

19 LISTING

Secrets

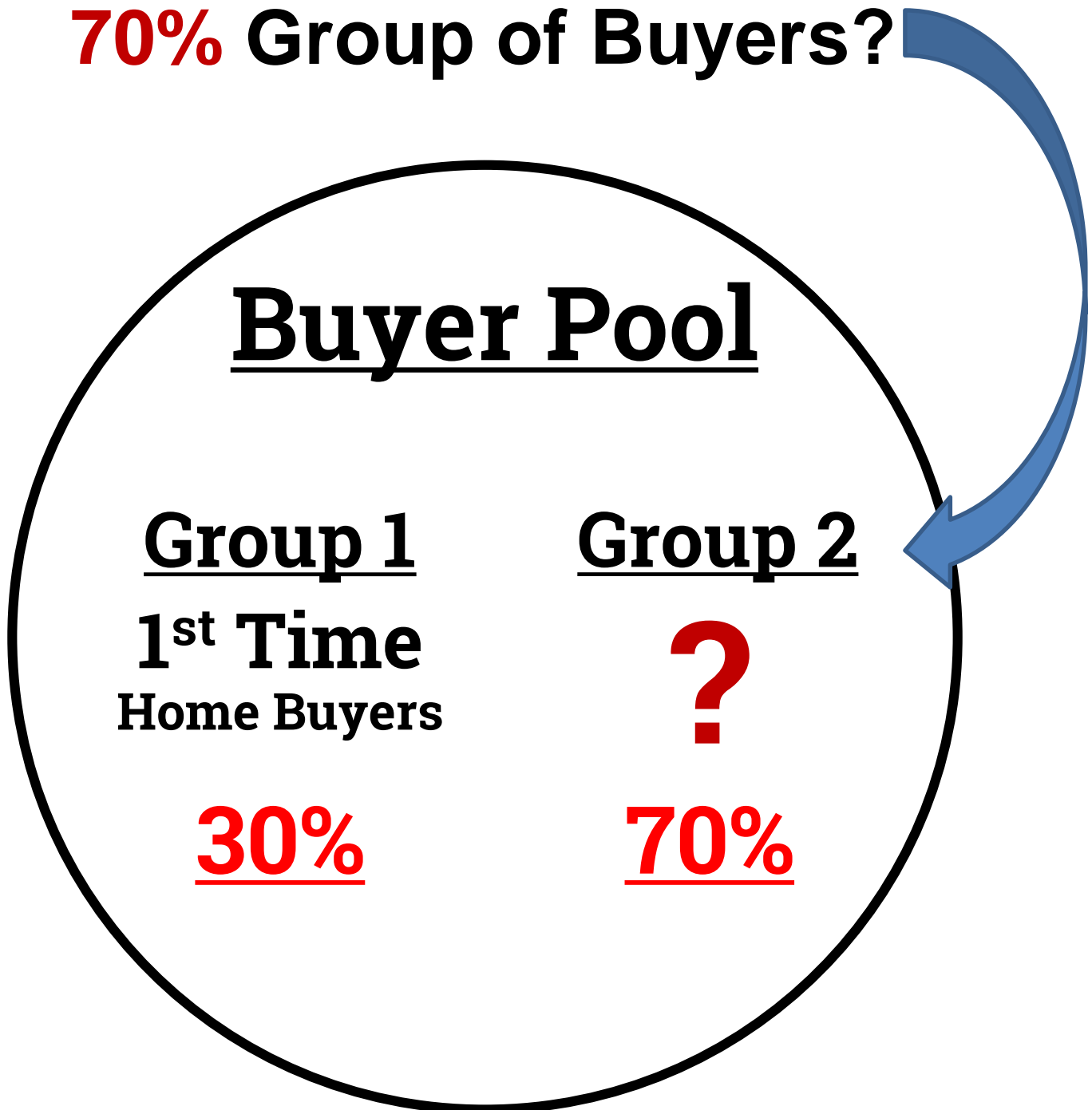


LISTINGPRESENTATIONFORAGENTS.COM



Can You Answer This Question?

Who Are The
70% Group of Buyers?





Top Listing Agents Never Use The Typical Listing Presentation.



Instead... **They Use A Buyer** **Focused Listing** **Presentation.**

They put a
List of Real Buyers
on the seller's kitchen table.

Can You?



About The Author

“Mr. Randy Roussie”

Helping Agents Success Since 1987!

Randy is known as one of the most sought after advisors to elite listing agents closing more than 50 transactions per year.

Randy is famous for creating wildly successful listing presentations that cause sellers to want to list with agents.

Since 1987 Randy has been helping residential real estate agents sell more homes, with less effort through specific referral based strategies.

Randy is currently training over 60,000 agents every week of the year.



**“How To Win The
Listing Before You Even
Discuss Your Marketing Plan!”**



Introduction

“What **Motivates** A Seller To List?”

