about the company I work with—Keller Williams Realty—and why you’ve made a great decision to talk to us about selling your home.”

Quickly cover the selling points about KW - #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally!

**Ask**:

“Any questions?”

As your experience grows, you will share more about your abilities and expertise. As a new sales representative, you many choose to share more about Keller Williams.

# Why Keller Williams Realty

*Reliability*

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.



*Track Record*

I'm proud to work for the world's largest real estate franchise by sales representative count. It's proof that when you offer a superior level of service, the word spreads fast.

*Knowledge*

**Keller Williams Realty has been named the #1 training company across all industries by Training Magazine. Our training helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading curriculum and research resources. It's what prepares me to provide you with unparalleled service.



*Technology*

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is available on KW's Web network of more than 76,000 sites, including my Mobile Property Search App. Best of all, every single Internet inquiry in our system on your property will come directly to me so that I can follow up quickly with those potential buyers.

*Teamwork*

Keller Williams Realty was designed to reward sales representatives for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

# You Get From Me

**Tell**:

“What you’re getting from me is the following …”

Quickly cover the professionalism and expertise you provide, highlighting each category listed on this page.

**Ask**:

“Any questions?”

# You Get From Me …

*Communication*

**Your needs always come first!**

I will provide the service we agree to and communicate in the ways that work for you, whether once a week, once a day, by phone, email, or text message. You'll always be kept in the loop. From listing to Day of Completion, you'll know the status of our marketing efforts, the offers on the table, and the steps leading to a successful Day of Completion once an offer is accepted.

*Experience and Expertise*

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will remove many potential challenges before they have the opportunity to appear.

*Marketing*

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighbourhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

*Pricing*

Your home will be priced right, adjusted as needed, and sold quickly. With a keen understanding of both the big picture and the very latest local and neighbourhood listing and sales data, the information you need is at my fingertips.

**Tell**:

“With my technology, we can conduct your entire real estate transaction online. Our paperless transaction management system means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents.”

“Having the paperwork online, provides a level of security for your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or Day of Completion process moving as long as you have Internet access.”

# You Get From Me *(cont.)*

*Technology*

A suite of technology tools will help us communicate easily, always know where we are in the process, and allow us to work together remotely when needed.

*Staging*

Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

*Satisfaction*

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

# The Home Selling Process

If their answer to the Prelisting Packet question – “Have you ever bought or sold real estate?” was no, you may need to explain the steps more thoroughly. If yes, you can skim over this content.

**Tell**:

“I’d like to explain the selling process to you and what services I’ll be providing at each phase along the way.”

Cover the three phases listed.

**Ask**:

“Any questions?”

# The Home Selling Process

I am committed to sell your home for the most money, in the shortest amount of time, and with the least amount of hassle possible. I have prepared a competitive price recommendation, and provided a step-by-step process for preparing your home for sale.

When I’ve earned your business and we agree to move forward with an agreement to hire me to assist in the sale of your home, we move into the next three phases of the selling process.

1. *Servicing and Marketing*

My **14-Step Marketing Plan** will begin and I’ll be proactively communicating on a regular basis to keep you updated on the status of inquiries, showings, and feedback.

1. *Offers and Negotiations*

Every offer presented will be discussed in detail with you. I will point out the pros and cons of each offer and negotiate with the buyer’s sales representative on your behalf to earn you the most money in the shortest time. You will always make the final decision as to which offer to accept.

1. *Contract to Close*

I will coordinate the Day of Completion process, managing all the details and all the paperwork, while keeping you in the loop. I will track and monitor every phase of the inspection, title, and lending process, and complete the close with the least amount of hassle to you.

# A Smooth Day of Completion

**If they’ve sold a home:**

**Tell**:

“It may have been a while since you’ve sold a home, so let’s look at what’s expected of sellers at the Day of Completion table.”

**If this is their first time selling:**

**Tell**:

“Let’s review what’s expected at the Day of Completion table.”

**Ask**:

“Any questions?”

# A Smooth Day of Completion

The Day of Completion process finalizes the sale of your home and makes everything official. Also known as settlement, the Day of Completion is when you get paid and the buyer receives the deed and keys to your home.

