JMG LISTINGS (Agents)
STANDARD OPERATING PROCEDURES (SOPs)

What Do I Do With A Seller Lead?

Seller Lead Generation & Follow Up

Required steps to follow for any JMG-generated seller lead

Where do you generate a lead for a potential seller?

- Open houses
- Past clients
- SOI
- Client/past client Referrals
- Referrals from other agents
- Online lead sources/ISA
- Organizations you belong in or contribute to (school, church, community)

What do you get a lead?

- **JMG-generated action plan is automatically assigned when online lead enters Follow Up Boss**
- **Follow the JMG Lead follow up Timeline**
- **Make the phone call & be in front of your computer**
    - Script: *"Hi, this is [agent name] from The Jamie McMartin Group, I received your name from [identify lead source]. Do you have a few minutes to talk about your desire in selling your home? What are your thoughts and what is your timeline?"*
    - Find something you relate to in the conversation
        - Are they moving because of kids' school?
        - Are they looking in an area you or a close friend live in?
        - Make it personal, not business related
    - Get them talking THEN ask for address
    - Pull up their property
        - When did they purchase it?
        - Look at tax records to get a feel
        - Has it been listed before?
        - Have they made any upgrades or substantial changes? Write these down.
    - Set the appointment
        - I want to help you work through timeline
        - Expand on goals
    - Give enough value, but not too much so you are not needed
        - Don't share listing consultation, save this for in-person appointment
        - Offer to see the upgrades in person
        - Don't give them a listing price on the phone, go see the property first
        - Offer a date/time for them to agree to
    - Goal during phone call: Set the appointment & get all contact info (email address)

- **If the lead is not ready to book an appointment**- *"Definitely understand, why don't I give you a call tomorrow to touch base and see if you have any other questions. In the meantime, I'm going to send over more information about myself and team"*
    - *Follow up with JMG Flowcode via text*
    - *Call next day to check in & book future appointment*

- **Send a video text after the phone call (within 20-30 minutes) to put a face to the name**
  - Let them know you will follow up with an email with pre-listing information
  - Include personalized collateral with contact info & bio
  - The rest you will go over in person

- **Send calendar invitation through Follow Up Boss within 20-30 minutes**
  - Enable reminder in Follow Up Boss to remind client before the appointment
  - Make sure appointment has been added to your personal calendar

- **Update the Lead Stage & Turn on the appropriate Action Plan for the stage of the lead**

Preparing for the Listing Consultation

- **CMA Video**
- Collect supplemental pages for the listing consultation as needed for this client
- Send quick text reminder day before appointment to confirm

Day of Listing Consultation

- **Arrive 5 minutes early and have your car clean (outside and inside)**
  - What to bring to the appointment:
    - Listing consultation
    - Supplemental pages - HomeLight, Agent info/bio, other page, CMA, previous listing if it was listed before, tax records, property archive, pen, business card, signature scent (if over 450K)
    - Spray scent on listing book and leave for seller with materials
- **At the appointment:** Some agents prefer to walk the home first & others sit down to chat first - whichever way you choose to structure your consultation - BE CONFIDENT - YOU ARE THE EXPERT!

Listing Consultation

Listing consultation Outline

Introductions

Walk the home/take notes & ask about upgrades

Sit down at a table to discuss timeline & what has seller looking to move/build rapport

Review consultation and include talking points listed below

Ask for questions

Closing

Next Steps

Review Listing consultation

Use this bulleted guide to expand on the information printed in the booklet

- Our Vision
  - We pay attention to every detail
  - We provide over-the-top service throughout this process
- Strategy
  - I will align our plan with your goals in mind. We are not "guessing" or experimenting
  - I use real data and experience to support the strategy
- Exposure
  - JMG has a great reputation to be ranked top 1% in HAR
  - I have access to many tools within Compass, our brokerage
  - Promotion
    - Open Houses
    - Social Media campaigns by agent and team

  - Photography
    - We partner with a professional photographer who is trusted to capture action shots (video) and still photos that are proven to sell homes faster
    - *Mention Matterport, if applicable
    - *We also offer virtual and light professional staging, if applicable
  - Leaving Our Mark
    - Outstanding reputation in our community
    - We are a sought after group
    - Proof is in the numbers & reviews
  - The JMG Difference
    - Programs
      - (if applicable) Pull out Home Light flyer that can offer variety of programs for sellers
      - (if applicable) Builder relationships gets you a better deal in new construction
      -

- Transactions
  - Keeps us on track to make sure paperwork is compliant and timely and stress-free so I can focus on selling your home
- Marketing
  - We want your home to stand out above the competition - from the details in your photos to the way it's represented online.

