

# PRE-LISTING INTERVIEW

(Rapport building; FORD; how did you get my name; etc. – then explain process.)

“If it is alright with you, I would like to ask you a few questions and then set up a time for us to get together. These questions are to help me prepare for our meeting and should take about 10 minutes. Is this an okay time with you?”

1. Name \_\_\_\_\_
2. Property Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_
3. Owners/Decision Makers \_\_\_\_\_  
Phones (H) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_  
Fax \_\_\_\_\_ email \_\_\_\_\_
4. Why are you selling? \_\_\_\_\_
5. When do you need to move? \_\_\_\_\_
6. Could you describe your house for me? \_\_\_\_\_  
Beds \_\_\_\_\_ Baths \_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Style \_\_\_\_\_ Lot Size \_\_\_\_\_ Bsmt? \_\_\_\_\_
7. How long have you owned your home? \_\_\_\_\_
8. What sold you on your home when you bought it? What features did you like?  
\_\_\_\_\_  
\_\_\_\_\_
9. Have you done any updating to the home since you bought it?  
\_\_\_\_\_  
\_\_\_\_\_
10. If you were to stay in your home another 5 years, is there anything you would do to it?  
\_\_\_\_\_  
\_\_\_\_\_

## PRE-LISTING INTERVIEW

11. For a moment pretend to be a buyer and look at your home through "Buyer Eyes".  
On a scale of 1 to 10, how would you rate its condition? (Model home = 10; Poor Condition = 1).
  - o What would it take for your house to be a 10? \_\_\_\_\_
12. What are you going to be asking for the property? \_\_\_\_\_
  - o Have you had a recent appraisal? \_\_\_\_\_
  - o Have you recently refinanced? \_\_\_\_\_
13. Do you own your property free and clear or do you have a loan?
  - o Do you happen to know the approximate balance?
14. What are three things you are looking for in a REALTOR®?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
15. Are you interviewing any other brokers for this job? When are they being interviewed?
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
16. Have you considered going for sale by owner?
17. Have you sold a property before? \_\_\_\_\_
18. Is there anything else I should know about your home?
  
19. Do you have any questions for me?
  
20. Explain what happens next: One Call \_\_\_\_\_ Two Call \_\_\_\_\_ Prelisting Packet \_\_\_\_\_
21. Set appointment: Day \_\_\_\_\_ Time \_\_\_\_\_ Place \_\_\_\_\_

# THE SELLER PROCESS

- A. **Prelisting Interview Questionnaire**
- B. **Deliver Prelisting Packet**
- C. **Property walkthrough goals: rapport, review, qualify seller, qualify house**
- D. **During property walkthrough:**
  - 1. How many properties have you sold? (If this is their first, go to question 2.)
    - When did you sell your last one?
    - What were your experiences with that sale? How did it go for you?
    - What did you like the best? What did you like the least?
    - What would you like to do the same or different on this sale?
    - If you could wave a magic wand and have this sale go just the way you want it, what would that look like?
  - 2. (Review) Why are you selling your home?
  - 3. (Review) Where are you going?
  - 4. (Review) How soon do you need to be there? (Fill out calendar.)
  - 5. Do you have any other properties that you need to sell? Would you like me to help you with those properties?
  - 6. (After you have asked about inclusions and exclusions) Do you want to price your house with this \_\_\_\_\_ or with \_\_\_\_\_ ? (Qualify the house.)



