

Weichert Listing Presentation Tips & Dialogue Guide

October 13, 2005





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Tips for Conducting an Effective Listing Presentation

BEFORE the Presentation

- Present a professional appearance. Dress appropriately.
- Offer to remove your shoes before entering the home (this shows respect for your client).
- Re-establish/build rapport. Admire their home, garden, etc.
- Smile. Make eye contact.
- Use the Seller's name.
- Acknowledge/admire their children and pets.
- Ask if you can spread out your materials on the dining room/kitchen table.
- Finally, before you begin you may want to ask about any concerns of the client up front . . . "If we can come to an agreement that you believe we're the right match for marketing and selling your home, is there any reason why you wouldn't put me to work for you today?" This will give you valuable information as you proceed through the presentation.
- Explain the process and how this second visit works. Share your agenda so the Sellers have an idea of what to expect over the next hour or so. Encourage their input and questions.

DURING the Presentation


- Engage the Seller – ask questions to encourage relevant comments and interaction.
- Give the Seller time to read key points on the pages. Then speak.
- Integrate into the presentation what you learned from Step 1: Getting to Know You ("when we last met, you told me that you wanted to be finished with this process in three months. Let me show you how we can help you reach that goal." **Connect something you learned from the seller on Step 1 into every page you discuss.**
- Personalize and relate the presentation to the seller – for example, at the Internet page – "I see you have a computer in the kitchen, do you enjoy 'surfing the net?'"
- You should have assumptive closes throughout your presentation tied to the unique concerns of the seller. For example, "Can you see how conducting one open house will bring more buyers to see your home without forcing you to have 10 different appointments interrupting you and your mother?"
- Pause – this allows time for comments, and for you to gauge the Seller's reactions/feelings.
- "Check In" or confirm understanding.
- Avoid using professional "buzz" words, slang and jargon (i.e. RELO, MLS, FSBO, I-Mail).
- Watch the Seller's body language, respond appropriately, pause the presentation to address concerns, questions.

AFTER the Presentation


- Ask for the listing. "It would be my honor to work with you and your family. Shall we get started?"
- Thank the Seller for their time and hospitality.
- Say Goodbye to their children if appropriate.
- Express your pleasure at having met them.
- Pay them a compliment as you leave – for example, "You have such a lovely dining room set."
- If they didn't sign the listing agreement right away, set a specific time to follow up with them.

Page 1: WEICHERT ONE

one
Weichert



Homeowners Name
& Address



YOU SHOULD KNOW

No one will do more than I will to sell your home quickly at the best possible price.

ONE SMART MOVE

1 Each WEICHERT® franchise office is independently owned and operated. **Weichert
Realtors**

Customizable

Key Points

- It's about the Seller (tie the Seller's Needs & Concerns into the agenda)
- Sell the home at the best possible price, quickly

Suggested Dialogue

Thank you for the opportunity to present your customized marketing plan. We have three objectives today . . .

1. Help you achieve the highest net for your house
2. Do this according to YOUR schedule and
3. With the least inconvenience to you and your family

Do you agree with these objectives? Do you have others?

To best accomplish this, you'll need:

1. A strong well-executed marketing plan that clearly demonstrates your home's unique value
2. Good communications from me throughout the marketing
3. Quality advice at all decision points through settlement
4. Maximum exposure to qualified people

I'd like to show you how my marketing plan will produce the highest net proceeds for you . . .

This is the picture I took of the outside of your home when I came by the other day. I will use this picture to market and advertise your property.

NOTE: *The most powerful agenda will be the one that presents back the key priorities the Seller communicated to you in Step 1. What is of utmost concern to the Seller? Present this in your agenda and how you will accomplish their goals through the plan you've prepared especially for them.*

Closes

Would you consider this plan a success if we accomplish these objectives?

Do you like this picture or do you have another one you would like me to use instead?

Tips

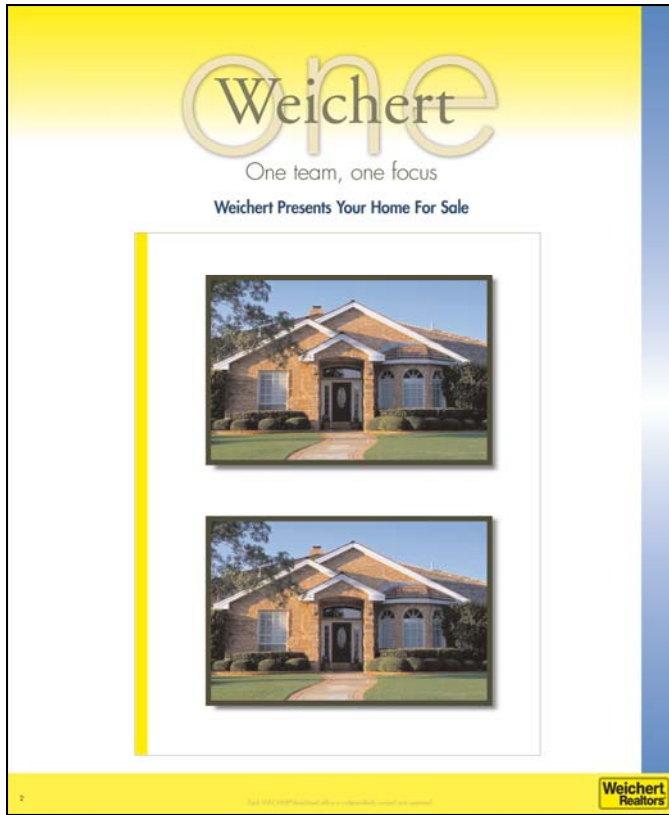
Sellers love seeing pictures of their home – take your time on this section to bond.

On line marketing is more important than ever. Ensure you have multiple pictures to display for this page and subsequent pages so the Seller can see their home completed promoted and ready to go on line.