- The Power of A Team
  - I am part of a collaborative team and we work together to sell your home
  - I have connections in the industry to maximize the visibility of your home and introduce your property to the perfect buyer - it's a collaborative effort!
  - Not only do you have me, but you have my team behind you to get your home sold
- As Your Agent
  - We have a large team with a ton of support, but you are only working with me as your agent. I won't pass you off to other people & will be your main point of contact throughout the entire process.
- Closing
  - Ask for the listing agreement
    - *Script: Is there anything preventing you from signing a listing contract and moving forward today? Are you ready to move forward?*
    - If they say, "I need to think about it"
      - *Script: Can I call you tomorrow morning to talk more about it?*
      - Set yourself a reminder to call at the time you said
    - Review Objection Handling below

<u>Closing Scripts</u>

- *After everything we've talked about, are there any other questions I can answer for you before we discuss next steps to getting your home listed and on the market?*

- *Next steps- I can send over the listing agreement for you to review by _________. When would you ideally like to have your home on the market & we can work backwards to choose the best day to schedule the photographer?*

- *Is there anything preventing you from signing a listing contract and moving forward today? Are you ready to move forward?*

  If they say, "I need to think about it"

  Can I call you tomorrow morning to talk more about it?

Post-Listing Consultation Follow Up

No matter their answer, send a "thank you" text or video that day!

If they said “yes”:

- Book the photo shoot
  - *Script: I will have the photoshoot link & listing documents to you by __________. I’m excited to work with you on the sale of your home. I’ll be with you each step of the way & here to answer any questions you have!*
- Send listing docs that day if you said yes
- Agent - fill out Listing Form #1 (photoshoot request) and submit
- Start

If they said “maybe”:

- Follow up next day or on date/time we discussed

If they said “no”:

- Ask why and use it as a learning experience

If they don't respond:

- Send flipbook and reach out daily in variety (text, phone, email) until they respond

Objection Handling

Are you interviewing any other agents?
“Is there anything they covered that I didn't cover on my end?”
“When is the last appointment? Do you mind if I follow up after that to answer any other questions?”

How is your marketing plan different from any other agent?

***Outline how <u>Compass, JMG, & then yourself align</u> to bring the client a unique marketing experience**
Great question! The way I can market your property differently than other agents is that I have the ability & resources to expose your home to many potential buyers through avenues other agents do not have access to.

Every Realtor you talk to should be doing the basics when it comes to marketing & the plan may sound similar- professional photography, listing the home on MLS & marketing to the Realtors brokerage and database. I do all of this, plus Matterport, a video tour, & it is all done at the highest professional level.
However, what separates me from other Realtors is that not all brokerages & Realtors have the same marketing reach.

My team is partnered with Compass, the leading brokerage in the nation. As a national brand & public company, the brokerage has the funds to market the home on hundreds of websites around the world. Over 900 websites- in Houston, this is important because we do have many buyers *coming from out of state, if they do not know about HAR, we want to make sure they are seeing your property.*

As a team, The Jamie McMartin Group has been in the industry for about 20 years & has built a large database of potential buyers.

- *We market our properties internally to over 18,000 people.*
- *I work with 20 other agents who will have firsthand knowledge of your property and can share the listing with their potential buyers.*
- *We have strategic partnerships with HAR, Zillow, & Realtor.com where the buyers searching on these sites are sent directly to our team, so that we can help them find a home in the area. These buyers are exposed to our current listings.*
- *We also have a strong social media & online presence to market to potential buyers through avenues other than the traditional sites like HAR, Zillow, & Realtor.com.*

As we discussed the market analysis report, the current average days on market is ________ & the average list to sales price % is __________. For listings that I represent I average ______ days on market & _______% list to sales price. I also make myself available to my clients anytime & will treat you like I treat family when they are selling a home. This is my full time profession and my goal is to make this process as easy & seamless as possible for you, while helping you reach your selling goals (most money, timing the sale of their current home with the purchase of the next, etc).