Since 1987 I have been helping agents win listings yet I remain stunned in regards to the concepts the industry promotes with respect to how a seller makes the decision to hire an agent.

What Does The Industry Teach?

- Open houses
- Facebook posts
- Yard Signs
- Internet ads
- Newspaper ads.
- Etc.



But Do Those Activities Motivate A Seller?

Unfortunately the answer is **no**. Absolutely none of those activities falls under seller motivation.



What Motivates A Seller?

Only A Buyer!

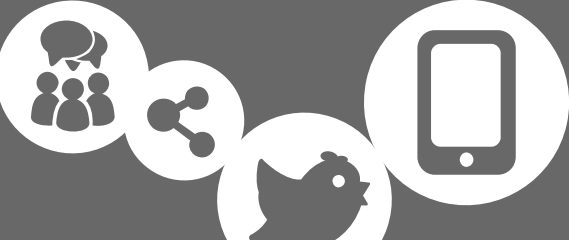


Why do you suppose the seller has invited you over to the home and is willing to pay you a rather large commission check? The answer is certainly not because the seller wants an open house!

Think About This For A Moment!

- If the seller already had a buyer... then he would have no need to hire you.
- Let me repeat what is the #1 motivational hot button of a seller.

**I Will Pay You A Big Commission
Check Because... "I Want A Buyer!"**



What's In It For Me?



Never forget 'WIIFM'! All of us subscribe to this very same philosophy when it comes to buying products and services.

- And the 'What's In It For Me?' for the seller is a buyer.

Since 'wanting' a buyer is the #1 motivational hot button of a seller, then wouldn't it **make sense** to **focus** your listing presentation on buyers? Sure it would.

Therefore your listing presentation **MUST** prove to the seller beyond a shadow of a doubt you do indeed have access to buyers for the home.

And you must prove you do BEFORE you begin to discuss the marketing plan.



I Already Have Your Buyer Mr. Seller!

Now wouldn't it be awesome if you could actually say that to a seller. Guess what? You can. How are you going to accomplish this? Through the following slide within the listing presentation.



“Note Group 2: Targeted List of MLS Buyers!”

- Now you are probably thinking... what the heck is a Targeted List of MLS buyers?



Have You Ever Been To Court?



Hopefully not! But if you do, in order to win your case you must provide proof and evidence failing which you lose!

The same applies to a seller. When you are sitting in the kitchen, you actually are in a court of law, so to speak, where the seller is the judge.

- And as judge he will decide the case based upon the proof and evidence you present as to whether or not you're going to get his listing.
- And his **motivation**, how he chooses, is buyers!

Where are you going to find these buyers? There are three sources and allow us to discuss the most important group now.



Group 1

Targeted List of MLS Buyers



What Is A Targeted List of MLS Buyers?

It is unfortunate the majority of agents have no idea why the MLS was invented. Most think it is just a place to post their listings. No, that is but only 1 reason.

- The second reason, **and far more important by the way**, is to help you create a *list of buyers for all your listing appointments.*



“Understanding The MLS!”



The 2 Purposes of the MLS

**Post
Listing**



**For Agents
To See Listing**

**Target List
of Buyers**



**Your Buyer Proof &
Evidence For Sellers**



“20 Mile Radius Rule”



What Is A 20 Mile Radius?


Wherever your listing appointment is at in terms of a physical address... your group of Targeted List of MLS Buyers is located within a 20 mile radius.

All you do is the math to calculate your list of MLS buyers. Allow me to show you how on the next page.



The Math!

Your Name Here



Let's Do The Math...

And Find Your Move Up MLS Buyer!

It's As Easy As Pie!

- This exercise will assist us in targeting your buyer through a simple calculation.

Your Home Value Is Estimate	\$500,000
Top Of Range Is <i>Home Value - (Home Value x 20%)</i>	\$100,000
Bottom Of Range Is <i>Home Value - (Home Value x 30%)</i>	\$200,000

Your Buyer's Home Listing Range Is: \$300,000 to \$400,000

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Move Up & Move Down Buyers

All you do is take 20% to 40% of the value of your listing to find the range of MLS targeted buyers. So in this example your listing is \$500,000 so 20% is \$100,000 and 40% is \$200,000. You then subtract these 2 numbers from \$500,000 to find the move up buyers and add these 2 numbers to \$500,000 to find your move down buyers.



“Move Up & Move Down!”



How To Generate The List!

Go onto the MLS board and get all listings within a 20 mile radius of where your listing appointment is at. Then print those listings out.

Then do the same for the move down. Grab all listing within a 20 mile radius. Then combine the 2 lists to produce your list of targeted MLS buyers.



“MLS Hotsheets!”



What’s The Purpose For The Hotsheets?

If you ask the typical agent they can’t even tell you why the MLS board provides the hotsheets. But the reason they do is tied into the targeted list of buyers.

You use the hotsheets to monitor the targeted list of buyers and act upon it once a targeted buyer is identified and sold. And you explain this process to the seller when on the listing appointment.



