



Pricing and
Preparation



Promotion



Why should you
work with me?

**3 SLIDES
EVERY LISTING
PRESENTATION
NEEDS**

Brought to you by...



Paperless Agent[™]

It's more than training, it's a lifestyle.

Technology changes fast. From new apps to digital marketing, it can feel impossible to keep up.

At The Paperless Agent, our mission is to help real estate professionals from all experience levels filter through the hype and master the tech that will grow your businesses and save you time and money.

If you like what you see, check out <http://thepaperlessagent.com/> for more great tips.

Sellers expectations are changing...

Over the last decade, technology evolved at a break-neck pace, and consumer behavior has changed just as quickly as we adopt and adapt to the latest innovations.

The same is true of real estate consumers. Today's buyers and sellers are adept at using technology, from smart phones to social media, and this familiarity with the latest tech has dramatically impacted the home buying and selling processes.

Think of it this way: In 2001, only 8% of buyers found the home they purchased online. Today, almost half of all buyers found the home they eventually purchased online.

For us as real estate agents, this shift means buyers and sellers expectations of us has changed as well.

Just take a look at this statistic from NAR's Profile of Home Buyers and Sellers Report:

What do sellers want most from their agent?

- 23% - Help market homes to potential buyers
- 14% - Help find a buyer for home

More than one-third of all sellers interviewed said they wanted help marketing or finding a buyer for their home.

Now, in the old way of doing things, "marketing" a home meant putting it in the MLS, placing a sign in the yard, and praying that it sold. That no longer cuts it.

Today's sellers understand the home selling process and the latest marketing techniques. And even if they don't, all the information they could ever want to know about it is just a quick Google search away.

That means we need to do a better job educating and sharing information with our sellers...

Sellers expect more information from you than ever before, and so when you sit down during your listing appointment, you need to educate your sellers and demonstrate your competence when it comes to marketing and selling a home!

With that in mind, let's get into the three slides your listing presentation must have to educate your sellers, demonstrate your competence, and convince them to list with you!

1. Marketing Campaign Slides

Pre-Launch Campaign



The image shows a transition from a social media post to a real estate listing page. On the left is a Facebook post from GoodLife Realty featuring a photo of a house and the text "Stunning Home in Spicewood... with Arnold Palmer designed golf course!". A pink arrow points to the right, where a screenshot of the real estate listing page is shown. The listing page includes the same photo, the address "ACTIVE: 27128 Founders Place Spicewood, TX 78669", and a "Contact The Team" form.



Marketing Campaign



The image displays a collection of logos for various marketing and real estate partners. The logos include: a megaphone icon next to "Facebook Ads"; the "craigslist" logo with a peace symbol; the "Austin Board of REALTORS" logo; the "Austin homeSearch" logo with a house icon; the "realtor.com" logo with a house icon; and the "Austin LUXURY NETWORK" logo in a gold-bordered box.




Pre-Launch Campaign

 **Goodlife Realty**
Sponsored · 

[Like Page](#)

Stunning Home in Spicewood... with Arnold Palmer designed golf course!



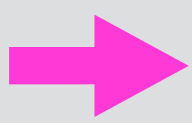
Stunning Luxury Home in Spicewood, TX


Plenty of privacy found in this single story, waterfront home with amazing Texas sunsets overlooking manicured golf course & the hills beyond. Courtyard pool/spa, outdoor kitchen, gorgeous patio fireplace. Fabulous finishes such as native stone...

[GOODLIFETEAM.COM](#)

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The GoodLife Starts Here.

Home · Blog · Austin Neighborhoods · ACTIVE: 27128 Founders Place Spicewood, TX 78669

ACTIVE: 27128 Founders Place Spicewood, TX 78669
by GOODLIFE on SEPTEMBER 5, 2014



[Photo Slideshow](#)

Stunning surroundings and views!

Plenty of privacy found in this single story, waterfront home with amazing Texas sunsets overlooking manicured golf course & the hills beyond. Courtyard pool/spa, outdoor kitchen, gorgeous patio fireplace. Fabulous finishes such as native stone walls, natural wood beam vaulted ceilings, wood & tile floors, great built-in's throughout. Community offers Arnold Palmer designed golf course, full clubhouse and restaurant, tennis, gym and 24-hour manned gated access. Most furnishings negotiable.


Contact The Team

Name *
First Last

Email * Subject

Question *

[Submit](#)

FIND MY HOME 
Let your lifestyle drive your home search >>



Marketing Campaign



The Marketing Campaign Slides

Just recently Garry Wise, our co-founder and co-owner of our associated brokerage GoodLife Realty, picked up a luxury listing.

