

# Listings: Your Secret Sauce is YOU



@keriannkeriann



# Keri White

Human Element Real Estate

## President & Co-Owner

Human Element Real Estate, Los Angeles

## Over 19 Years

LOS ANGELES REAL ESTATE EXPERIENCE

Wall Street Journal Top 1%  
OF AGENTS FOR 6 CONSECUTIVE YEARS

Chairman Award  
THE AGENCY 2020

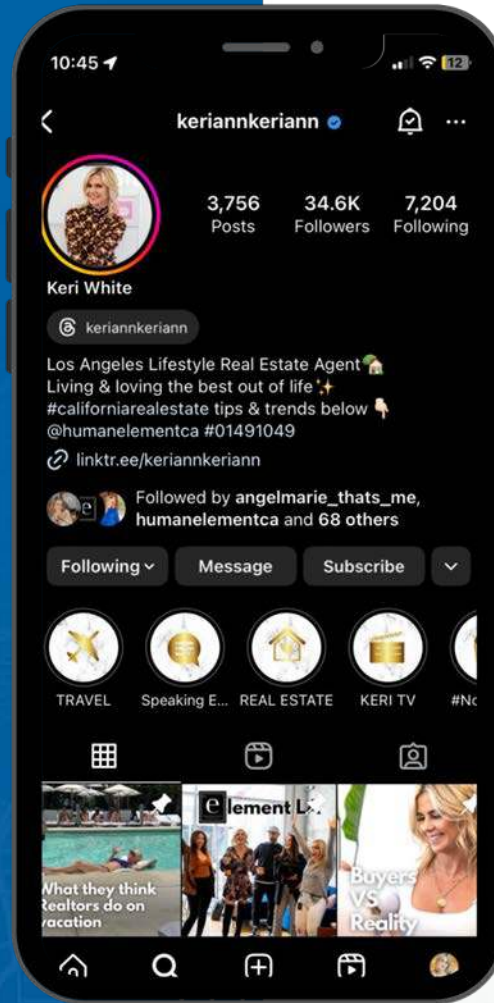
5 Stars On Zillow  
CONSISTENTLY REVIEWED AND RATED

## Real Estate All-Star

LA MAG 2020, 2021, 2022, AND 2023

Best of Santa Monica 2023 Winner  
SANTA MONICA MIRROR

2017 - 2024 Five Star Real Estate Agent  
FIVE STAR PROFESSIONAL



A hand pointing upwards in a crowd, with a semi-transparent white bar overlaid on the left side containing the word 'Question:'.

# Question:

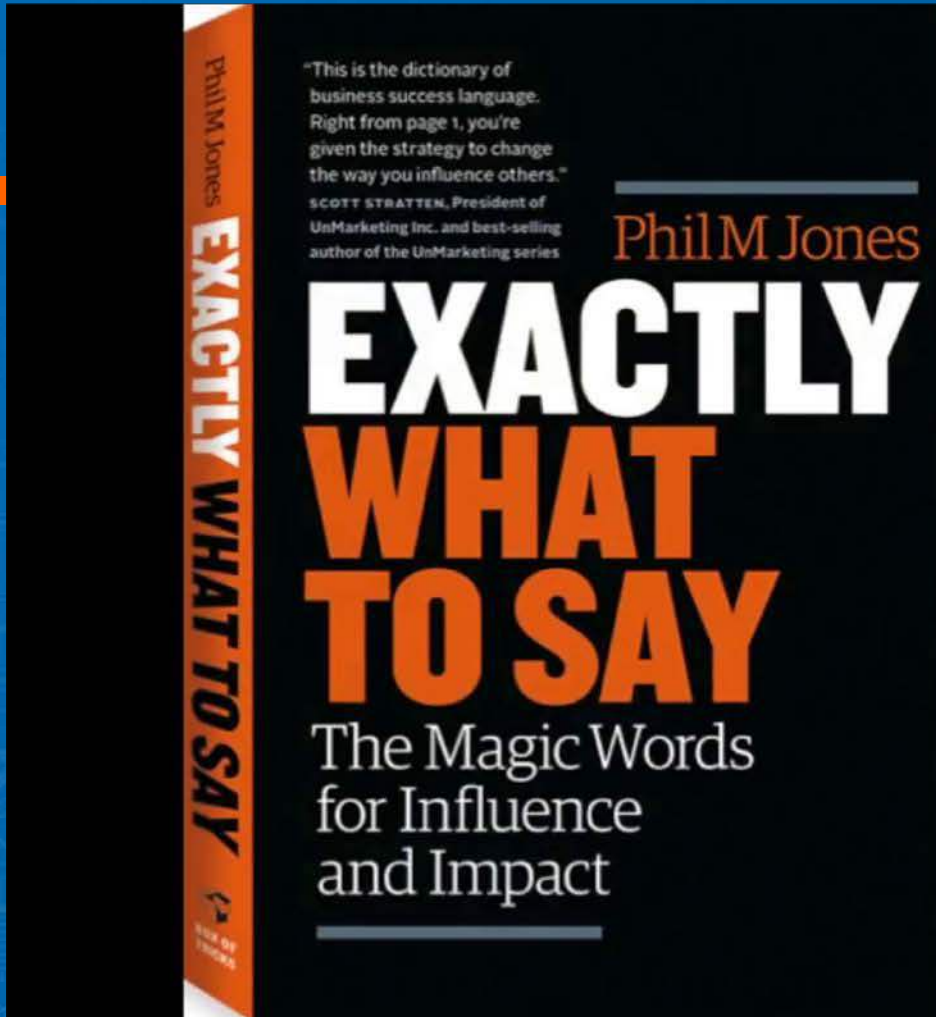
What strategies do you currently use to differentiate yourself from other agents?



