

 TomFerry™

#1 COACH

in Real Estate Training



A Decade of Dominance

Now 10 Consecutive Years!

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023



Follow Tom on Social



@TomFerry



@TomFerry



@TomFerry



@CoachTomFerry



@TomFerry



@therealtomferry





TomFerry

ROADMAP

WIN THE LISTING

Treasure Davis - Colorado Springs



HOW DO YOU RATE YOUR PROCESSES 1-5?

PRE-APPOINTMENT



APPOINTMENT



FOLLOW-UP



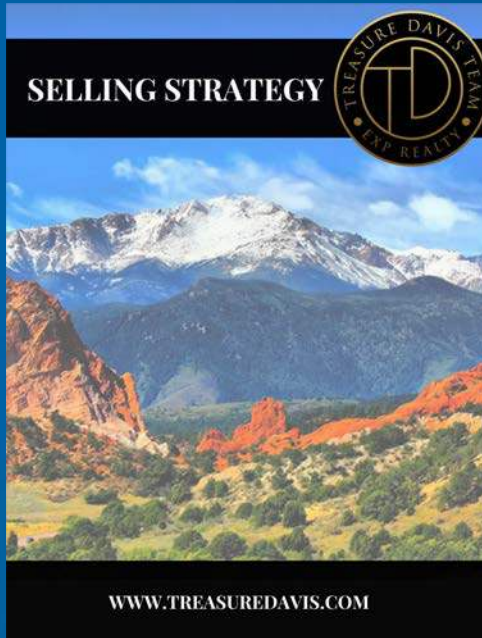
Initial Intake

- Property Info such as address, number of bedrooms/bathrooms
- Any upgrades or updating that they have completed (New Flooring, Granite, Etc)
- Are any repairs needed
- Current Mortgage Balance (For Net Proceeds Purposes)
- All of their Contact Information
- Pre-qualifying (Are they ready to move, motivation, what they are looking for in an agent)



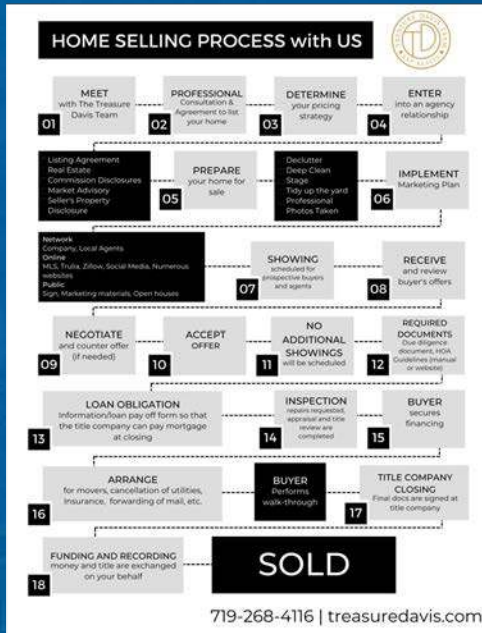
Preparation

- ✓ Send email to seller confirming appointment - Google calendar invite
- ✓ Pull Comps & Zestimate - Put into your Highnote
- ✓ Put together your Listing Bag
- ✓ Look through your database for potential buyers - print out for your reference to speak about - not share
- ✓ Put together a coming soon video & selling folder to leave behind



Selling Strategy

We are committed to being the Market Expert! Our goal is to sell your home for the most amount of money in the least amount of time. Our selling strategy presents our plan to achieve all of the above!



Home Selling Process

The home sale process can be overwhelming! Here's a roadmap of what you can expect through your home selling journey.


