

Pre-Listing Package Pointers

The pre-sale or pre-listing package is an essential tool in today's marketplace. Most agents have not taken the time to construct an effective pre-sale or pre-listing package. The pre-listing package gives you an opportunity to sell the prospect before you ever walk through the door. It also shows the prospect you are organized and professional.

The pre-listing package is similar to a stockholder sending you a prospectus on a stock in which you are considering investing. The prospect is investing his time in you. Just as the prospectus tells you about the track record of the stock, the trends, overall market information and proposed future return.

Create an Effective Template

Your package needs to be automated. You must be able to print them off easily on a laser printer or have a printer do a large quantity at one time. The best way to print your pre-listings is in-house. This will allow you to customize to the individual seller.

Dynamic Delivery

Most consumers favor the phrase "right away" when used by a salesperson. The faster you provide a valuable service, the more value the consumer places on your service. You want to deliver the package as quickly as possible. You can use an outside courier service to deliver. They will usually deliver your package within a couple of hours for a nominal fee. I had my field coordinator deliver the package. This was one of their daily responsibilities. Delivery makes a strong lasting impression.

Enhance Your Credibility

This is where you have a chance to pre-sell yourself before you walk through the door. You will want to include a bio on yourself, along with credentials. Remember to tie-in the benefits and not just the fact that you have a GRI, CRS or any other designation. Use statistical evidence regarding your success. Use the comparison of average list price to sale price of the board against your success. Also include your average days on the market as the board and insert your three to five testimonials. The testimonials are powerful for many consumers. The best way to use testimonials is to align them to the person you are presenting to. For example, if you are doing a listing presentation for "expireds" use testimonials from previous expired clients that you had success with. This will position you as being a successful problem solver.

Let the education begin!



Here you need to start educating them on two things:

1. The significance on pricing their home properly
2. The fact that you are different from the other agents in the market place

This section should be straightforward and easy to understand. I encourage the use of charts and graphs that show the contrast between days on the market and showing activity or even days on the market and reduction in sale price. You need to create a strong correlation between selling and market time.

Paper Work Preview

If you enclose a few of the documents that they need to fill out, regardless who they sell with, you have created an advantage.

I always include the property disclosure form, the lead-based paint disclosure form and any others that are necessary. In most States they have to provide these forms to the buyer even if they sell FSBO. Encourage your customer that this information is important for you to know at the listing appointment. Some of their answers could affect the value of the property. It is imperative that you have the forms filled out prior to the appointment.

When you arrive for your appointment and the forms are filled out you know three important things:

1. They follow directions well
2. They have a reasonable amount of motivation to sell
3. They are seriously considering listing with you

Your confidence level should go way up at this point. You have an excellent chance of taking the listing.

Introduce Pricing Philosophy

You want to start warning them of the dangers and pitfalls of over pricing. This gives you a strong advantage over other agents since you are not originally bringing up the bad news. Also, most consumers believe more of what is in print than what is usually spoken. They place more credibility on what is printed. They give it an implied endorsement of truth.

There are effective videos on the market about pricing your property. You might consider investing in a few to prepare your client. You might, as I did, produce your own pre-listing video that highlights your credentials, benefits, dangers of overpricing, and the service you provide.



Position Yourself

This section focuses on your position in the marketplace or your company's position in the marketplace.

You can also list your training and formal education. Make sure to tie in the benefit to the client. You must remember, to them GRI is a bunch of letters at the end of your name. You might include your market plan for properties. This will help you limit the decision on marketing at the actual listing presentation.

Strategic Partners and Team

You want to show them they have more people on their team than just you. Show them you provide more value through great vendors who provide exceptional service to all your clients. Try to arrange special or negotiated pricing with the vendors to offer your clients.

You have many people you direct on each transaction; put them fully on your team. Your lender, title company representative, escrow closer, attorney, termite inspector, home inspector, roofer, home repair person and any assistant or buyer's agent who works with you.

The pre-listing package can have a powerful impression on any client or prospect. It can do a strong positioning and sales presentation before you meet or speak with the seller. It is a very effective stage setter.

The other advantage is, you will reduce the amount of time you need to invest at their home.