*Sellers Commonly Pay the Following At Day of Completion:*

* Mortgage balance and prepayment penalties, if applicable
* Other claims against your property, such as unpaid property taxes
* Unpaid special assessments on your property
* Document stamps (or taxes) on the deed
* Real estate commission
* Legal fee or title insurance premium

After the Day of Completion, make sure you keep the following for tax purposes:

* Copies of all Day of Completion documents
* All home improvement receipts on the home you sold

*The Day of Completion Appointment*

The sales representative will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the Day of Completion; conduct the Day of Completion; make sure taxes, title searches, real estate commissions, and other Day of Completion costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

Bring to the Day of Completion:

* House keys
* Garage door opener(s)
* Your picture ID

# Three Factors

It’s important to point out the three things that make the difference between getting the home sold and having it sit on the market with little attention from buyers. All three can be handled strategically to get the job done quickly!

**Tell**:

“The location and **condition** of the home are the first things that attract buyers and their sales representatives. You can’t change the location, but you can change the condition of your home so that it’s as appealing as possible.”

**“Marketing** of the home is critical and this is where my expertise comes in. I will review my comprehensive marketing plan with you in a moment.”

“We’ll also discuss that the price is determined by what buyers are willing to offer and how to price the home so it will get sold.”

# Three Factors that Get Your Home Sold

1. **Condition** of the House



1. **Marketing** of the House to Buyers



1. **Price** of the House

# Condition

**Tell:**

“Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters.”

“Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home.”

“Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This mean a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don’t often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings.”

“Once we agree to work together, I’ll advise you on how to properly prepare your home with staging to accomplish this. Does that sound good?”

(Go over the quick list of tips to improve the appearance of the home.)

**Ask**:

“Any questions?”

# Great Condition Sells!

#### The First Impression Begins at the Curb

* Keep grass freshly cut.
* Weed and apply fresh mulch to garden beds and plant small flowers.
* Remove all yard clutter.
* Apply fresh paint or stain to fences.
* Paint the front door, add a new welcome mat.
* Clean windows inside and out.
* Wash or paint home's exterior.
* Tighten and clean all door handles.

#### Interior Should Be Bright and Inviting

* Clean or add a fresh coat of paint to walls and ceilings.
* Shampoo carpets and scrub floors if needed.
* Clean all bedrooms, bathrooms, blinds, light fixtures, baseboards, vents, and fans.
* Clean out and organize cabinets and closets.
* Repair all plumbing leaks, including faucets and drain traps.
* Remove any extra wall hangings, furniture, knickknacks, photos, and kitchen gadgets (consider a temporary self-storage unit).

#### For Showings to Buyers …

* Turn on all the lights.
* Open window coverings in the daytime.
* Keep pets secured outdoors.
* Play quiet background music.
* Vacate the property while it is being shown.

# Marketing

**Tell:**

“Let’s review my 14-Step Marketing Plan that’s designed to attract buyers quickly.”

(Go over each step of the 14-Step Marketing Plan.)

**Ask**:

“Any questions?”

# Marketing Your House

My **14-Step Marketing Plan** is designed for maximum exposure of your home in the shortest period of time.

1. **Price your home competitively** with the current market and price trends.
2. Advise you on how to attract buyers by **showing your home in the best possible light**.
3. Place **“for sale” signage**, with property fliers easily accessible to drive-by buyers.
4. **Respond to all buyer inquiries** immediately.
5. Optimize **your home’s Internet presence** by posting your property in the Keller Williams Listing System (KWLS), on local and global MLS systems, and on social media, with plenty of photographs and a description of your property.
6. Market your home on **multiple websites**, including my own site, my KW local office site, and KW national site, to attract both local and out-of-town buyers.
7. Post your home on **my proprietary search app** and other KW sales representatives’ apps (more than 1 million downloads and counting).
8. Create **fliers and comment cards** for viewers of your property.
9. Distribute **“just listed” notices** to neighbours, encouraging them to tell family and friends about your home.
10. Target my marketing to **active real estate sales representatives** who specialize in selling homes in your neighbourhood.
11. Include your home in **our company and MLS tours**, allowing other sales representatives to see your home for themselves.
12. Create an **open house schedule**, and market and host the open house to promote your property to prospective buyers.
13. Target **active buyers and investors** in my database who are looking for homes in your price range and area.
14. Provide you with **weekly updates** detailing my marketing efforts, including comments from the prospective buyers and sales representatives who have visited your home.