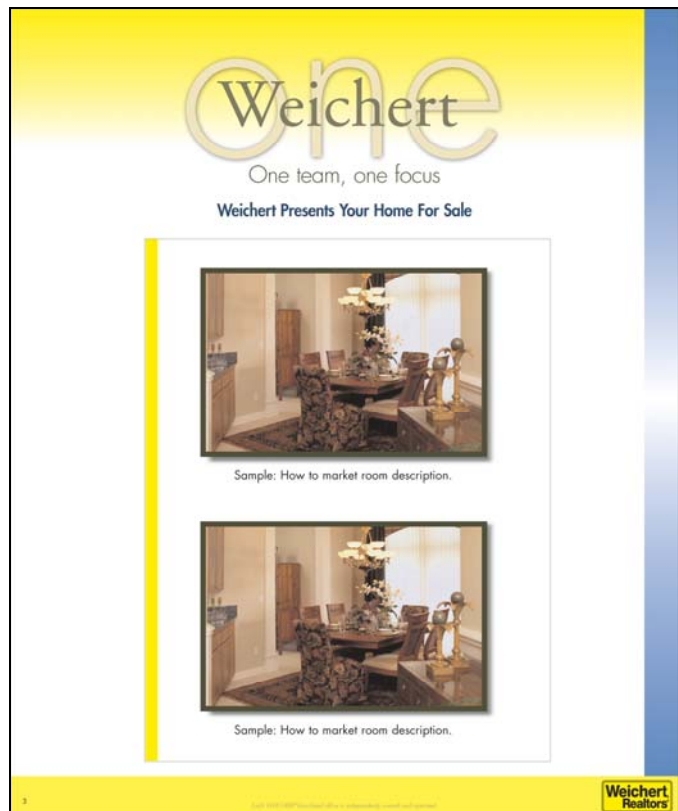
Transition

Let's look at some interior shots of your home....

Page 2 & 3: ONE TEAM, ONE FOCUS



Customizable – Use 2, 3 or 4 images per page



Key Points

- Professional images to highlight the best features of the Seller's home
- Point out the features that will attract buyers

Suggested Dialogue

This page and the next will show the interior or additional exterior photos of the house.

These are the photos that I thought showed your house to its best advantage.

Here's a room in your home that I think we should definitely feature! Don't you agree?

I'll use the additional pictures in brochures, as well as on the internet and in the multiple listing of your property. We'll talk about the Weichert marketing services that will be selected specifically for your house in a few minutes. The pictures will remind the buyers of the best features of your house.

NOTE: *You can use 2, 3 or 4 images on each of these pages.*

Close

Perhaps you would like me to take some additional shots while I am here today?

Tips

If you have not taken additional interior shots, do so before you leave. If the house does not show well, this may alert the Seller to remove items that may be cluttering the room.

Say This: "As a service to my clients I go through the house room by room and discuss suggestions and ideas to present your house in the best light. By making the house most appealing to buyers you get the highest and best price. Isn't that what we both want? I will be glad to do this with you as soon as we have all the necessary paper work completed today." You can also note that in the marketing leave behind brochure there are "25 Hot Tips to Help Sell Your Home."

Or Say This: "It's my job to look at your house objectively; the way a buyer prospect will. You've lived here for ___ years and are attached to the home and its contents. I'll make the necessary suggestions on areas we may need to adjust to improve the flow of each showing. How does that sound?"

If you're comfortable, at this point you may want to pull out the property highlights sheet to show how you would describe the home to potential buyers.

Transition

Let me share a little bit about Weichert, Realtors . . .

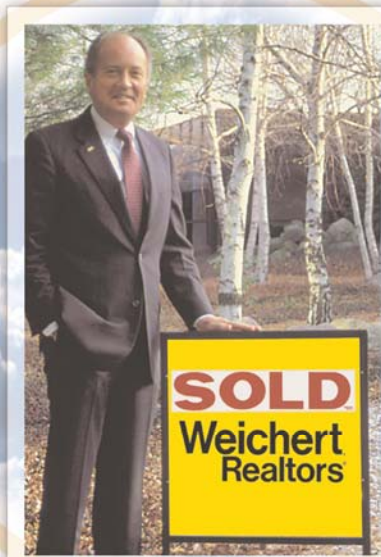
Page 4: ONE TEAM, with a history of success

One Team

with a history of success

"I've drawn on my own experience as a Sales Associate to build a company of real estate professionals who will consistently deliver the results you are looking for."

-Jim Weichert



- **Founded with one sales office in 1969**
- **Hundreds of company-owned and franchised offices**
- **Weichert Companies serve tens of thousands of customers a year**

YOU SHOULD KNOW

As part of the nation's largest privately-owned provider of home ownership services, I will always respond with the personal attention you deserve.*

*Source: Real Trends 2004 survey of leading brokers; includes total 2003 volume for real estate sales, mortgage, insurance, and title
Each WEICHERT® franchised office is independently owned and operated.



Key Points

- Jim Weichert: a successful record of working with Buyers and Sellers
- Largest privately owned company in the nation
- A company that focuses on results

Suggested Dialogue

At Weichert, we operate as ONE team committed to responding to your individual needs.

Did you know there's actually a "Jim Weichert?" Jim was a successful sales Associate himself.

Jim Weichert started the company in Chatham, NJ in 1969. He is a person who knows what real estate is really about. Through his years of experience, he has developed a company with personal attention to every detail. He has built the largest privately owned real estate company in the United States.

I could have joined any real estate company, but I chose Weichert because of Jim's leadership and the company's vision and commitment to service.

Close

Can you see the benefit of working with a large company with the local expertise that brings results?

Transition

Let me share with you a little information on my office team and how they will assist in the successful sale of your house.

Page 5: ONE TEAM, that responds to your needs

One Team

that responds to your needs

Weichert, Realtors Anytown Office





Sales Associate



Manager



Gold Services
Manager



- Serving the community since XXXX
- Helped over XX families & individuals sell their home or move to the area
- Providing a full suite of real estate solutions
- Market share in ANYTOWN is X
- Participated in ANYTOWN's "X" fund raiser or Helped raise funds for ANYTOWN's "X charity"
- Staff information (# of Sales Associates, etc.)
- Awards (limited to 2 or 3)

Expertise in negotiating and selling homes
Extended hours let us provide responsive service

YOU SHOULD KNOW

I am part of a team of real estate experts that can handle all aspects of your sale.

5Each WEICHERT® franchised office is independently owned and operated.



Customizable

Key Points

- Focus on the Team Approach to benefit the Seller
- Share office statistics to demonstrate results
- Key team members the Seller needs to know

Suggested Dialogue

At Weichert, we believe in the team approach. So while I'll lead the sale of your house, you should know there's a team of people alongside me assisting on all the facets involved in marketing and selling your property.

This is my office in _____. The office is located at _____. My manager _____ is available at all times. S/he ensures that all sales are serviced and processed according to company standard. Surveyed customers stated that 98% would use our services again.

This is _____, the Gold Services Manager for my office. She/he/they are available seven days a week to qualify buyers that may be interested in your house. They are available if I need to verify the qualifications of a buyer from another broker, even from another real estate company. As a Weichert Associate, I find this is a unique service we offer to both Buyers and Sellers. Rather than an impersonal 800 phone number, we can react and handle each person's needs on an individual basis with a quick turn-around.

Can you see the advantage of having pre-approved buyers see your house?