“The 17 Times Out of 20 Rule!”

Your Name Here

17 Times Out of 20 Rule

Marketing Plan Captures The Remaining 3 Times



These Sellers When Sold Become Our Targeted Buyers!

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This List Is Your Proof & Evidence

EVIDENCE

By producing the proof and evidence you have buyers you are giving the seller the #1 reason for saying yes to listing with you!



“The 3 Times Out of 20 Rule!”

Your Name Here

There Are 12 Reasons
Why You Will Benefit By Having Me Represent You!

1. Identify Your Selling Goals!	7. Qualify The Buyer!
2. Attract More Buyers!	8. Negotiate With The Buyer!
3. Market “Inside-Home” Effectively!	9. Assist The Buyer With Financing!
4. Market “Outside-Home” Effectively!	10. Keep The Buyer After The Sale!
5. Reach Buyers Through The Internet!	11. Stay Informed At All Times!
6. Reach Buyers Through Smartphones!	12. Determine The Best Asking Price!

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A Thorough Review Before You Select A Realtor!*

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It's The Reason For Your Marketing Plan!



By adding ‘buyer focus’ to your marketing plan you are speaking the exact language your sellers want to hear.



“The Marketing Plan Discussion!”

Your Name Here

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1. Identify Your Selling Goals



‘Show me the money’
says it all.

On this slide of the
listing presentation you
will do exactly that!



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2. Attract More Buyers



Demonstrates how you are going to guarantee your seller wins the competitive war!



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3. Market Inside-Home Effectively



This slide of the listing presentation is designed to help your seller get his home ready for agents to show effectively.



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4. Market Outside-Home Effectively



This slide of the listing presentation causes the seller to want to properly prepare his home for showings.



Marketing Plan Discussion

Your Name Here

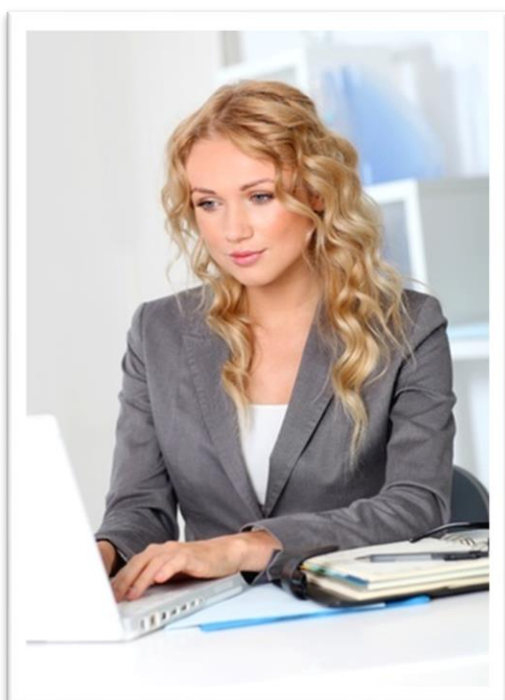
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5. Reach Buyers Through The Internet



This slide of the presentation gives you the opportunity to outline your Internet plan in such a way it blows your seller away!



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6. Reach Buyers Through SmartPhones



This slide of the presentation gives you the opportunity to outline your SmartPhone plan and how to works both online and through the Yard Sign to attract buyers.



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7. Qualify The Buyer



This slide of the presentation outlines the 5 buyer types and which type best fits the seller's home.



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8. Negotiate With The Buyer



This slide of the presentation outlines the increased financial benefits the seller receives when you do the negotiation with the buyer on his behalf.



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9. Assist The Buyer With Financing



This slide of the presentation outlines how you step in to help the buyer should the buyer fall into mortgage troubles before closing.



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10. Keep The Buyer After The Sale



This slide of the presentation outlines how you step in to keep the buyer excited about the seller's home between offer acceptance and closing date.



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11. Stay Informed At All Times



This slide of the presentation outlines to your seller the work you do behind the scenes and how you keep him informed at all times concerning the progress of the sale.



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12. Determine The Best Asking Price



This slide of the presentation outlines to your seller the various price options he can select to become the winner.



“12 Reasons Why To List With Me!”

Proof + Evidence = Conviction

When you're on a listing appointment it is much like being in a court of law, you must provide proof & evidence in order to produce a conviction.



Should you decide to invest in this proven & endorsed listing presentation, it comes with a 30 minute video that will show you how to produce a list of targeted buyers for every listing appointment you attend.

Why is this important to your success? Because proving you have buyers is the #1 hot button of a seller. It is how you create the seller conviction required of a seller to believe in you.



Prove You Have Buyers And Sold Signs Will Naturally Follow You!

So let me say it again...

- Prove you have buyers and you have given the seller exactly what he wants to hear so he feels safe and secure in placing his home in your hands.



Be The Listing Champion!

This small one time investment will produce years of results for you. It will give you the advantage over all other agents in town. You will finally have a listing presentation proven to cause sellers to want to list with you!

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