# Attracting listings is the KEY for 2024

- ★ 4 million homes sold in the United States in 2023
- ★ 5 million homes sold in 2022
- ★ 70% of agents had not taken any listings in 2023 as of Oct

Not only is attracting these listing opportunities going to be important for 2024, but GETTING the listing is key.





**Give them  
NO REASON  
but to choose you.**

- ✓ Be So Prepared
- ✓ Be SO Extra Confident
- ✓ Connect with Clients on a Human Level
- ✓ Be Knowledgeable
- ✓ Ask the Right Questions

Everyone will have a listing presentation, comps, knowledge of the area, and know what to say.





# Mock Trials








## Mock Trial Process @ Human Element Real Estate

- 1 Hour on Weds
- One Agent is Listing Agent
- One Agent is Seller
- Live Presentation is done
- Recording of Presentation
- Feedback & Insight is Given

*Rinse & Repeat Weekly*



***"I've been doing this for 30 + years and have sold over  
1,000 homes.***

***If there is anything you think I wouldn't be qualified for to  
sell your home... I'd like to know."***

**Char Costantino**





# What is YOUR Secret Sauce?

- 
- ✓ Highest Price Per Foot
  - ✓ Video Marketing
  - ✓ Top Team
  - ✓ Sold More in the Area
  - ✓ Senior Specialist
  - ✓ Architectural Homes
  - ✓ 1031 Exchanges

# Repeatable, Proven, Process



# Listing Format

## ✓ Pre-Listing Appointment

Pre-Listing presentation  
Email or Video that goes to them 24 hours before

This includes a CMA,  
Reviews, Bio, Company  
Info, Anything relevant

## ✓ Find Out What's Important to Them

Tailor your services and marketing strategies to align with the homeowner's specific needs and preferences

## ✓ Explain the process and communication

Tell them what it's like working with you

Who is on your team?  
Who will sit the open houses? How do you conduct your process?

Answer questions before they ask

## ✓ Home Sale Preparation

Explain the importance and Impact of Home Sale Prep with visual examples of what you've done in the past

Showcase before and after stories, along with reviews from the sellers

## ✓ Listing Presentation with Marketing

Formal Listing Presentation

Highlight your 38 point marketing plan

Show them examples of what you've done, show them how your strategies work, give them case studies, tell them about the market





## Listing Steps

Below is a quick synopsis of the steps and the timeline for selling your home

### Initial Steps:

- VISIT YOUR PROPERTY AND DISCUSS LISTING PREPARATION IDEAS AND GOALS
- REVIEW AND SIGN LISTING PAPERWORK AND SELLER DISCLOSURES
- MEET AND SPEAK WITH STAGERS, CONTRACTORS AND ANY PROFESSIONALS NEEDED
- PERFORM PRE-LISTING HOME INSPECTION TO ASSESS REPAIRS NEEDED
- PREP, CLEAN, STORE AND PURCHASE ITEMS AS NEEDED
- REVIEW TIMELINE BASED ON FEEDBACK, FINDINGS AND ASSESSMENTS