As you can see, here is some information about my office and our local presence in the community.

The bottom line here . . . I have a lot of good people working with me to help ensure we market your house well, expose your property to ALL the buyers and ensure you receive all the support you need to sell your home quickly, at the best price.

Tip


Be sure that this office information is updated. Depending on the location of the listing, it is important to reveal your office market share. Also, review the hours your office is open. Explain the benefit of the extended hours over the competition "We are open to answer calls for anyone requesting information (or scheduling an appointment)".

Transition

I would like to share a little more about how I will put the Weichert Difference to work for you.

Page 6: ONE FOCUS: on putting the Weichert Difference to work for you.

ONE
Focus
on how I will put the Weichert Difference to work for you



ONLINE MARKETING
Industry leader for online exposure to homes.

ENHANCED OPEN HOUSE PROGRAM
Strongest commitment in the industry.

DYNAMIC MARKETING
Advertising dominance maximizes your pool of potential buyers.

GOLD SERVICES
Most comprehensive source of homeownership services.

STRATEGIC PRICING
Our exclusive pricing method helps you get the most for your home.


NEIGHBORHOOD SPECIALISTS
Most knowledgeable about your area.

YOU SHOULD KNOW
We go beyond full-service, with 6 distinct advantages that provide the most exposure to potential buyers in order to get you the best price.

The Weichert Difference

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Each WEICHERT franchised office is independently owned and operated.



Key Points

- The six Weichert Differences that make our services stand out from the rest
- A high level overview of the six advantages of working with us

Suggested Dialogue

Before I begin sharing with you the distinct advantages of working with Weichert, do you feel there is a difference between real estate companies?

If answer is “No”

That’s why I’d like to spend a few minutes sharing with you the six distinct advantages of working with us.

If answer is “Yes”

Listen carefully to what they’re saying. You may even want to jot down a note and let them know you will return to their observation. Incorporate what they say into your presentation.

There **is** a difference in working with Weichert and I want to share with you why we’re different and what this means to you.

At Weichert, our marketing strength and key programs are designed to capture buyers in all these areas. We have a proven formula that no one can match. It’s not just what you do, but how you do it that matters.

[Direct seller to each of the subsequent ways by pointing to each item as you discuss it.]

Online marketing – we’re the industry leader in marketing your home online. We have the most comprehensive internet marketing plan available.

Enhanced Open House program – we conduct the most Open Houses in the industry and the results attest to our success with this program.

Dynamic marketing – as a dominant advertiser, in both online and traditional advertising I have the ability to maximize your pool of potential buyers.

Strategic Pricing – our exclusive pricing strategy is specifically designed to help you get the most for your house.

Gold Services – the most comprehensive source of homeownership services for you and your buyer.

Neighborhood Specialist – no one is more knowledgeable about your area than I am.

At Weichert, we strategically market your house through these methods to reach the maximum number of buyers so you can sell quickly for the best price.

Close

Do you agree the combination of this spectrum of full services will work for you?

Tip

If seller focuses on one point or asks a question, state: “That is a great question (or a good point). I will explain that in a little more detail soon.”

Engage the seller in a discussion on why Weichert has designed this marketing strategy. It’s based on research taken from 2003 National Association of Realtors Survey. Ask: “How do you think buyers find their home?” Take a blank piece of paper and write down each way as the client discusses it. Add any missing. Then write down the NAR statistic by each method. You can say, “Research shows that buyers find their homes in five key ways. Through real estate agents like me (86%), on the internet (72%), through a yard sign (69%), newspapers (49%) and Open Houses (48%).”

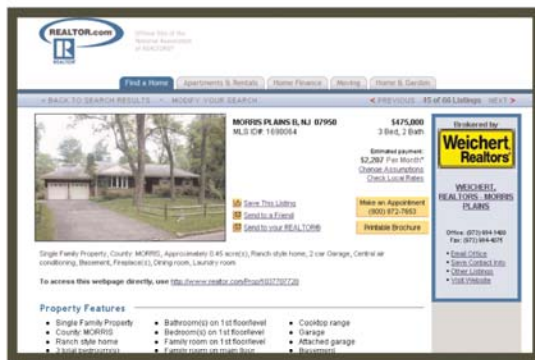
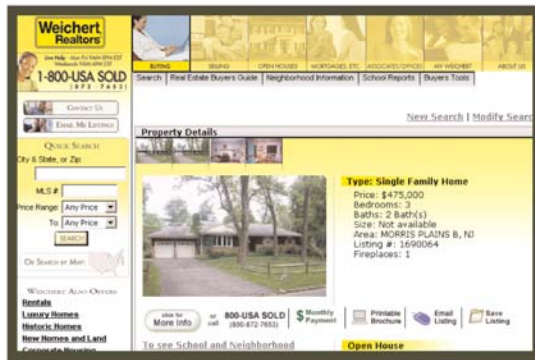
Transition

Let’s take start with our online marketing strategy . . .

Page 7: ONE CLICK: finds your listing featured online

One Click

finds your listing featured online



YOU SHOULD KNOW

I will use highly visible real estate sites, including weichert.com, to expose your home to millions of potential buyers.

The Weichert Difference: Online Marketing at weichert.com



Customizable

Key Points

- Seller's property on the internet
- Reaching millions of consumers each month
- Again, point out the features that will attract buyers

Suggested Dialogue

Mr. & Mrs. Seller, as I mentioned earlier, I have already begun a marketing plan for you. Here is a sample of what your house would look like on the Weichert.com and other top web sites. Once posted, this will have your house reaching millions of consumers every month. We have over 80,000 hits per day which equals over 2 million hits a month.

Isn't that phenomenal?

We do more than any real estate company to ensure that we capture the buyers who choose to look on line. We make it as easy as possible for them to see your home and learn more about it.

Tips

You should customize the above dialogue based on the top web sites that you market your properties in, for example "Here is a sample of what your house would look like on Weichert.com, Realtor.com and the Multiple Listing Service."

Transition

With over 8 million sites on the internet related to real estate, it's more important than ever to be able to focus the buyers to your house. Let's take a look at how we make sure the Internet buyer sees **your** home.

Page 8: ONE CLICK: drives more buyers to our website.

one
Click

drives more buyers to **weichert.com**

72% of all potential buyers start their search online*

Realtor.com
RealEstate.com

Yahoo
Google
MSN
AOL
Netscape

NYTimes.com
WashingtonPost.com
WallStreetJournal.com
Boston.com
NJ.com

YOU SHOULD KNOW
No one does more to target the right online buyers for your home.

