



## **Terri Murphy's Pre-Listing System Components**

So you've made the decision to be a better listing agent than ever before....

Today's property seller is looking for a substantial differentiation between agents and their company offerings. The one sure fire way to be miles ahead of the pack is to begin creating a unique offering BEFORE you arrive at the appointment with the Seller. This prelisting system has worked to help me get over 100 listings per year for over 20 years...so I KNOW it works when done correctly, and it is easy to use. This printable CD is done in Word Format and includes over 17 pages that can be included in your own personal pre-listing package. Here's how it works:

- Open the CD and place in the CD drive in your computer (Instructions are included in the package)
- Insert your name and your company name where it says "Agent or Agent Company"
- PRINT several copies
- Personalize with your marketing materials
- Place the sheets in a company or personal folder
- Put them each in an envelope -Set up at least 3-4, and keep one or 2 in your car for quick deliveries
- Set up an agreement with another agent in your office or a retired person, or your own family (if you have one) to get them delivered – preferably not by you – Trade off with someone in your office – looks professional and save the big day for when you meet them at the appointed time...and then....
- Get ready to list like CRAZY!

The CD includes a delivery "receipt" that is endorsed by the property owner when the package is delivered. If you are in an area where personal delivery is not possible, then send it EXPRESS mail or FEDERAL EXPRESS delivery and include a self-addressed, stamped envelope for the

return of this receipt. This is the FIRST step in grabbing their attention. Less than 5 agents per 250 actually PREPARE the seller for their meeting. Be one of the best and ASK for the job by setting up the guidelines before your actual meeting.

We've also included a letter that can be sent/faxed/mailed by your lender or loan originator, supporting the seller's decision to invite you and your team (the lender being one component) to interview for the opportunity to serve their marketing needs – it sends a POWERFUL message that you are professional, on purpose, highly organized, and focused on doing the best job possible.

When you use this system, you are sure to create a WOW experience for your seller—guaranteed! This is not just a collection of your company's slicked up collateral that does little to target you as the best choice for the job. Surely you can include company information, but this package is designed to profile you, your benefits and to set clear guidelines about how you will take care of them during the listing process.

Here's a list of what is included in this system, and easy for you to edit and make changes that suit you and your particular market and style...

#### Table of Contents:

1. Receipt (For proof of delivery)
2. Cover Page with Tag Line
3. Letter to Seller
4. Lender's Support Letter
5. Personal Mission Statement
6. The Complete Seller's Guide to Interviewing an Agent
7. Meet the TEAM (Include Personal Bio Information)
8. Support Services or "B" Team with contact information
9. Just so you know how we work with signature page
10. Seller's Homework Page
11. Web Site URL sheet identifying locations of WEB exposure
12. Seller Information Sheet
13. Builder Client List (if applicable)
14. Testimonial/Referral Page
15. Clean Kids Club Membership Form (if applicable)
16. Seller Estimated Expense Form
17. Manager/Owners' Letter of Support
18. Additional Extra's you can include
19. Clue Report
20. While You Were Sleeping
21. Tax Letter After the Sale

***Objective: The purpose of a pre-appointment package is to create a distinction in services and reinforce your personal brand that is consumer centric and not agent centric. This simply means that loading a folder will self-serving, braggadocios ego inflated information about your past performance, track record, volume, etc. is of little importance to today's home owner. They have heard it ALL and are interested in 2 things:***

1. ***Performance***
2. ***Results***

***It is important to include information about the company and their many services, but the highlight of this package is to create a true differentiation in the service model you provide to your own clients. Be prepared to furnish information that serves the four (4) behavioral styles to cover all communication needs. The delivery of this package is KEY and whenever possible, it should be delivered in person and left with a signed receipt.***

1. The Receipt:

The receipt is the first opportunity you can grab the Seller's attention. When possible, have the package hand delivered and ask for the receipt for the delivery to be signed. If your homeowners are too far away, or it is not convenient, enclose a self-addressed, stamped envelope for the validation of delivery. This is the first step in creating a distinction in your brand and your services.