### Market Prep:

- SCHEDULING STAGERS, PHOTOGRAPHERS & VIDEOGRAPHY, CLEANERS.
- POCKET, OR "OFF-MARKET" LISTING: AS SOON AS WE HAVE MARKETABLE PHOTOS, WE CAN USE THIS TIME PERIOD TO TEST THE MARKET BY REACHING OUT TO OUR VARIETY OF NETWORKS. CAN LAST 3 + MORE DAYS.

### Showtime:

- LISTING GOES LIVE IN THE MLS! WE WILL LIST LIVE ON THE MLS no sooner than 72 BUSINESS HOURS AFTER OUR PHOTOSHOOT DAY
- LISTING LAUNCH IS THURSDAY, NO SHOWINGS FRIDAY BEFORE THE OPENS SUNDAY AND TUESDAY
- SET OFFER DEADLINE IF NEEDED
- COORDINATE WITH YOU ON DESIRED SCHEDULING TIMES FOR QUALIFIED BUYERS
- REVIEW OFFERS
- CONFIRM SELLER DISCLOSURE PACKAGE IS COMPLETED TO SUBMIT WITH ANY COUNTER-OFFER

OPEN ESCROW AND COMMENCE THE ESCROW PROCESS



+ LISTING STEPS

## Additional Information

### The Offer Process:

When we receive offers, we carefully review the pertinent deal points and provide you with an easy-to-reference visual to analyze the offer(s). We provide options and guidance for how to respond and get the best results. Keep in mind you have three options for the offers: You can reject, counter-offer or accept. Once you accept an offer, you cannot legally cancel escrow unless the buyer does not perform per the contract.

### The Escrow Process:

Once you have accepted an offer from a buyer, the escrow process begins. This can be anywhere from 14-45 days depending on the terms of the accepted offer. A Sellers escrow costs are between 6 and 7% on average. The closing costs include the city and county transfer taxes, the escrow & title fees, the commissions, and any standard city requirements at point of sale. Escrow will assist you in any loan payoffs, obtaining a clear title, transferring any tax liabilities.

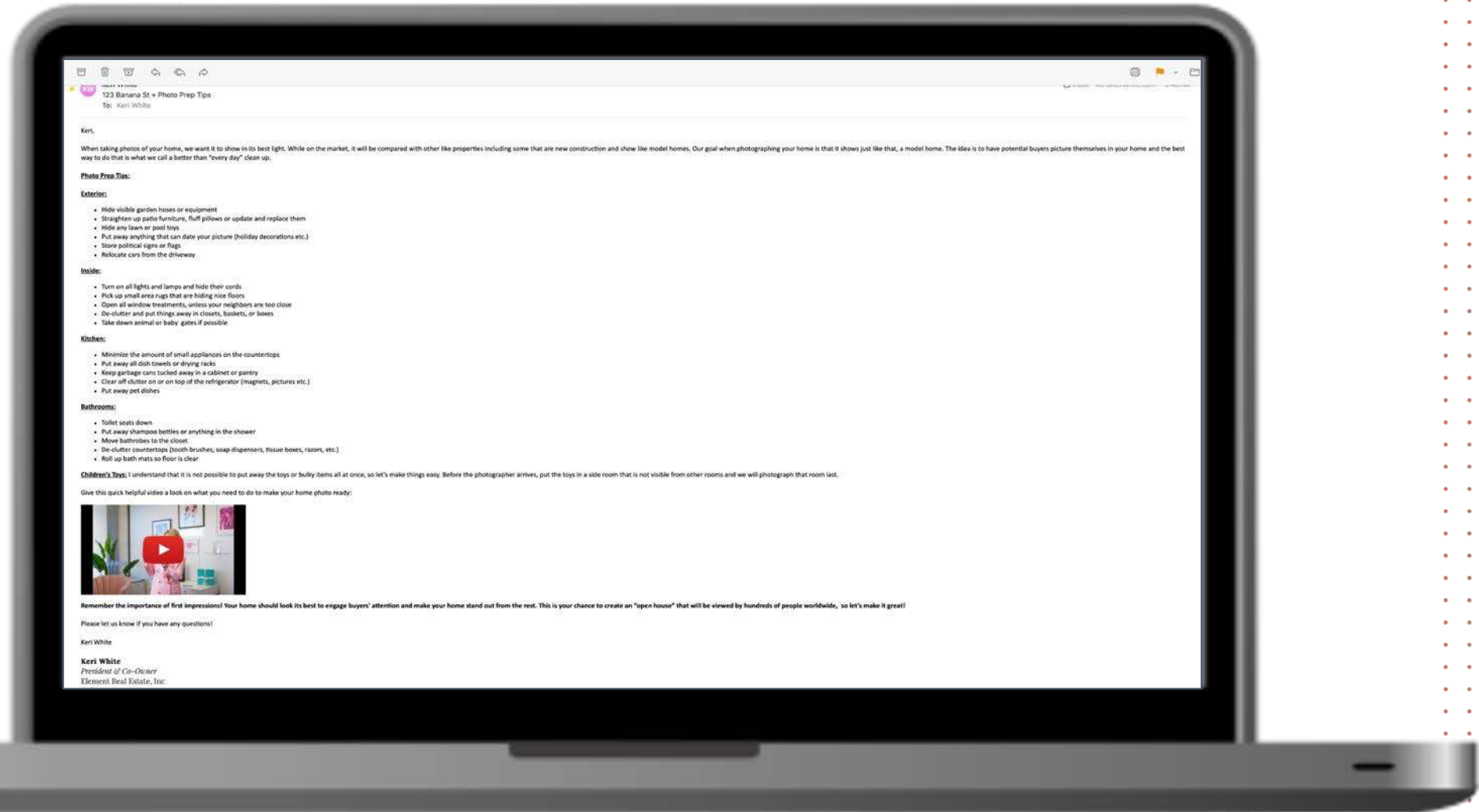
### What you may not be thinking about?