The Weichert Difference: Online Marketing at weichert.com

Weichert Realtors

8

*2003 National Association of REALTORS® Profile of Homebuyers and Sellers.
Each WEICHERT® franchised office is independently owned and operated.

Key Points

- We do more to capture buyers whenever they start their search
- Partnered with search engines to drive more buyers to our site and ultimately the Seller's home
- Listings in on line real estate sections of the biggest newspapers to market the Seller's home

Suggested Dialogue

Mr. & Mrs. Seller, have you been on the Internet looking for homes or getting some idea of what's happening in the market?

If answer is "No"

Well . . . according to the National Association of Realtors, 72% of buyers **start** their search on line and at Weichert we take advantage of this to drive all the buyers to your house.

If answer is "Yes"

You're in good company . . . according to the National Association of Realtors 72% of buyers start their search on line.

What's been your experience on line?

We have an aggressive online marketing plan to expose your home 24 hours per day, 7 days per week on the internet. Let me show how we do it.

Another key component to exposing your home is utilizing the unique partnerships that we've created with some of the largest newspapers' web sites in the world such as Wall Street Journal.com and New York Times.com to expose your home *around the clock* until it's sold.

Weichert does more than anyone else to lead those buyers searching for their home on line to our web site and to your house.

Tip

Listen to the Seller's responses carefully and integrate their on line experience with how Weichert drives more buyers to our web site.

Obtain a list from your Manager of all the web sites that are relevant for your region so you can show your Seller the sites and on line publications their home will appear in. Then say, "Here is a list of the web sites that I will be using to expose your home online beginning immediately."


Transition

We lead people to our web site and select web sites to sell your house quickly. Let's take a look at how your home will appear on line.

Page 9: ONE CLICK: Leads more buyers to your listing

One Click

weichert.com quickly leads more buyers to your home



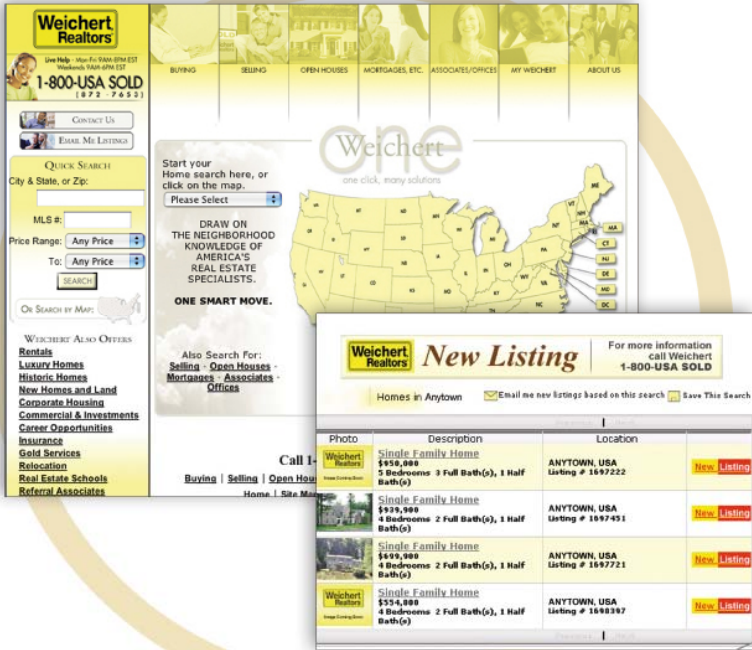



Photo	Description	Location	
	Single Family Home \$950,000 3 Bedrooms 3 Full Bath(s), 1 Half Bath(s)	ANYTOWN, USA Listing # 1697222	New Listing
	Single Family Home \$925,000 4 Bedrooms 2 Full Bath(s), 1 Half Bath(s)	ANYTOWN, USA Listing # 1697451	New Listing
	Single Family Home \$695,000 4 Bedrooms 2 Full Bath(s), 1 Half Bath(s)	ANYTOWN, USA Listing # 1697721	New Listing
	Single Family Home \$574,000 4 Bedrooms 2 Full Bath(s), 1 Half Bath(s)	ANYTOWN, USA Listing # 1698367	New Listing

- Your home will be featured in our special New Listings section
- Quick searches and maps lead potential buyers to your home
- Automatic e-mail notification goes to all buyers looking for a home like yours

YOU SHOULD KNOW

It takes no more than a click or two for any potential buyer to find your home.

The Weichert Difference: Online Marketing at weichert.com



Key Points

- Easy and quick to get to us
- “New Listings” feature is **exclusive** to Weichert
- Maps to Open Houses
- Automatic eMail notification

Suggested Dialogue

Have you ever shopped on line?

If answer is “NO”

Well let me tell you . . . one of the most important factors in a good web site is that people find what they’re looking for easily and quickly.

Wouldn’t you agree this would be critical?

If answer is “YES”

Wouldn’t you agree that finding what you’re looking for quickly and easily is important to you?

When we’re finished here today, I will go back to the office and place your property in our NEW LISTING site.

[point to the “New Listing” area. This exposes the property in an exclusive section for three weeks.]

This gets your buyers to see your property quickly. This is exclusive to Weichert.

Typically, web sites try to minimize the number of clicks people need to make to get to where they want to be. At Weichert, we strive for one or two clicks to get people to your property faster.

And at Weichert we realize how important it is to get buyers to return to the site. Features like school reports, neighborhood reports and maps to Open houses keep buyers coming back to the site.

Close

Do you see how we’ve made it as easy as possible for potential buyers to find your home on line?

Tips

As you discuss each feature on the page, be sure to point to the corresponding point on the page. This will reinforce the value of our online presence and its importance.

Transition

Once a buyer finds your home on line – then what? We have a unique answer to that question.

Page 10: ONE CLICK: captures more buyers to see your home

ONE Click

captures more buyers to see your home

No other full-service real estate company quickly turns so many browsers into buyers

1

2

3

- Unique contact center captures online customers 7 days a week
- Contact center specialists identify serious prospects and keep them from getting lost in the shuffle
- Our online customers receive the same immediate personal attention as toll-free callers

YOU SHOULD KNOW

All qualified buyers are instantly connected to a local Sales Associate like me.

The Weichert Difference: Online Marketing at weichert.com

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Each WEICHERT® franchised office is independently owned and operated.

Key Points

- Weichert's **exclusive** Contact Center
- From buyer to Contact Center Specialist directly to Live Agent, **immediately**
- 7 days a week buyers can call us through an 800 # or complete an electronic form
- Thousands of buyers each day are connected to a live salesperson who can make an appointment to show your home.