This client had worked with an agent to sell the home already, but he was unsatisfied.

Why? The real estate agent did nothing to sell the home.

The agent still adhered to the “old way” of marketing a home... You know, they put it in the MLS, placed a sign in the yard, and prayed that it would sell.

Garry won over this seller by sharing the details of our comprehensive property marketing plan. We promise massive exposure through our “holistic” marketing plan, and we explain exactly what we’ll do to fulfill that promise.

Our marketing plan consists of two parts...

Part One: Pre-MLS Marketing Campaign

Before our listings hit the MLS, we conduct a series of activities to generate a buzz about the home and to make sure the home gets found online.

(It's never good when a seller Googles their address, and they can't find their home on your website or anywhere else...)

This is our "launch campaign," in marketing speak. If you don't already have a launch campaign of your own, here are some ideas for activities you can do:

- ✓ Place a company branded "Coming Soon" real estate sign on the property.
- ✓ Create a "Featured Property" landing page on your personal or company website.
- ✓ Upload professional-grade photos (with the address in the file name) uploaded to the "Featured Property" page.
- ✓ Film a property tour and interview with the seller and upload the videos to YouTube and the webpage.
- ✓ Post the property to your Facebook and Twitter pages
- ✓ Create Facebook Ad Campaigns to start marketing the property to buyers

Part Two: Marketing Campaign

Launch activities build on the Pre-launch phase by “announcing” the property’s availability through a combination of online and offline channels. This is the “holistic” approach.

Sellers expect you to market through popular channels (such as Facebook, Twitter, and Craigslist), and this slide addresses those concerns.

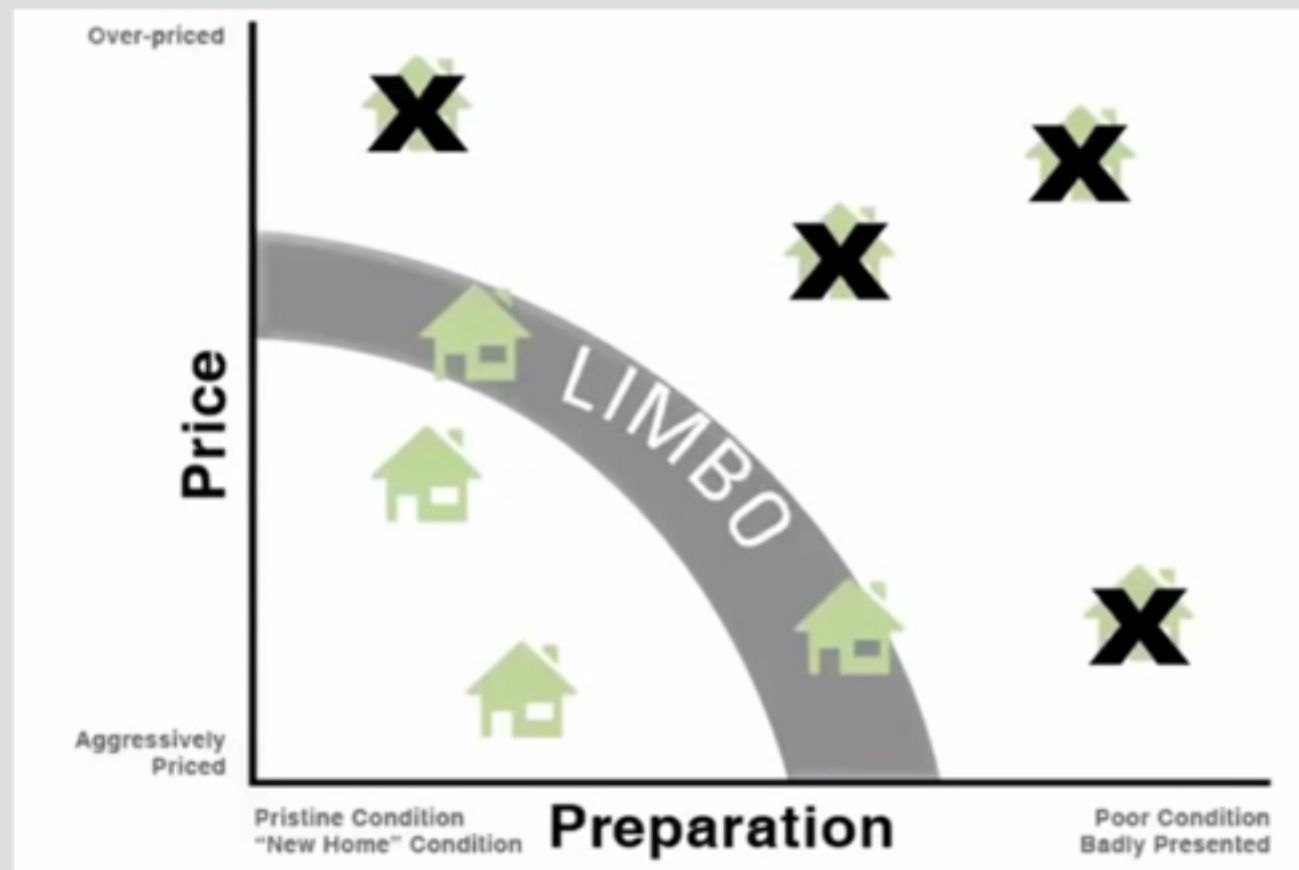
It also shows how much more you will do to market their homes. Other agents aren’t doing this, and your sellers will be WOWed and will be confident in your ability to find a buyer for their home.