Can you cut the commission for me?
Normally, we do not cut commissions, but tell me a little more about that. Is there a specific reason you're asking? My broker is actually the one that makes that decision- I can take back your request & see if there is anything they can do!

Congratulations! You have a listing! Now what?

Schedule Photoshoot

<u>Step 1</u>: As soon as a client confirms they are ready to move forward-

***You MUST have the client added in Follow Up Boss before continuing in order to allow the JMG listing system and communication to run properly.**

Agent fills out JMG New Listing Form (Confirm with the client to find out when they want to have photoshoot before filling out the form):

FOR SALE LISTING: [redacted]

FOR LEASE LISTING: [redacted]

Prepare Contract & Retrieve Signatures

<u>Step 2:</u> Agent prepares listing documents in Zipforms & sends to client for signatures. Have <u>all seller documents signed</u> and in possession <u>PRIOR</u> to pictures.
For a list of which listing documents to include - Click here: [redacted].

*If you are having trouble getting docs, make sure they know we *cannot go "live" without them*

Provide Client Information

<u>Step 3:</u> Send the e-mail template Getting Ready to List your Home.docx to your client with the attached documents:

- Pre-Photoshoot Check List.pdf
- JMG Exclusions Page.pdf
- Upgrades.pdf
- Seller Disclosures (from Zipforms)
- T-47 (from Zipforms)
- Seller Net Sheet- This is a good time to provide a seller net sheet for the estimated sales price (you can use the HAR Seller Net tool or many title companies have an app)

Listing Photoshoot & Follow Up

<u>Step 4:</u> Agent meets photographer at home for pictures to <u>take measurements & complete Google Form:</u>

Google Form - FOR SALE Listing Information (Residential):
Complete Listing Form #2 (HAR input Info):
link removed

Google Form - FOR LEASE Listing Information (Residential):
Complete Listing Form #2 (HAR input Info):
link removed

Google Form - COMMERCIAL Listing Information:
link removed

- *Anything unique about the house that you would like the listing coordinator to focus on when doing captions, please note in the Google Form at this time.*
- *Be about 20-30 minutes early to help your client prepare the home before the photographer arrives!*
- *Make sure to get the Sellers Disclosures, T-47, survey, & exclusion page from the client*

Turn in Documents

Step 5: Turn in all listing documents to transactions (including scanned copies of Sellers Disclosures, T-47, survey, & exclusions page)

In the body of the e-mail use ***New Listing- Turning In Files*** e-mail template

Turning in Files to TC- Email Templates

Communicate with Client through Listing Process

Step 6: Communicate with the client - Confirm the details for when the listing will be live. Also, once the sign & supra are out- the client will be able to put a key in the bottom of the supra & then insert the bottom of the supra back into the lock box. ***If the home is vacant,*** it will be the agent's responsibility to obtain the key from the seller & put it into the lockbox before the listing goes live.

Track Listing Process

Step 7: Agent will receive updates on the progress of the listing via Slack. A channel will be created by the Listing Coordinator & you will be added to the channel.

*Before going LIVE make sure you have received the Sellers Disclosures, Survey, & T-47 back from seller & paperwork is 100% complete

Confirm “Go Live” Readiness

Step 8: Just before the listing goes live:

- Send the Listing Amendment to undo the HAR 300 form if listing documents were signed more than 3 days before going on the market
- The Listing Coordinator will let the agent know the listing is complete & ready for review.
    - If changes need to be made to the listing- email the listing coordinator with changes
    - Agent reviews listing & confirms the client is ready to “go live”/on the market.

Listing Goes Live

Step 9: Agent emails client: *Your Home is LIVE!* Email template:

*Remember to add in the HAR & video links into the email template in order for your client to view the listing.

How Do I Sell This Home?

Tasks to Actively Sell the Home

- **Create a marketing schedule/plan** for your client - schedule open houses (first few weekends & after a price change are best), schedule weekly calls to discuss strategy and the market, & set expectations for when a price reduction conversation might happen (typically 14-21 days after listing if there are not the appropriate number of showings & feedback being provided)
- **Open Houses**
- **Reverse Prospecting/Bookmarked Leads**
- **Announcements to Database**
  - E-mail Blast
  - Promote on Social Media
- **Broker Open Houses**
  - Virtual- Share with agents on the team & in the office by sharing the listing & asking for feedback
  - In person- for higher price point homes- you may want to schedule an open house open to other agents
- **Follow up with every showing-** ask for feedback & what it would take to get an offer on the table- work to uncover the objections of buyers
- **Call agents with listings in the area** & find out what they are seeing- where did their offer come from? How many showings have they had? Did the accept an offer close to list price (if pending)
- ***If in a new construction area***- call the builders to find out if they are accepting lower offers, what the incentives are, and how traffic is looking for their homes- this will help set the right expectations for your clients & listing