Suggested Dialogue

At Weichert, we understand how demanding the internet consumer is and we do everything to ensure the customers who are shopping on line and interested in your home can have their questions answered as quickly as possible. We have a call center that is open 7 days a week and we guarantee to connect potential buyers with a real estate specialist who is familiar with your neighborhood in a matter of minutes. No other real estate broker can provide you with this service.

When internet buyers request information online most expect a response within two hours. Unfortunately, 58% of these requests go unanswered. The majority of the Realtors that do respond take at least two days to do so.

Have you ever called a company to get service or information and instead of speaking directly with someone, you were directed to a voice mail or voice response system?

We have licensed professionals on our team who are there to take buyers' calls 7 days a week. This means if there's someone interested in your home and they reach out on line or via phone, we will speak to them in person right away.

When I say right away, I mean right away. We've learned that someone on line interested in a specific home like yours wants an immediate response or they're gone. No one gets left behind. Anyone who contacts us through our toll-free number or via an electronic inquiry gets to speak to a Contact Center Specialist who qualifies them and connects them right then and there to a local Weichert Sales Associate. There's no other full-service Realtor with Contact Center Specialists whose only job is to assess and stay with browsers until they turn into buyers.

So we're here in your neighborhood marketing your home AND we're on the Internet capturing all the buyers who want to work on line . . . leading them all to your property.

Close

Do you see how comprehensive our Internet marketing strategy is?

Do you feel this is a distinct advantage for you?

Tip

Share with your client that the average on line buyer will purchase a home within six months. These people are committed to finding a home, which makes marketing online an important part of the plan.

Transition

We want to expose your house to the greatest number of buyers. Let me share another marketing strategy that has proven effective.

Page 11: ONE SIGN: does more to attract house-hunters

One
Signe
does more to attract house-hunters

We are the undisputed industry leader with the strongest commitment to an extensive Open House program

OPEN HOUSE
OPEN TO PUBLIC
Weichert Realtors

YOU SHOULD KNOW
Nearly one third of all Weichert Open Houses result in a sale.

- 73% of homebuyers visit at least one Open House*
- 69% of all buyers respond to yard signs**

*Based on a private study conducted by Weichert, Realtors.
**2003 National Association of REALTORS® Profile of Homebuyers and Sellers.
Each WEICHERT® franchised office is independently owned and operated.

Weichert Realtors

The Weichert Difference: Enhanced Open House Program

Customizable

Key Points

- 73% of buyers visit **at least one** Open House. 69% of buyers respond to yard signs.
- Weichert is recognized by our yellow signs and balloons.
- Weichert's **unique Open House Program** brings results. 1/3 of Weichert's Open Houses results in a sale

Suggested Dialogue

NOTE: Choose the questions below you're most comfortable with to engage the client and open the dialogue for Open Houses.

Have you seen our signs and balloons in the area, especially on Sunday afternoons?

Have you ever stopped into one of our Open Houses? What did you think?

What have you heard about Open Houses?

We spoke earlier about how buyers find their homes. Open Houses are an effective way to get your property exposed to buyers. Statistics show that 73% of homebuyers visit at least one Open House and 69% of Buyers respond to yard signs. Buyers, through our ads, signs and balloons recognize the Weichert Open House Program.

- Our approach is to use an Open House as a way to debut the house to the market.
- It encourages buyers who are not currently working with a Sales Associate to see your home.
- A Weichert Open House creates competition among perspective buyers.
- Open Houses motivate interested buyers to make offers before the Open House. It creates a sense of urgency for a buyer truly interested in your home, but may be a bit on the fence about it.
- Precisely scheduled Open Houses help augment initial "just Listed" buzz about your home.
- Weichert Open Houses create interest and bring more visitors.
- Nearly one third of all Weichert Open Houses results in a sale.

Close

Does a 30% success rate in our Open Houses surprise you?

OR

Did you know our Open House program is this effective?

Tip

Listen carefully to the client's response. It will provide you with a wealth of information about their insights and feelings on Open Houses. Use this to emphasize key points in your presentation.

Transition

I'd like to share with you the steps I'll take to make sure your Open House is a success.

Page 12: ONE SIGN: leads to the most successful Open House

ONE Sign

leads to the most successful Open House



The collage features a central image of a yellow sign on a black stand that reads "OPEN HOUSE OPEN TO PUBLIC" and "Weichert Realtors". Surrounding the sign are several yellow balloons with the Weichert Realtors logo, a newspaper advertisement for an open house, and a sign-in sheet titled "Welcome to Our Open House!". The background is a circular image of a blue sky with white clouds.

BEFORE, I WILL:

- Promote your Open House on real estate web sites
- Feature your home with driving directions on weichert.com
- Use highly recognizable local publications to attract the most buyers
- Invite people in your area
- Display a minimum of 8 directional signs*

DURING, I WILL:

- Register all guests
- Sell your home's benefits as I escort guests through the property
- Advertise your home's affordability through Weichert Gold Services

AFTER, I WILL:

- Follow up with all prospects
- Answer questions, gauge interest, and arrange for private visits
- Contact you frequently with feedback

YOU SHOULD KNOW
Our Weichert® Open House Program sells so many homes because it's dynamic before, during and afterward.

The Weichert Difference: Enhanced Open House Program

*Where permitted by municipality.
Each WEICHERT® franchised office is independently owned and operated.

Weichert Realtors

Key Points

- The “How” of Weichert’s Open Houses – the difference
- What we will do before, during and after to bring results

Suggested Dialogue

Everything that I do before, during and after the Open House is what makes our Open House Program so successful.

Before the Open House I will promote your property on the real estate web sites and feature your home in Weichert Weekends on Weichert.com with driving directions. I will put up directional signs to guide buyers to your house easily. And I will call your neighbors to invite people to your Open House.

NOTE: Obviously, don’t say you’ll put up signs if the town does not permit.

Part of the program is inviting the neighbors to attend, encouraging them to bring people they know who would love to live in your neighborhood. This gives the neighbors a chance to choose their own neighbors.

Do you see how this could help get the buyers to your house?

During the Open House, I register all guests. Then I discuss the benefits of your home as I escort the visitors through your house. We also advertise the affordability of your home for buyers through our Gold Services financial worksheet.

After the Open House, we follow up with all prospects to answer questions, assess interest and arrange appointments for private visit. I will call you with the feedback received from the visitors of the Open House. My thorough follow up with all buyers and with you ensure this program works most effectively.

Did you know we also hold Broker Open Houses? These expose your property to every local broker who is also working with buyers who want to move into your neighborhood.

No other company holds as many Open Houses as Weichert. We’re the indisputable leader in delivering effective Open Houses that will get you the results you’re looking for.

Close

Do you see how conducting Open Houses will help you in selling your home?