- ✓ Announce the property to your network of real estate agents.
- ✓ Create Facebook Ad campaigns to the property in front of potential buyers
- ✓ Showcase listings on realtor.com
- ✓ Host an Open House and promote it through Facebook, door-knocking, and so on.
- ✓ Post the property to your Facebook and Twitter pages
- ✓ Create a Craigslist Ad to promote the property

2. Pricing & Preparation Slide

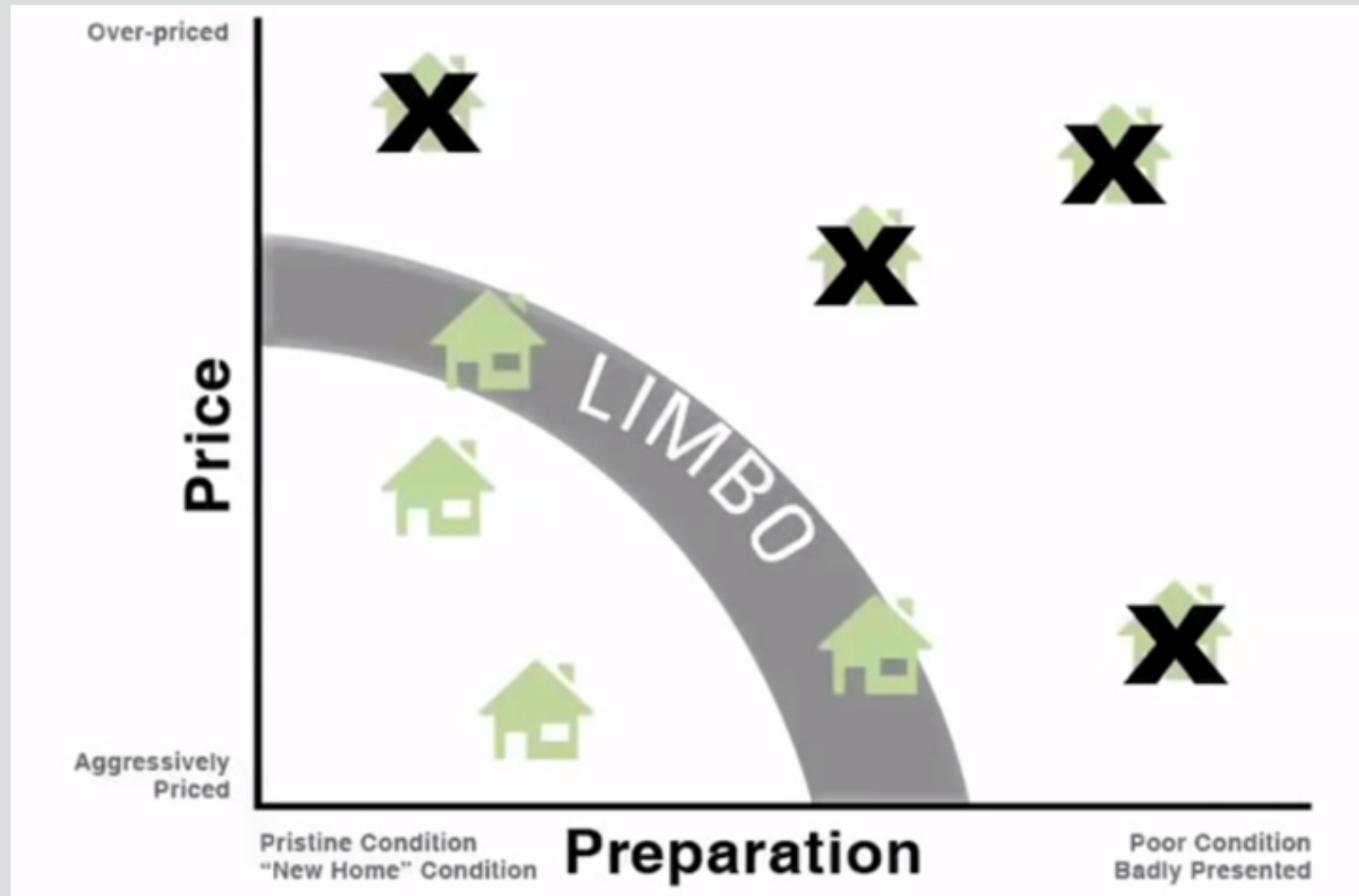


Pricing & Preparation





Pricing & Preparation



When working with a seller, how to price their home can be the biggest point of contention.

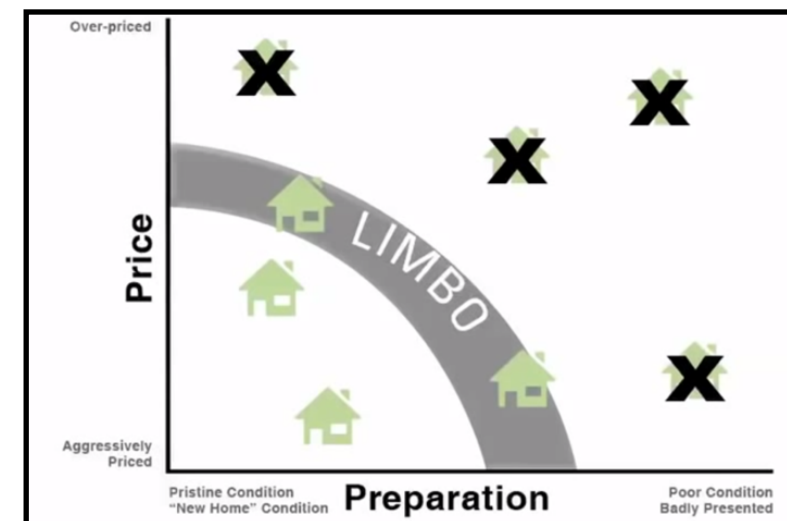
Some sellers want to price their home just a little bit high and hope someone buys it...

Some sellers want to price their homes really high to allow room for negotiating...

And so on. This slide heads off many of these questions by illustrating the dangers of pricing the home incorrectly.

It's also common to have to work to get sellers onboard with properly preparing their homes for sale. Staging, repairs, and so on all factor into preparation.

To show sellers the importance of proper pricing and adequate preparation, we use the graph shown to the right:





The home is outside of what the market will accept. These homes get no showings, and the feedback is consistently that the home is really over priced.

When you situate a house out of the market, the showings you could have gotten will never happen. Even if you try to repair the situation, those buyers aren't coming back



Homes are in "Limbo" land. Limbo is where you're slightly over priced, and the preparation is not quite good enough. The homes is getting showings and within the pricing threshold, but people aren't putting offers in.