Appointment Day

- ✓ Confirm the appointment
- ✓ Review your HighNote
- ✓ Show up early and drive the neighborhood for signs, great features
- ✓ Ring doorbell/knock right on time
- ✓ Hand your business card and follow social cues as you enter

Appointment Day Notes

- ✓ Tour Home and take notes - compliment the things you love
- ✓ Talk to seller about their plan and timeframe - Reason for selling etc. Review answers
- ✓ Review your stats and Unique Selling Proposition
- ✓ Review marketing plan (Photography, Print Marketing, Online Presence, Broker Tours, E Flyers Etc.)
- ✓ Review Comps
- ✓ ASK FOR THE CLOSE
- ✓ Listing Paperwork Signed. Or when a decision will be met.
- ✓ Ask to follow up

What's in the listing bag?

- 
- Booties
 - Water, Cough Drops
 - File Folder - Samples
 - Ipad
 - Folder - leave behind

FOLLOW-UP

- ✓ Thank you Card sent
- ✓ Thank you email. This will include a link to review page and sample virtual tour. MLS stats if necessary
- ✓ Small token of appreciation for meeting - Sending to work address?
- ✓ Always set your next follow up

OBJECTIONS

1. Price. They want more than the home is worth. Tour other homes in the area
2. Commission. Be prepared with a net proceeds sheet. Show your worth.
3. Home doesn't show well. You must be honest. It's in their best interest.
4. Talk about the importance of them staying out of a buyer's way
5. What are some other objections?
6. "Over the last 12 months according to the MLS, I sold homes 67% faster and for approx \$15K more. Would you like to see some testimonials?" "My list to sell ratios is 98% when the industry average is 94%. What this means to you..... I negotiate

PRO TIPS

- ✓ Listen to what the seller has to say
- ✓ Roll up your sleeves and help out where you can (go over examples)
- ✓ Be able to identify and solve the homeowners problems, without them telling you what that is.
- ✓ Do you tailor your listing presentation? (ex: based on price point, repeat client, seller's technology levels?)
- ✓ Do you go page by page? Just because you are excited, doesn't mean the seller needs to go page by page. Talk to them about you can do for them. Be able to ID what they do/don't want to hear. Pay attention to body language and the cues they are putting out there.
- ✓ Good research should not be presented, but rather shared with the sellers. How can you do that?
- ✓ Take the sellers out to show them the competition (vacant homes preferred)
- ✓ Show sellers that you have buyers



WHERE IT CAN GO WRONG

Are you neglecting a seller's preferences and questions?

Are you coming off to “sales-y”?

Are you not effectively explaining your value prop?

Are you failing to follow up?

Are you displaying poor market knowledge and offering weak CMAs?

Are you emphasizing on the “I am” and “me” and not on the “you”?

GOOD TO KNOW.....

Source of listings-SOI 47%, Client referrals 37%, Agent to Agent referrals 16%

Is this in line with your business model? What source can you be obtaining more listings from?

70% use a hard copy presentation, 15% using a tablet, 10% laptop and 5% email only.

How does this compare to what you're doing?

What part of the LP influences sellers the most?

Personality, communication skills and rapport 41%

Good marketing strategy 22%

The CMA 20%

Your track record 11%.

Your explanation of the services you'll provide 6%

REVIEW EVERY

QUARTER

How important is local knowledge?

What can you be doing while waiting for new business?

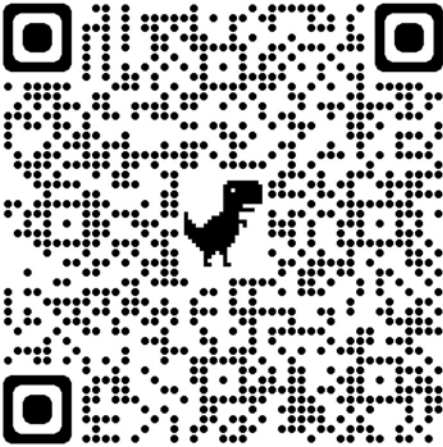
How do you distinguish yourself?

Know your contract!

Track your conversion

Look at other listing templates

For more listing information, scan below!



Let's



@treasuredavisteam



@TheTreasureDavisTeam



www.treasuredavis.com