How do Taxes Work? How does my loan get paid off? Do capital gains apply? Where do I find these contacts? How much work will this be?

We have referrals for any vendors you may need no matter the stage or game plan you have decided for selling your home. When you are ready for photos, we have an easy "photo prep" guide we can share as well. This link showcases the importance of prepping and professional photos: [The Importance of Listing Preparation.](#)



# Seller Email Templates



# Seller Video Templates

**Seller Transaction Videos**

Keri White Real Estate

Unlisted

8 videos · 203 views · Last updated on Apr 24, 2022

▶ Play all    🔀 Shuffle

No description



**Welcome to Escrow**  
Keri White Real Estate · 58 views · 1 year ago



**Preparing for Your Home Inspection**  
Keri White Real Estate · 35 views · 1 year ago



**Request Presentation**  
Keri White Real Estate · 29 views · 1 year ago



**All Contingencies Removed**  
Keri White Real Estate · 33 views · 1 year ago



**Congrats on Your Official Closing!**  
Keri White Real Estate · 29 views · 1 year ago



**Preparing for Photos**  
Keri White Real Estate · 31 views · 1 year ago



**Disclosure Explanation**  
Keri White Real Estate · 24 views · 1 year ago



**Explaining the Appraisal Process**  
Keri White Real Estate · 18 views · 1 year ago





# DJ Press Play



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# Human Element Numbers

## 2023 Numbers

Element outperformed the market by 77% in 2023

105 Listing appointments, 95 listings taken

Our avg list price received was 103% vs our Local MLS at 99% list price received. ( On a million dollar home we saved our sellers \$40k )

Avg Days on market was 7-10 days  
Local MLS was 27-35 days

Pending's up 48% compared to the market in 2023



# Action Items

## FIND YOUR SAUCE

Be clear on your UVP. What sets you apart. Why should they list with you. Lean into that confidence of knowing you are a badass.

## MOCK TRIALS

Mock trials like this can be valuable training tools for agents to hone their skills, gain experience in handling different scenarios, and receive constructive feedback to improve their performance in real-world situations.

## HAVE A PROCESS

Know your process from beginning to end and be able to deliver that to your clients.

“This is what it’s like working with us...”

*Hit the next button!*





# Keri White

*Human Element Real Estate*

 **424.262.4522**

 ***hello@keriwhite.com***

 ***@keriannkeriann***

 ***www.keriwhite.com***