These homes are in the "sweet spot." They are priced at market and look great. Buyers feel confident that the home has been taken care of, and offers come in because the price is fair.



People fear that if you price it aggressively, they won't get as much for their home. However, if the home is in that "sweet spot," you'll attract more buyers to the home, and have more buyers bidding on it.

It's important to communicate this. And the next slide helps ease any fears your potential seller might have...

3. The “Why Work With Me” Slide





List —————> **Sale**

22 Days
97.6%

14 Days
99.8%

ATX

vs



**Austin
Real Estate**

**GoodLife
Realty**

This is the slide that really solidifies the seller's decision to hire you. It shows the seller what's in it for them.

By comparing your individual's stats or the brokerage's stats against your market's average, you can show the seller that he or she will make more and sell their home faster if they work with you.

You've shown them your marketing plan, explained the importance of pricing and preparation... now you're saying *if you work with me, everything I just shared with you will help you sell your home faster and for more money.*

The numbers speak for themselves. You don't have to do as much convincing!

Want more information on creating the *perfect* digital listing presentation?



Watch a recording of our webinar *The 5 Slides Your Listing Presentation Needs in the Digital Age!*

We'll cover these slides and more in depth. Plus you'll get presentation tips, marketing ideas, and more from Chris Scott, real estate marketing expert and president of The Paperless Agent, and Garry Wise, long-time real estate agent and co-owner of The Paperless Agent!

<http://thepaperlessagent.com/0409-replay>