# Global Exposure

**Tell:**

“Your home will be advertised throughout the Web, on multiple sites, locally, nationally and globally.”

**Ask**:

“Any questions?”

# Global Exposure

When you list with me, you will have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through all

## the top real estate search websites—including

## 

## 

## and **hundreds** of additional channels.

# Price to Sell

**Tell:**

“So, you’re probably interested in what your home is worth, right?”

“Well, the price of your home is determined by the market. That is, what buyers are actually offering and competing sellers are accepting based on recently sold properties. The market fluctuates from state to state, city to city, and even neighbourhood to neighbourhood. Depending on the number of homes for sale at any given time, the market will either favor the buyer or the seller.”

“Our current market favors …”

**If a seller’s market – inventory less than 6 month supply:**

“… sellers. This means there are more buyers than properties for sale, so sellers are emboldened to ask for more than market price. It is easier for sellers to sell a well-priced house, and properties priced right can go fast. Buyers have fewer choices and must act quickly to get the home they want.”

**If a buyer’s market – inventory greater than 6 month supply:**

“… buyers. This means there are more homes for sale than there are buyers for them. In this market, sellers have less options and buyers are in control. Sellers must price their home even more strategically to make it attractive to the few buyers looking. And they must be prepared to negotiate to get the home sold.”

**Tell:**

“Many sellers make the mistake of pricing their homes. You many have even noticed some of your neighbours make those mistakes in the past.”

“But smart sellers understand…price is determined by the market.”

**Ask**: “Any questions?”

# Price to Sell!

* A **well-priced home** creates interest, attracts buyers, generates showings, and produces offers in a shorter amount of time.
* An **underpriced home** may sell quickly, and yet may detract buyers who wonder “what’s wrong with it?”—as well as be overlooked by buyers looking in a slightly higher price range.
* An **overpriced home** will be evident by a lack of interest, fewer showings, no offers, a longer time on the market, and possibly price cuts—which look bad from the buyer’s prospective.

A competitive price **is not based on what sellers hope for**:

* Price is not what sellers need or want from the sale
* Price is not what sellers paid originally or what the house down the street sold for
* Price is not what a website or another sales representative suggests

## Price Is Determined By the Market

The price is what **buyers will actually offer** and competing sellers are accepting, and it’s based on the current market—those properties that have recently sold. This locally set market price will influence whether buyers even see your home in their online search, whether they schedule an in-person showing, and what price they will ultimately offer.

# Comparative Properties

Prepare in advance several comparable properties—similar size, location, and amenities that sold recently.

**Include this information after this page and go over it carefully with the sellers.**

**Tell**:

“Mr./Mrs. Seller, the truth is, buyers are very smart and informed about the market, especially those who have been looking for a while. They have been looking online at property websites and will know what similar homes in your neighbourhood are listed for. And buyers are always looking for a great home at the right price.”

“I have done some in-depth research and analysis looking at comparable properties that have SOLD recently, and look at how long they take to sell, and how much competition there is on the market.”

“So let’s take a look at the comparable properties I’ve included here, and we’ll be able to determine the value of YOUR home. Okay?”

# Comparative Properties

## Comparative Market Analysis (CMA)

# Price Recommendation

**Tell**:

“After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighbourhood, I have prepared my recommendation.”

“Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw sales representatives and buyers to your home and position it as a highly appealing and highly competitive property.”

Write in the average sales price for the area and the price per square foot. Then write in your recommended price range for their home along with price per square foot. For example: Average: $250,000 and $100/sq. ft. Recommended: $245,000-$255,000 and $98-$102/sq. ft.

**Ask**:

“After looking at everything I’ve presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you’d like to list your home for? Are you ready to make a decision to work with me?”

**If Yes:** “Great, it sounds like we’ve got a price and are ready to put a sign in the yard. Let’s do it and get this house sold and get you packing!”

# Recommended Price for Your Home

My recommendation is based on the following.