## THE SELLER PROCESS

7. I prepared a package of information for you and had it delivered yesterday. Have you had a chance to review it? (If not, briefly review the package with them.)
  8. Do you have any questions regarding the package?
  9. Based on the information in the package, do you feel I am qualified to market your home?
    - o (If "Yes") "Would you like for me to handle the sale for you?"  
(If "Yes") "What questions do you have?"
    - o (If "Yes, but.....") They will mention a concern such as price.  
"So....you feel I'm qualified once we can agree on \_\_\_\_\_."  
(Write down their concern on a piece of paper in front of them.)  
"Setting \_\_\_\_\_ aside for a moment, is there anything else?"  
(If they have another concern, repeat it and write it down on the list.)  
"So....you feel I'm qualified once we can agree on \_\_\_\_\_ and \_\_\_\_\_ . Is there anything else?"  
Keep asking "Is there anything else." until you have all their concerns out in the open. Repeat each one of their concerns back to them as they mention it and write them all down on a piece of paper they can see.
  - o You know, one of three things will happen today:
    1. After I've answered your questions, you may decide to hire me.
    2. You may decide I'm not the right fit for you and you may choose not to hire me.
    3. If I feel I can't help you achieve your objectives, I have a responsibility to tell you that and not take your listing. It would not be right for me to take your listing knowing down deep inside that I can't help you.
- Shall we proceed and see where we are?

## THE SELLER PROCESS

10. My mission is to help you get to \_\_\_\_\_ on time.  
Would you like to see your odds? Show them:
- o "The Pond" (how markets and supply/demand work)
  - o Their market odds by price range
  - o Their market odds and absorption rate for their neighborhood (Note: Neighborhood can be defined as a map area or type of location (waterfront, golf course, acreage, etc.)
11. Are you willing to list your home at fair market value?
- o (If they ask, "What is fair market value?" Fair market value is determined by what buyers are willing to pay given their choices and what sellers are willing to sell for given their choices and the competition.)
  - o Would you like to see how buyers and sellers determine fair market value?
  - o Let's start by looking at the market through what we call "Buyer Eyes". Buyers start selecting homes based on three criteria:
    1. Size/style
    2. Location
    3. Price
  - o Later they also consider condition and features/amenities.
  - o Show "Scattergram" – Would you agree your home will sell someplace on this line. Where do you feel we need to be on the line?
  - o Show "Price Lines" – Where do you feel we need to be in line?

## THE SELLER PROCESS

12. Based on current market conditions where do you feel we should price your house to get you to (new place) on time?
13. Do you feel that will get you there on time? If not, what's your Plan B?
  - o If they want to start at a higher price and come down, show charts on "Overpricing in a Depreciating Market" and "Why Your First Offer is Often Your Best Offer".
  - o When do you think your home is most exciting to buyers? When it is fresh on the market or after it has been on the market for several months?
  - o Do you believe we need to have your home positioned at its best at the start?
14. If we get to (date) and your house isn't sold, what will you do? What is your Plan B?
15. If we got a contract on your house for \$ \_\_\_\_\_ today, what would you do?
16. If we find a buyer for your house in the next 72 hours, are you going to be okay with that? What if it's the first person who looks at your house?

### Simple Pricing Questions with Scattergram:

**Ask the seller to find their square footage on the bottom of the Scattergram. Ask them to draw a line from their square footage vertically up and off the page.**