Tip

Here’s a good opportunity to show the guest registry and the Property Sheet that you will have available at the Open House. Also share any other marketing materials you would prepare especially for showing at their Open House. Engage the client. Allow them to review the materials and ask questions.

Transition

I’d like to talk to you about how we have been building our brand and why that’s important to selling your house.


Page 13: ONE NAME: recognized as an industry leader

One Name
recognized as an industry leader

The Weichert® Difference: Dynamic Marketing

YOU SHOULD KNOW
Because we have such a prominent advertising presence, active buyers quickly realize that Weichert® is their most dependable source of homes.

Each WEICHERT® franchise office is independently owned and operated.
Weichert® and Weichert® logo are registered trademarks of Weichert Co. All other content is the property of their respective owners.
REALTOR® is a federally registered collective membership mark which denotes a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and adheres to its strict Code of Ethics.



Key Points

- Marketing through a variety of mediums to have the greatest impact; through billboards, bus stations, radio, on line, newspapers, beach and plane
- Building the brand that people recognize and trust for all their real estate needs

Suggested Dialogue

NOTE: Choose the question below you're most comfortable with to engage the client and open the dialogue for the value of advertising and strengthening a brand.

Whether you buy Coca Cola, Disney Videos, or shop at Nordstroms . . . the power of a good brand is significant. What's your favorite brand? Why do you like it?

OR

When I say the word "Kleenex," what do you think? (this brand is so strong that people translate "tissue" as "Kleenex" which is actually a brand name.)

OR

If I ask you to Xerox something, what do I want? (this is the power of a strong brand. People immediately think of copying when you say "Xerox.") This is branding at its best, where you associate the product with the brand. Weichert elicits a similar response and we're continually building on this success. We want everyone to associate Weichert with a real estate company they can trust and that brings results.

Mr. & Mrs. Seller, because of our strong advertising, buyers know Weichert is the real estate company they can depend on to find their new home. With our billboards, radio, internet, real estate magazine ads and targeted newspaper advertising, buyers are attracted to our company listings. This translates to more people recognizing Weichert, more people looking for your yard sign, more people exposed to your home. Here are the newspapers and other publications I will use to advertise your house.

Close

Can you see how advertising your house in this way will help us market and sell your property?

Tip

Help the Seller see their emotional connections to the brand and their loyalty to the brand. The reason they like the brand guides them in their decision and a desire to continue to purchase through that brand. The same holds true with Weichert and the brand we're building.

Pull out copies of all the newspapers or publications as well as home magazines that can be used in your area to advertise the Seller's home. Specifically have several copies of the Weichert pages and keep them current. Spread them out across the kitchen table to emphasize the scope of all the advertising we do.

Transition


A strategically placed newspaper ad will attract buyer interest – Let's see how.

Page 14: ONE NAME: interests more readers in your home

One Name

interests more readers in your home





Weichert places ads with home listings 52 weeks a year in over 175 publications

- 48% of all buyers search listings in newspapers*

YOU SHOULD KNOW
By targeting the right publications, our advertising program will attract the most interested buyers to your listing.

The Weichert Difference: Dynamic Marketing

14

*2003 National Association of REALTORS® Profile of Homebuyers and Sellers.
Each WEICHERT® franchise office is independently owned and operated.



Customizable

Key Points

- Sample ad of Seller's house in the newspaper to continue to engage them
- Getting commitment on the Open House dates
- Thoughtful, targeted approach to advertising.

Suggested Dialogue

This is a sample of how your home will appear in next week's paper when I hold our first Open House. I would like to schedule the next few Open House dates with you now. Let's check our calendars.

As I said, buyers look to Weichert for their home search.

Mr. & Mrs. Seller, are you aware that not all real estate companies have the same advertising program as Weichert? We focus on advertising our listings, not just our name.

We approach advertising your house as a science. We spend a great deal of time and money exposing your home appropriately. We are where your buyers are. Of course, we will review our advertising plan frequently. I don't want your house to appear "stale" at any time during the marketing period. We will appear "fresh" at all times on line with my ability to re-take pictures and change images. In the paper, we need to be careful that the house never appears worn. I'll ensure we use a variety of methods beyond newspaper advertising to promote your home so this does not happen.

Close

What are your thoughts on how we are describing your house in this ad?

Great, I will have my Personal Marketing Coordinator begin the advertising process. Everything is ready for your house. I just need to make one call.

Tips

Don't over-promise on weekly advertising.

Have sample publications ready to show the local advertising you will do. Explain the benefit the seller will achieve with other homes in the neighborhood being advertised. Buyers will drive through the entire neighborhood to see theirs so every week we advertise someone else's property, they benefit as well.

Pull out your day timer or PAS and schedule the next three Open Houses OR ask if they're free for an Open House this weekend so we can move things along.

Review the ad with the Seller and make changes, if appropriate. Again, engage the Seller in the finishing touches for the ad.

If you're not the dominant advertiser in your area, emphasize how your advertising is targeted. We focus on targeted advertising to attract the most active buyers so we get the best results.

Note: Depending upon the paper you are listed in, this page could have either a photo box of the house or a listing box for your property.

Transition

At Weichert, marketing your house doesn't stop here.

Page 15: ONE CONNECTION: delivers your message locally

One Connection

delivers your message locally



The Weichert Difference: Dynamic Marketing

JUST LISTED

Look for our sign in your neighborhood. Invite me in. I'll bring results.

Weichert Realtors

The typical distance most homebuyers move is just 8 miles from their current address*

You're invited to an Open House.

Location: **1405 Kemper Ave.**

Date: November 12, 2003
Time: Noon to 4 p.m.

Weichert Realtors

The Weichert direct mail program sends out six million postcards a year

Sally Woods
Ft. Washington Office
Office: 973-359-8315
Home: 973-956-4625

290 White Birch Road
For Washington, PA

Weichert Realtors
ONE SMART MOVE

290 White Birch Road
For Washington, PA

5 Bedrooms, 3-1/2 Baths,
Two attached Car Garages,
Lot 3 acres
Property Features:

- Living Room: 21'x13'
- Dining Room: 10'0"x11'0"
- Kitchen: 9'10" x 8'0"
- Family Room: 10'x16'

Call Sally Woods to see this wonderful home!

YOU SHOULD KNOW

No one will make better use of targeted direct mail and phone calls to make buyers aware of your listing.



Customizable

Key Points

- Many excellent prospective buyers come from within an eight-mile radius of where they live now. Local, direct mail reaches them.
- Direct Mail and Business Card Photo Ads bring results

Suggested Dialogue

Remember when I first met with you and asked several questions while you were showing me your house?