* A detailed, custom market analysis
* The unique characteristics of your home and its setting
* My expertise in the real estate market

My primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw sales representatives and buyers to your home and position it as a highly appealing and highly competitive property.

* Average Sales Price: $
* Average Sales Price ($ / sq. feet): $
* Recommended List Price: $
* Recommended Sales Price ($ / sq. feet): $

# Listing Agreement

**Tell:**

“We’re in agreement about the price and it sounds like all your questions have been addressed.”

**Ask**: (options)

* “Based on everything we’ve discussed, I feel like we have the makings of a win-win relationship. Would you agree?”
* “Are we ready to move ahead on this?”
* “Is there anything we need to do before we get started?”
* “Would you like me to handle the sale of your home?”
* “Are you ready to decide to choose me to represent you in the sale of your home?”

**If yes:** Hand the sellers your **Listing Agreement** and a nice pen and ask them to sign.

**Tell: “**Thank you, I am looking forward to…”

**If no:**

**Ask:** “What is preventing you from moving forward? Do you have additional questions for me?”

**Tell:**

“I also have prepared an Estimated Seller’s Net Proceeds to give you an idea of what you can expect to receive at the Day of Completion. This details various deductions for title and/or escrow companies, insurance payments, HOA dues, real estate commissions, etc.”

# Listing Agreement Document

# Seller’s Disclosure Document

# Moving Checklist and End of Appointment

**Tell:**

“So you know what to expect, I’ve provided a **What to Expect Next Checklist**.”

“As a bonus, I’ve included a **Moving Checklist** for moving day. I know there are so many things on your mind and these little things can be overlooked.”

**Tell**:

“Thank you so much! It’s been such a pleasure meeting with you and getting to know you. And I’m so happy that we’ll be working together. I promise to live up to your expectations and do everything I’ve committed to.”

“Let’s set up a time to discuss options for staging your home, and I’ll get a sign in the yard right away. Does that work?”

“Thank you, and I’ll be in touch on \_\_\_\_\_\_\_\_\_\_\_\_\_ (insert appropriate day). Please contact me whenever you have a concern or a question. I’m here for you!”

# What to Expect Next Checklist

|  |  |
| --- | --- |
| Activity | Date |

|  |  |
| --- | --- |
| Sign in the yard |  |
| Lockbox on the door |  |
| Posted in MLS/KWLS |  |
| Staging consultation |  |
| Professional photos taken |  |
| Fliers created |  |
| Schedule Open House (optional) |  |
|  |  |
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# Moving Checklist

New Telephone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

New Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Before you move, you should contact the following companies and service providers:

***Utilities:***

\_\_\_\_\_\_Electric

\_\_\_\_\_\_Telephone

\_\_\_\_\_\_Water

\_\_\_\_\_\_Cable

\_\_\_\_\_\_Gas

***Professional Services:***

\_\_\_\_\_\_Accountant

\_\_\_\_\_\_Doctor

\_\_\_\_\_\_Dentist

\_\_\_\_\_\_Lawyer

***Government:***

\_\_\_\_\_\_Internal Revenue Service

\_\_\_\_\_\_Post Office

\_\_\_\_\_\_School

\_\_\_\_\_\_State Licensing

\_\_\_\_\_\_Library

\_\_\_\_\_\_Veterans Administration

***Clubs:***

\_\_\_\_\_\_Health and Fitness

\_\_\_\_\_\_Country Club

***Insurance Companies:***

\_\_\_\_\_\_Accidental

\_\_\_\_\_\_Auto

\_\_\_\_\_\_Health

\_\_\_\_\_\_Home

\_\_\_\_\_\_Life

\_\_\_\_\_\_Renters

***Business Accounts:***

\_\_\_\_\_\_Bank

\_\_\_\_\_\_Mobile Phone

\_\_\_\_\_\_Department Store

\_\_\_\_\_\_Finance Company/Credit Card

***Subscriptions:***

\_\_\_\_\_\_Magazine

\_\_\_\_\_\_Newspaper

***Miscellaneous:***

\_\_\_\_\_\_Business Associates

\_\_\_\_\_\_House of Worship

\_\_\_\_\_\_Drugstore

\_\_\_\_\_\_Dry Cleaner

\_\_\_\_\_\_Hairstylist