### Pricing questions:

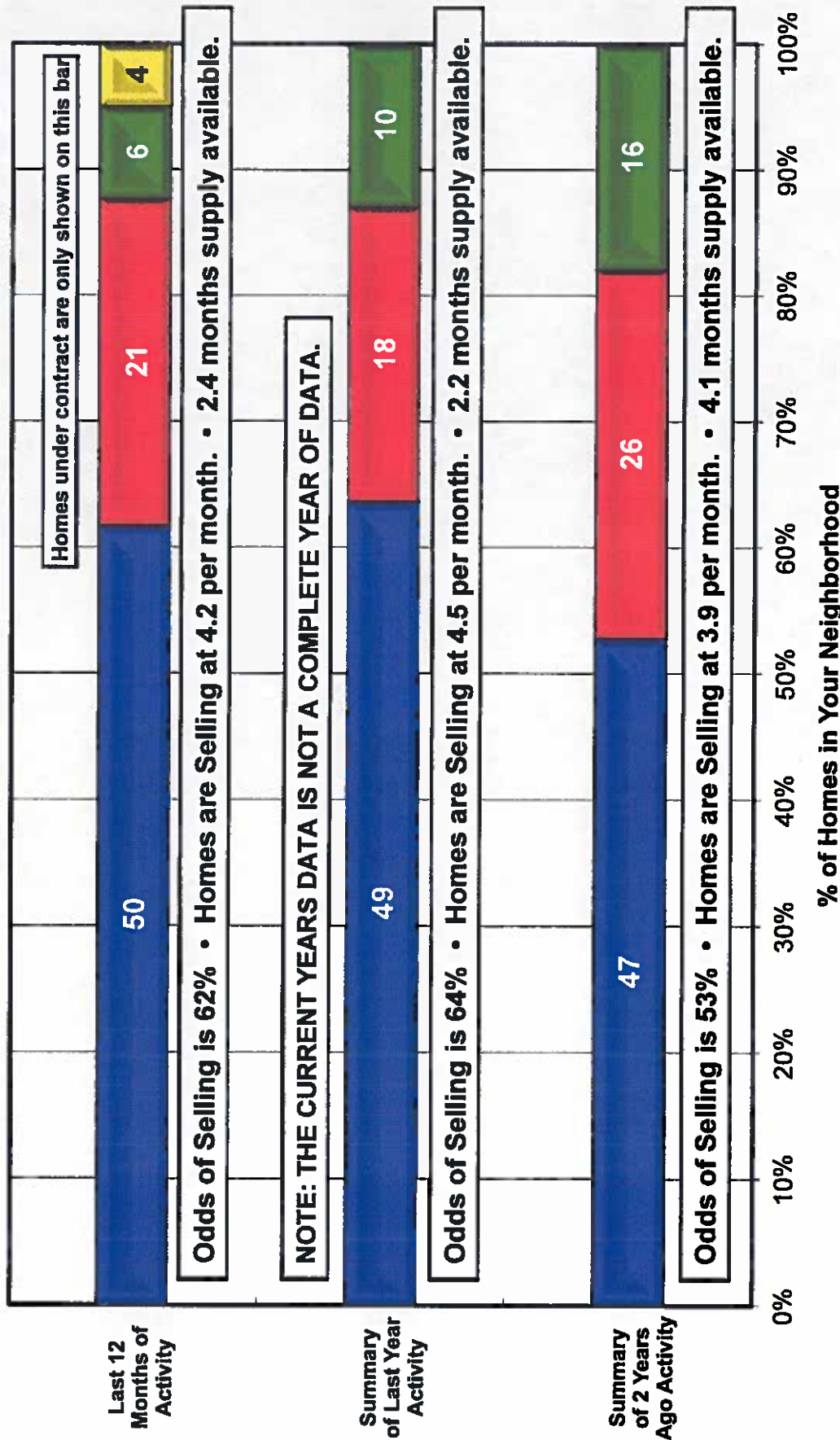
1. "Would you agree that your home will sell somewhere on this line?"
2. "Based on what we have talked about, where do you feel that your home will sell on this line?"
3. "Where do you want to price your home on the line?" (If they price accurately, agree with them.)
4. If you feel that they are overpriced, ask "Do you think that price will get you there on time?"
5. "If your home doesn't sell by the time that you are ready to move, what is your plan B?"
6. "If we find a buyer for your house in the next 72 hours, are you going to be okay with that? What if it is the first person that looks at your house?"



# What are the Odds of Selling Your Home?

## Fossil Lake Ranch (Fort Collins)

■ SOLD  
 ■ WITHDRAWN/EXPIRED  
 ■ FOR SALE  
 ■ U/C



Source: MLS, Information deemed reliable but not guaranteed.