Here is how I used that information. At Weichert, we have in-house marketing specialists who produce professional quality marketing pieces to showcase your house. As a full service company, we understand how important effective direct mail marketing is to selling your home at the maximum price. I took the liberty of having several pieces created for you.

Mr. & Mrs. Seller, here's a sample card. Are there any changes you would like to make?

The National Association of Realtors surveyed buyers throughout the country and found the average person moves within eight miles of their current residence. Weichert takes this fact into account when planning our direct marketing.

Mr. & Mrs. Seller, I also had special business cards made just for your house. My job is not only to market to the public, but to my fellow Sales Associates – within the Weichert network and beyond. I network with many Agents within Weichert as well as other companies. I hand out your card to bring your house to their attention. I know you want your Realtor to be proactive and really go after the business, don't you? Here are some cards for you to hand out as well.

Close

What do you find most valuable from this marketing plan?

Tips

If you haven't already done so, give a copy of the property highlight sheet to the homeowner. Also, give them a pen.

Discuss your specific direct mail plan. Review who you will mail to; your Sphere of Influence, Pure Gold, other neighborhoods of smaller homes, etc. Don't mention "I-Mail" to the client. Refer to it as direct mail.

Transition

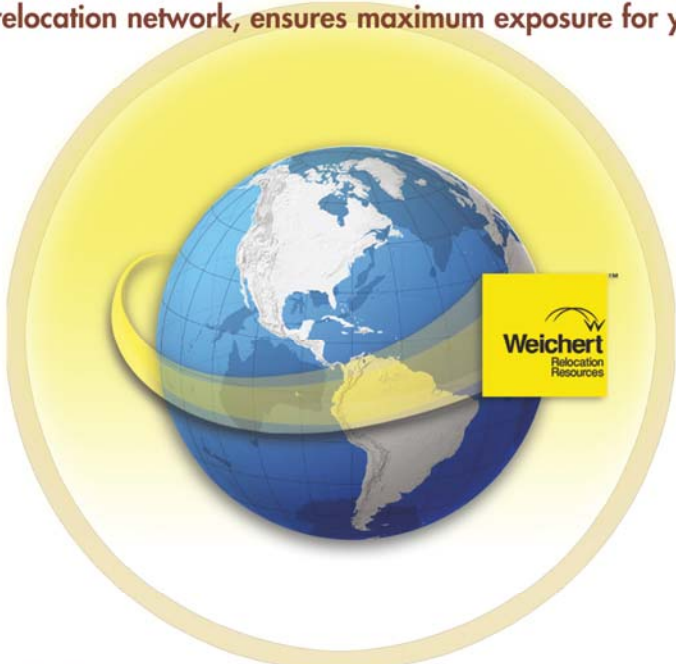
We also have connections to buyers who are transferring into your area.


Page 16: ONE CONNECTION: taps into transferees nationally and internationally

One Connection

taps into transferees nationally and internationally

Our membership in RELO[®], the nation's largest broker-owned relocation network, ensures maximum exposure for your home





The Weichert Difference: Dynamic Marketing


- Assists more than 25,000 relocating employees a year
- Among the largest corporate relocation companies in the world

Our clients are some of the biggest name brands:*

Campbell Soup Company	Home Depot
Capital One	Kraft Foods UK Ltd.
Fannie Mae	Panasonic
GlaxoSmithKline	T. Rowe Price
Hasbro, Inc.	The Boeing Company

YOU SHOULD KNOW
No other privately-owned real estate company in America works with as many buyers relocating to new areas.

*As of 9/1/04
Each WEICHERT[®] franchised office is independently owned and operated.



Key Points

- Weichert Relocation exposes even more buyers to the Seller's property
- 3rd largest corporate relocation company
- Worldwide, recognizable clients
- Referral Network is one more avenue for bringing more buyers to the Seller's property

Suggested Dialogue

Have you ever relocated with your employer or know someone who has?

As you can well imagine, we have thousands of buyers we work with every day to help them in their relocating needs. We reach buyers nationally through RELO, a national relocation referral company. Weichert is RELO's largest member. This ensures maximum exposure for your home. Relocation buyers are considered by many to be the best buyers because they are highly motivated and buy quickly.

Can you see how, as a member of the nation's largest relocation network, we'll have access to great relocation customers for you?

Weichert is also the nation's third largest relocation company working with corporations to move their employees. Over 455 major corporations who transfer thousands of employees have chosen Weichert to help them through the home selling and home buying process. They believe we can do the best job for them. Don't you think we could do the best job for you?

All these companies' transferees need to make the right decision, quickly. When we bring a transferee to your home all financial and situational qualifications have been ironed out. These folks are prime prospects.

We also reach buyers regionally through our referral network. A buyer can be referred to your house through our Referral Agents who have family, friends, work colleagues who may want to live in your neighborhood.

Close

Can you see how these additional avenues can help you command the best price for your house?

Tips

Find the names of the companies in your area who are a part of relocation services (RELO). Share these company names with the client and discuss how we also have access to these buyers so we can connect them to the Seller's home.

Look up other RELO Members at www.relo.com - under Member Directory. Provide a partial relocation client list to show the volume of transferees we service. Highlight companies within the general area of the listing.


Transition

Let me show you how we treat our buyers like "Gold" and what that means to you as a seller.

Page 17: ONE STOP: many solutions to efficiently complete your transaction.

One Stop

many solutions to efficiently complete your transaction



Weichert Gold[®] Services

one stop, many solutions | Mortgages, insurance, home warranties, moving and related home services.


- Personalized Service
7 days a week
- Quick Buyer Pre-approvals
- Moving Consultation and Services
- Gold Services Coordinator
- Weichert[®] Home Protection Plan
- Bridge Loan Financing

YOU SHOULD KNOW

To help ensure a smooth closing for you, we can pre-screen potential buyers at no cost to certify they can purchase your home.

The Weichert[®] Difference: Gold Services

Small print text regarding Weichert Gold Services, including terms and conditions, and contact information for Weichert University.



Key Points

- Gold Services for Sellers. We do it all for you and for your buyers to ensure a successful close.
- Quick, secure certified Buyer Pre-Approvals
- Introduce Gold Services Manager and encourage an immediate connection

Suggested Dialogue

Mr. & Mrs. Seller, we've put together a program that works with the buyer to ensure a seamless transaction. We call it our One-Stop Gold Services Program.

Another advantage of working with me over other Associates is that we have it all for you in one company. We have someone available our office, seven days a week providing service to Sellers like you and buyers who want to purchase your house. My Gold Service Manager, _____, will pre-approve buyers so you can be comfortable when we are looking at offers on your house that these buyers are not a risk and have the ability to purchase your home and actually get to settlement.