2. Cover Page with Tag Line:

This page is the cover sheet in your folder. It supports your BRAND as it features your name and your tag line. It is a great place to place your personal logo if you have one.

3. Letter to Seller

Introductory letter to your new seller thanking them for the opportunity. Good place to set a time and place for a first meeting and to include all your contact information.

4. Lender Support Letter

More than ever, it is imperative that the Seller understand that you are the "rainmaker" and that there are many support levels to getting the property marketed and sold. This sample letter can be sent by your lender/loan originator to help support the decision of the property owner to hire you as their listing agent. Check with your own lender to see if they have a letter they would rather use. This letter can be included in the package, but should be personalized with the sellers' names for stronger impact. This letter can also be delivered by the lender under separate cover,

by mail, fax, or email, depending on the circumstances. We've supplied a template letter on this CD for your convenience.

#### 5. Personal Mission Statement:

It is important for the homeowner to understand that you have professional objectives in the administration of your professional services. You continue to reinforce your EXPERT status when you use and implement those features that enhance your professionalism.

#### 6. The Complete Seller's Guide to Interviewing an Agent

Helping the property owner ASK the right questions is key to getting their expectations met in a way that produces harmony. Since many homeowners haven't sold or sell infrequently, they may not understand what new criteria is required to get a property sold, or what differentiates one agent from another. This questionnaire helps them to get the answers they need to select an agent that is right for their needs. By offering a list of questions to ask, should the seller be interviewing additional agents, there is a higher likelihood that the qualification criteria would be similar when they have a list of questions to ask and then to compare services.

#### 7. Meet the TEAM

This page helps the seller understand that an effective agent is supported by a full team of specialists to help get the property marketed and sold. Don't panic if you are a brand new agent! Everybody works together in a transaction to make it sell, including the office manager, the office administration staff, your loan officer and the lender they are affiliated with...even the sign services, etc. Help the Seller understand there are several entities in the service model.

#### 8. Support Services – or the “B” Team

Many times when you are being interviewed to list a property, you will note that there are some improvements that need to be made BEFORE the property goes on the market. This list offers the seller a collection of services and the convenience of contact information in the event they need to get bids for cleaning, improvements, repairs, etc. It is clear that you are only offering these contacts as an informational convenience, and are not liable in any way. Be sure to let your “B” team know you are promoting their services to all new customers and clients.

#### 9. Just so you know how we work with Signature page:

This section was designed to help the property owner understand the many facets of what happens after the listing agreement is signed. It is especially helpful if you review each of the

areas so that you understand their expectations, and they understand what each area entails. This is probably one of the most important areas of the system. Misunderstandings make for miscommunications, so be sure to review each area and make any changes to suit your prospective seller's needs. Be especially clear on issues of staging the home, how offers are presented, how often they should be contacted, where and how etc. As some services vary from area to area, take a minute to read this section and edit or add to the content so it fits your spectrum of services.

#### 10. Seller's Homework Page:

Asking the homeowner to have the necessary paperwork ready for the appointment helps to lead them to the decision to use you. Remember, almost 90% of agents don't even contact the seller before the appointment, so your request to maximize the appointment time with the organization of the paperwork further indicates that you are the consummate professional. In addition, why should you waste your time while they are sorting through old paperwork? This page subtly requests that they be ready for you as you would for any other professional, like a doctor or lawyer's appointment. If you walk in and see the paperwork and keys ready, there is a very high likelihood that you will be walking out with a signed agreement.

#### 11. Website/URL page

Many sellers are not familiar with what website locations their property will be featured. This page is just a "quick glance" for the seller to see the many places the property will be featured. Feel free to list all or any, including your company site, main franchise, Realtor.com, your own personal site, stealth sites, etc....just be ACCURATE... In addition, with the latest legislation about "DO NOT CALL", a smart agent will provide alternatives to securing leads and include information about Automated Voice Response Systems with full tracking to impress the seller and to inform them that you are working around any limitations to get solid prospects for their property..

#### 12. Seller Information Sheet

In order to fully understand your seller have them fill out this sheet with information concerning themselves and their selling/buying needs.

#### 13. Builder List

If you are in an area that features a lot of new construction, having a list of builder clients may help another builder list with you.