Provide Client Feedback and Market Data

Step 10: **Plan a weekly call with your seller-** (Monday is usually a good day for this)

- Review Market Insight (from HAR)
  - Recently listed, pending, & sold properties
  - Is competition (homes coming on the market) increasing or decreasing
  - Online traffic stats (is this trending up or down)- how does this compare to # of showings
- Revisit motivation of seller- how quickly do they need to sell or can they wait through a “slow patch”
- Discuss feedback from showings (pull report from Showing Smart) & Open houses
- Discuss what you are actively doing to sell their home (E-mail campaigns, social media ads, Reverse Prospecting, following up with buyer/agent leads, etc)
- Consider seasonal trends & discuss strategy- is their a slow time coming soon or will market typically pick up?
- Every 14-21 days, rerun comps & review pricing strategy

Price Reduction Tips:

- Good time to plan an open house
- If significant price reduction & listed more than 30 days- consider relisting the property so it looks new (*Make sure to capture showing feedback & any reverse prospect info (who has favorited the listing) before relisting- this data will be lost once you relist.*)
- Send out an email to potential buyers (can do this through ShowingSmart & reverse prospecting) & do a social media post to announce the price change

Depending on the personality of your sellers, it depends on how often you need to "touch base." For some, 1x a week with a market update may be enough. It is always a good idea to send a quick text when you see a showing pop up and always after the showing with feedback from the showing. It may be that you don't get feedback, but share that as well and that you are trying. It is also a good idea to understand the type of communication your sellers like so that you hit their expectations. This time is crucial to set the right and realistic expectation. Stay consistent and once and make sure you send yourself a calendar task so you stay on track. Do what you say you are going to do!

Reverse Prospecting & Bookmarked Leads

Reach out to agents with potential buyers and send an email to buyers that are saving and viewing the property.

Follow these steps to Reverse Prospect in HAR

Follow these steps for Bookmarked Leads

Organize Open Houses

Step 11: Schedule Open Houses *Follow the process & remember to update the Open House Spreadsheet with available/desired open house times (make sure to coordinate with your seller & the agent hosting).*

Resources for Planning an Open House:

Questions for an Open House

Selecting the right Open House

Marketing Your Open House

**See illum for more resources & videos*

Capturing Leads:

- Use the JMG QR code to have people sign into the open house
- Go to the Open House- Unclaimed Pond in Follow Up Boss to claim these leads

- Make sure to set them up on an Action Plan- the Open House plan is good for anyone you have not yet connected with after the open house
- Follow up with all leads from the open house

Open houses are a great way to showcase the house and get traffic in the home. Keep in mind, this is an expectation for most sellers until the home is sold. It is good practice to hold them during peak times - during the week can be a great time to hold them open as well. Please take an open house box provided by JMG to each open house. This will ensure you have all the tools needed to set you up for success. It is also imperative to log in via the QR code or manually each person that shows up to the open house. We have open house campaigns that are in Follow Up Boss to help stay in contact with your prospect.

What Do I Do Once I Get an Offer?

Compare Offers and Guide Client in Decision

Step 12: *Present all offers, keep in mind the first one is often the best! It is our job to educate the sellers on the terms of the offer and pros and cons of the presented offer. For this, many factors go into play on a response - time on market, is it priced accordingly, how motivated are the sellers, and over all terms. A good practice is to send the offer via pdf with bullet points. In the email state all the terms and let the sellers know you will be calling to go over - that you wanted to give them a minute to review and discuss.Your job is to present, discuss, then counter to the buyers agent - make the magic happen. It is the decision of the seller on the terms. We always remain professional no matter what the offer is for all sides of the offer.*

Execute Under Contract

Step 13: Once the listing is under contract- follow the Under Contract Procedures- Executed Contract Procedures.docx (link removed)

Ask for a Referral & Review

Step 14: Is the house sold and clients are happy? Ask for a referral and send an email template requesting a Google Review! Use the Email template in your "Agent Personalized Marketing Stuff" folder.