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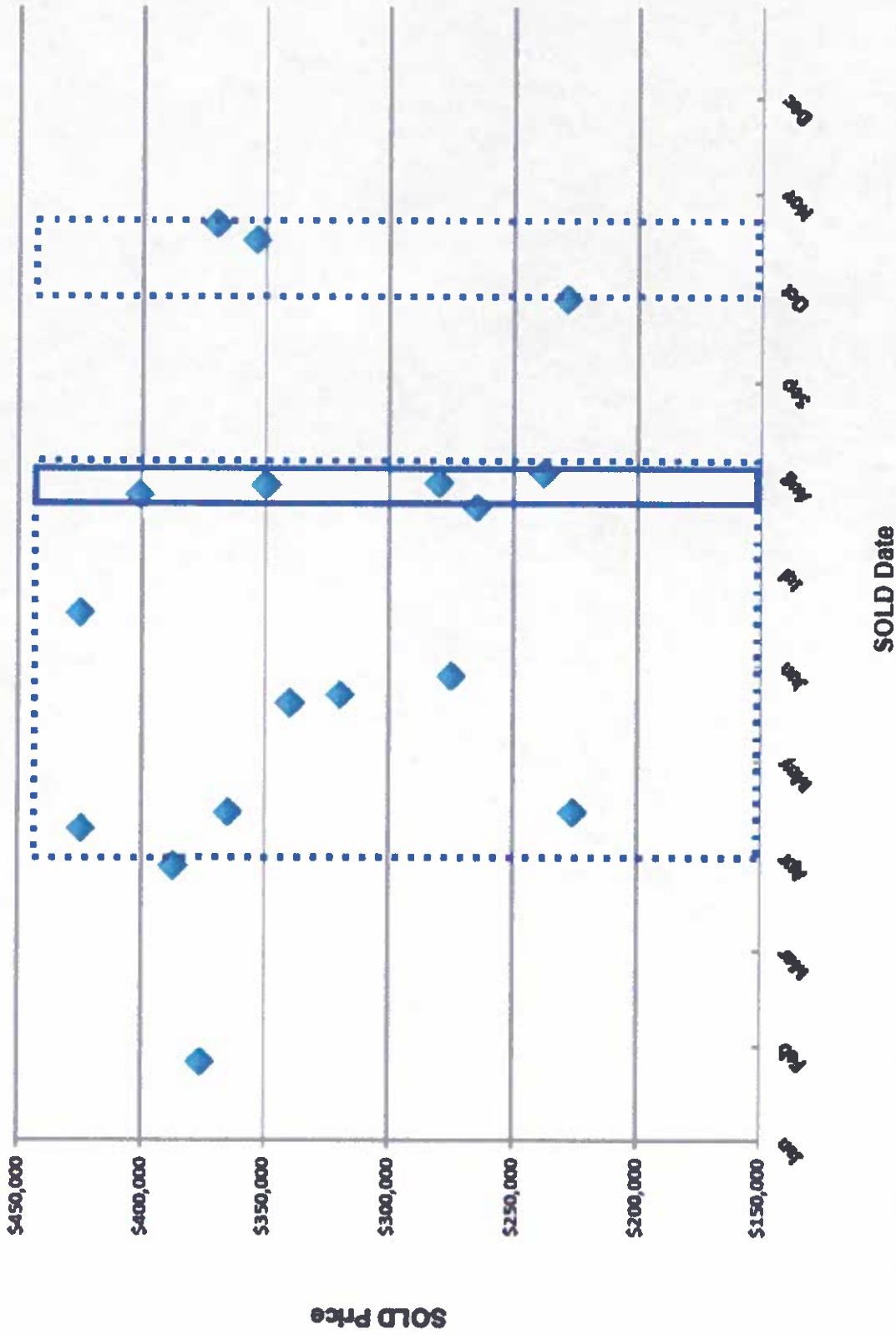
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# Buying Pattern Registry Ridge (Fort Collins)



Source: MLS. Information deemed reliable but not guaranteed.