#### 14. Testimonial/Referral Page

There are many ways to profile this information. What ever you choose, just be sure to notify the past clients and get their permission to list them as a referral and to list their contact information. This section helps the seller to feel better about their decision. If you are new, get character references. Help the client feel supported about their decision to hire you.

#### 15. Clean Kids Club

This page is not really part of the delivered package, but is reserved for after you have taken the listing if the seller has young children. After you have completed the listing paperwork with the seller, ask the kids to join you at the table and invite them to join the Clean Kids Club. If they are interested, tell them that they expect the CKC certificate in the mail with two McDonald gift certificates for keeping their rooms clean for showings. The Star Performers paper is available at any stationery store like Office Max, or Office Depot and is printed directly from your printer. You can embellish the certificate with a notary starburst and use your CRS designation if you have one. Either way, include some stickers and send in a plain envelope and the kids will love it!

#### 16. Estimated Seller's Expense form

The seller needs to know what their bottom line will be when the property is sold. If you take a percentage figure of the listing price and figure the expenses based on that figure, the seller will have an idea of what their profit from the sale will be. I personally think it is important for you to get all the details on first and second mortgages, etc. along with any special assessments, etc. Review this form with the Seller so when an offer does get submitted, they already have an idea of what they can expect in the way of expenses, costs, etc.

There is an important disclaimer on this form which states that all the figures and charges are estimated to circumvent any liability on your part. Do edit and change to reflect customary categories in your area.

#### 17. Managers/Real Estate Company Owner's Support letter.

A letter or call from your company's owner or office manager to the prospective seller is another way to create a unique selling advantage and to create a strong distinction in services from other agents. It has been proven that when the office recognizes the opportunity to serve a client in the home selling process, that listing percentages improve with the addition of a personal touch. Whatever process you choose, a personal call or a letter, be sure it arrives early in the listing appointment process.

#### 18. Additional Extra's you can add:

The KEY to a successful pre-appointment package is to ENGAGE the property owner to examine the contents of the package. The purpose is to position you as the agent that is clearly ahead of the game. Any items that you can add to this package that support your SERVICES (not your ego) will be valuable.

Think about including samples of your marketing, direct mail, flyers, brochures, virtual tours, web commercials, stealth sites, classifieds that drive leads, statistics, etc. This is a great place to include community service information that you have donated, supported, etc. along with any unique marketing tools and programs you offer.

#### 19. CLUE Report

Before putting your home on the market, make sure that you order your Home Insurance Package including the C.L.U.E® Property Loss History and Home Insurance Score reports. Previous property losses can impact insurance rates and the ability of homebuyers to insure your home. Let homebuyers and Realtors know up-front that your home has a clean insurance history.

#### 20. While You Were Sleeping

It is important to keep in touch with your customer even after the purchase/sale. Most home owners do not keep up with the value of their home. As their agent you can keep in touch by sending this letter informing them of their property values. This will keep you in their mind for future purchase/sales.

#### 21. Tax Letter After the Sale

It is important to send this letter to both sides of the transaction, even if it wasn't your buyer/seller. This letter should be sent early January. Include with your letter a copy of their real estate closing statement so that they will have it for their tax preparation.

#### **Bonus information:**

Get the SECRET to generating more leads AND work with your loan originator to get more listings and make more money:

Today's customer wants information 24x7 with almost 50% of the calls coming in before and after business hours. Learn how you can service more leads, track their source, have a truly cutting edge program to help you do this effortlessly, and for less than \$30 a month!

I've attached an article on this latest service: <http://www.AutomticLeads.com> and with my source code, it is FREE for the first 30 days and if you use my source code " **tm555**" the one time \$297 activation fee is waived...No RISK! No crazy software or hardware...all you need is a phone and a sign rider and you are in business. To call AutomaticLeads.com– There is a whole raft of information for both real estate agents and loan originators to service buyers and sellers in a whole new way!

Resources on other services available to you as an agent to help you better market yourself and your clients.

I've included an article on The Power of a Pre-Listing System. It explains how this marketing tool will set you apart, and show that you have a higher standard.

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