THE ULTIMATE REAL ESTATE PLAYBOOK: THE LISTING EXPERT

Building Trust and Rapport from Beginning to End

What to Do Before, During, and After the Listing Presentation

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At a GLANCE

For most agents, a listing presentation is their one big shot to demonstrate their expertise and build trust. For Chris Grant, a listing presentation isn't one block of time – it's a process that takes place before, during, and after the appointment itself.

Southwest Florida
PRIMARY MARKET

$400k
AVERAGE PRICE POINT

12
YEARS IN REAL ESTATE

2022 PRODUCTION STATS

235	$100,000,000	$1,700,000
TRANSACTIONS	SALES VOLUME	GCI

CORE CLIENTELE
- ✓ Investors
- ✓ Retirees

PRODUCTION
35% | 65%
Buyers | Sellers

TEAM STRUCTURE
- ✓ 10 agents
- ✓ 5 staff members

Chris

ON COACHING

Coaching kept me in this business when I was going to quit because I was so aggravated. My coach and I started with mindset, time blocking, tracking, and lead sources. This helped me stay focused on what was moving the needle and got me away from things that were killing my production. Accountability and networking have also been huge in helping my business continue to grow.

BY THE NUMBERS

65%

Of business is listings (2022)

80%

Listing taken ratio

1

Appointment set for every 7 conversations

2 / 14

Appointments set goal per day/week

THE STORY

Around 2015 when Chris was four years into his career, he took a step back to seriously consider the elements of a great listing presentation. From there, he began field testing his presentation, incrementally improving it over time. He continued to reflect on what people in his market were looking for, and this reflection came to be essential.

As a straightforward and results-oriented listing agent, Chris clearly explains to future clients how he applies his expertise in all areas of the sales process – from marketing to negotiations to the transaction process. But most importantly, he communicates that customer care is the foundation of his business.

Movement toward the perfect presentation is rooted in listening to clients, incorporating their feedback, and continuously adapting to their needs. His listing presentation success is a result of what he does before, during, and even after the appointment is over. By understanding the most meticulous detail of the big picture, he has increasingly established himself as a listing leader.

THE STRATEGY

GETTING THE APPOINTMENT

- The first point of contact is the beginning of Chris' presentation. The key: ask the right questions upfront, foster a relationship, and start earning the business by providing value. His goal is to be the first agent to offer assistance and guidance to the potential seller.

TOP CTAs

- **Online lead:**

"Hi (blank), this is Chris Grant with RE/MAX. I see you just logged on via (source). I'm the preferred listing agent for (source) here in the area. I see you would like to sell your home located at (address). Let me ask you, ideally when would you like to have this home sold by?"

- **Referral:**

"Hi (blank), I was introduced to you by (blank) as I am the top selling agent here in (blank). Let me ask you, ideally when would you like to have this home sold by?"

- **FSBO:**

"Hi (blank), this is Chris Grant with RE/MAX here in (blank) and I'm calling about the home you just listed for sale on (blank). I see you are asking (blank). Let me ask you, if I could show you how you could net your asking price, would you be willing to meet me today at (blank) or tomorrow at (blank)?"

- **Expireds:**

"Hi (blank), this is Chris Grant with RE/MAX here and I'm calling because I see you were interested in selling your home on (blank). Let me ask you, when are you going to interview for your next agent who will be in charge of marketing and selling your home here?"

THE STRATEGY

BEFORE THE APPOINTMENT

- After booking the appointment, Chris immediately sends a personalized video message to better introduce himself. It conveys his personality and enthusiasm about the upcoming meeting.
- He sends an appointment reminder card, then lets them know his assistant will reach out to them beforehand to provide a friendly reminder.
- He sends a copy of his listing presentation and the complete listing package that he will discuss with them in person. This allows prospective clients the opportunity to familiarize themselves with the content and come prepared with any questions or concerns.
- On the morning of the appointment date, Chris and his team call those who are scheduled to ensure they are ready.

AT THE APPOINTMENT

- At the beginning of the appointment, he revisits and further explores the owners' goals, expectations, and priorities. He also inquires about any other real estate professionals they may be considering, and what their decision-making process will be.
- As the seller shows him the house, he pays close attention to how the clients talk about their property to learn what is important to them. He is never critical and only speaks about something if he has something positive to say. It's all about building rapport.
- Chris prefers to meet in the living room over the dining room as it can foster a more relaxed and open conversation.
- During the meeting, he lets the homeowners do most of the talking while he listens attentively to get a better understanding of the motivations and goals so he can understand how to align his services with their needs.

THE STRATEGY

MATERIALS

- Chris ensures that he has all the essential materials for his pitch, including his comprehensive listing presentation. This presentation encompasses crucial elements such as his marketing plan, which outlines the strategies he employs to effectively sell properties. In addition, Chris includes information about his total sales and highlights recent sales in the neighborhood, showcasing his success as a top agent in the MLS.
- Even while he provides printed materials, as most people tend to appreciate having tangibles, he also has digital copies if they prefer to use their phones or tablets.
- He discusses what is entailed in the disclosure form.

LISTING AGREEMENT

- Chris brings a physical copy of the listing agreement.
- He takes the prospective clients through it line by line, even if they're not ready to sign it. This ensures that when they are ready to proceed, they can immediately sign.
- When clients don't sign during the initial meeting, he schedules a follow-up during the meeting. The optimal time is immediately after the prospective clients have had their last meeting with other agents.

Chris' 3 Action Items

FOR SUCCESS

1. Building trust and rapport before, during, and after the appointment by asking meaningful questions and active listening.

2. Do more than just set the appointment. Take advantage of your initial connection to learn everything you can about them, the move, their plans, and more to build rapport.

3. Everyone has an opinion on the timing of your listing presentation. Mine is to focus on getting in the door first so you can win the contract before other agents even have a chance.

6 Things Chris Will Do
MOVING FORWARD

1. Update his presentation and layer in new offers as they relate to the current market (ex., concierge for hurricane damage, home watching program).
2. Review other agents' presentations and implement new ideas.
3. Role-play listing presentation with team.
4. Test/track success as they tweak their process.
5. Update recent sales/testimonials quarterly.
6. Work with his Tom Ferry coach to help keep him accountable and implement these ideas!

Chris'
TOOLKIT

SEE SUMMIT RESOURCES FOR CHRIS' TOOLKIT

Listing Presentation

The Grant Team's listing presentation.

Video Message Example

Example of video messages Chris sends to listings leads.

Listing Agreement Checklist

The Grant Team's checklist of listing agreement items.

Photography and Showing Checklist

The Grant Team's checklist for photography and showing action items.