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# List Like a Ninja

A Webinar with Larry Kendall

1. The Goal of Ninja Selling: \_\_\_\_\_.

2. List like a Ninja! Control the \_\_\_\_\_.

3. Listings leverage your time. They are working while you are \_\_\_\_\_.

4. Four Sections:

- a. Finding Sellers
- b. The listing process
- c. Pricing
- d. Negotiating

5. Finding sellers:

- Flow – 15% Transaction Rule

- The average person knows \_\_\_\_\_ Realtors
- How do you become the “Realtor of Choice”? \_\_\_\_\_
- National Transaction Rate:

120 Million = # of U.S. households

78 Million = # of owner occupied U.S. households

6 Million = # of annual home sales (at equilibrium)

12 Million = # of home sale transactions (both buyer and seller sides)

**15.2% = Transaction Rate** (12 million/78 million)

- Open Houses

- \_\_\_\_\_% Internet
- \_\_\_\_\_% Drive-by
- \_\_\_\_\_% Go in (Open House is preferred method)
- \_\_\_\_\_% Own a house (potential listing)

- Curious Neighbor Open House:
  
- Neighbors to a Listing (“Clanning”)
  - “As part of my service . . . ”
  - “So you can associate a face with the name on the sign . . . ”
  
- Warm List
  
- Real Estate Reviews (40% Results!)
  
- Builders (List/Assist)
  
- Expired Listings
  
- For Sale by Owners (9% of sales)

6. The Listing Process:

- Process Goals:
  - \_\_\_\_\_
  - \_\_\_\_\_
  
- #1 Way Realtors confuse sellers: \_\_\_\_\_.
  
- Pre-Listing Interview
  
- Pre-Listing Packet
  
- 16-Step Listing Process



## 7. Key Steps:

- Steps 1 – 3: Review your notes
- Step 4: Calendar (Shift seller from “price focus” to “results focus” by establishing a schedule.)
- Step 5: Other properties to sell?
- Step 7 - 9:
  - Pre-listing Packet - Trial close
  - List of questions/concerns
  - One of 3 things will happen

## 8. Pricing:

- Step 10: Would you like to see your odds?
- Clarity versus Confusion:
  - The stack of MLS sheets serve to confuse the seller. (Too much complex data that is difficult to read, not organized into a clear format, and tends to overwhelm most sellers.)
  - The stack of MLS sheets offer no value or differentiation by the Realtor. Sellers can get this information from the internet or county records. The Realtor brings value by taking this data and turning it into clear, easily understood visual information.
  - Scattergrams:
    - Offer a visual summary
    - Turns data into easily understood information
    - Covers 3 of the 5 points of value (MLS sheets can be attached at the back of the pricing packet as a reference for property condition and amenities.)

○ Points of Value:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

○ Simple, Powerful Pricing Dialogue:

- “Draw a line.”
- “Would you agree, \_\_\_\_\_?”
- “Where do you think \_\_\_\_\_?”
- “Where do you want to price \_\_\_\_\_?”
- “Do you think that will get you there?”
- “If your home doesn’t sell, what is your \_\_\_\_\_?”

○ Important Pricing Dialogue:

- “If we find a buyer for your home in the next 72 hours, are you OK with that?”
- “What if it is the first person that looks at your house?”

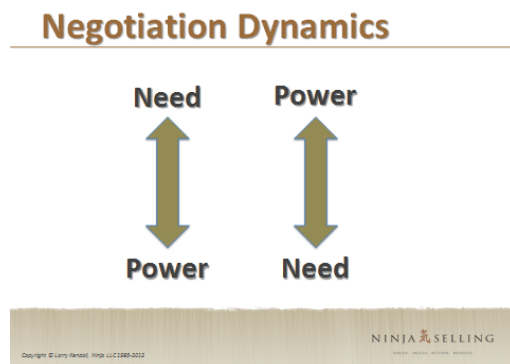
## 9. Dynamic Pricing

“I don’t go to where the puck is. I go to where the puck is going to be.” – Wayne Gretzky

- Static Pricing
- Dynamic Pricing
- The Pricing Bridge
- Working with appraisers:

## 10. Negotiations:

- Negotiation Dynamics:



- Are you thinking at least 2 moves ahead?
- Negotiate for \_\_\_\_\_.
- With multiple offers:
  - Negotiate \_\_\_\_\_
  - Negotiate \_\_\_\_\_
  - Once the seller signs one of the contracts, the seller is no longer in the power position.