Gold Services for Sellers includes:

- Personal service, 7 days a week
- Quick, secure certified Buyer Pre-Approvals
- Gold Services Coordinator
- Weichert Home Protection Plan (protect home appliances for a hassle free closing)
- Bridge Loan Financing

This is all part of the full service we provide our clients.

Our Weichert Gold Services Manager is the point person for mortgage, insurance, title and Weichert Home Protection Plan. Here is the business card of my office's Gold Services Manager, _____.

Close

Let's arrange a meeting with the GSM. S/he is ready and anxious to answer any questions you may have.

Tip

Pull out your GSM's business card right now and hand it to the seller.

Transition

A major consideration of buyers is the monthly mortgage payment. We can help your buyers with that concern.

Page 18: ONE STRATEGY: highlights your home's affordability

One Strategy

highlights your home's affordability

Weichert Gold Services

one stop, many solutions | *Mortgages, insurance, home warranties, moving and related home services.*

Financing Options for (address of the home owner)


*Offered At \$000,000
Property Taxes \$0,000
Estimated Hazard Insurance \$0,000*

MONTHLY PAYMENTS


LOAN PROGRAM	LOAN AMOUNT	INTEREST RATE	APR	POINTS	MONTHLY PAYMENTS
COSI	\$000,000	0.000%	0.000%	0%	\$0,000
Conventional 3/1 ARM I/O	\$000,000	0.000%	0.000%	0%	\$0,000
Conventional 5/1 ARM I/O	\$000,000	0.000%	0.000%	0%	\$0,000
30 Year Fixes	\$000,000	0.000%	0.000%	0%	\$00,000

*Financing is based on COSI \$000,000. Financed for qualified buyers only. Certain conditions and restrictions may apply. Does not include property taxes, private mortgage insurance, borrower's fees/incentives or hazard insurance. Interest rate used for example only. Subject to change without notice. For additional disclosures please see the reverse side for details.

Sales Associate:
Weichert Associate
Sally Wood
000-000-0000
000-000-0000




Financing available through:
Gold Service Manager
John Smith
000-000-0000
000-000-0000



98% of all Weichert customers who apply for a mortgage with us are approved

YOU SHOULD KNOW
The Weichert Gold Services Manager on my team offers over 360 financing options to help qualified buyers afford your home.



The Weichert Difference: Gold Services

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Each WEICHERT® franchised office is independently owned and operated.


Customizable

Key Points

- Breaking the price into monthly payments gives buyers attractive options to afford the Seller's home.
- Hundreds of financing options makes it easy to buy the Seller's home
- 98% of Weichert customers are approved. The Seller's will get to close without a financial mishap.

Suggested Dialogue

Mr. & Mrs. Seller, if you were looking for a home today, would it help you to have information on monthly costs and financing options?


Jim Weichert realized that people budget their money on a monthly basis. That's why we have the Weichert Gold Services display, which shares per month costs with all prospective buyers. It helps your buyers make a decision faster - and that will mean more offers for you.

Earlier I spoke of Weichert's distinct advantages, one of which is our Gold Services program. This is a sample of the financing options I will display in your house. During the Open House this information can be a deciding factor to a buyer. Once a buyer sees what the monthly cost will be with one of our loan programs and realizes this is within their budget, they could decide to purchase your home. Can you see how this is a benefit for you, the Seller?

Transition

Setting the sale price for your house is key. Let me share our exclusive formula for evaluating your home's worth.

Page 19: ONE AIM: to maximize your asking price



ONE
Aime
to maximize your asking price

Only Weichert's unique Price Trend Analysis projects local trends in order to help you net the most money for your home

Past *Today* *Future*

YOU SHOULD KNOW
Using traditional pricing methods can result in undervaluing your home.

The Weichert Difference: Strategic Pricing

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Each WEICHERT® franchised office is independently owned and operated.

Weichert Realtors

Key Points

- Price Trend Analysis is a unique approach to valuing your home. It's not just past comparables but looking at the trend to price for the future to maximize the Seller's investment.
- Using Price Trend Analysis valuation helps get the most money for the home

Suggested Dialogue

Weichert has developed a unique pricing strategy to project local trends in order to help you get the most money for your home. Not all companies use this strategy since it requires additional research. I've prepared a Price Trend Analysis specifically for your home. I will share that with you in a few minutes.

This is another distinct advantage of working with Weichert.

Close

Would helping you assess the marketplace to determine pricing trends be of value?

Tip

Point out that this is a cutting edge tool, not used by other companies. Do Not Talk Price at this time. Explain that you will share the Price Trend Analysis with the Seller in just a few minutes.

Transition

I'd like to tell you a little bit about myself since our working relationship will be key throughout this process.

Page 20: ONE SPECIALIST: to serve your needs personally

One Specialist

to serve your needs personally



The Weichert Difference: Neighborhood Specialists



Joan Smith

- A local real estate expert, with over XX years of experience
- Personally helped over XXX families and individuals purchase homes in Anytown and neighboring towns!

- Successfully marketed and sold XXX area properties
- Very knowledgeable about local real estate
- Part of an Anytown Office sales team that sold or marketed XXX area homes last year!
- Always available to answer your questions about real estate activity in your neighborhood

ACCOMPLISHMENTS:

- Member 2004 President's Club for top-selling Weichert Associates
- Completed on-going customer service certification

BACKGROUND:

- A proud Anytown resident for over XX years
- Active on Anytown School PTO
- 10-year participant in Anytown's annual Walk for Life
- Local Girl Scout troop leader

86% of all buyers trust a local Sales Associate to help find their next home*

YOU SHOULD KNOW

My thorough knowledge of this local market will help me negotiate the best price for your home.

*2003 National Association of REALTORS® Profile of Homebuyers and Sellers.
Each WEICHERT® franchised office is independently owned and operated.



Customizable

Key Points

- Highlights you as the Neighborhood Specialist
- Being the Specialist gives you an edge when negotiating

Suggested Dialogue

Weichert Associates are the best trained in the industry.

We have continuous extensive training and mentoring for all our Associates. This means you get the benefit of professionals answering calls from buyers interested in your home. The continuous training I take ensures I'm on the cutting edge of the best practices in real estate. I'm specially trained as a negotiator to work for you and protect your price during initial contract negotiations and during inspections when buyers often try to re-negotiate.

Close

I want you to feel comfortable that I have the knowledge and experience in this business to provide you with the best service and guidance.

Do you see how my local knowledge will help you sell your house?

Tips

If you have not shared your personal brochure and/or resume prior to your meeting, do so now.

Emphasize different points depending upon your tenure in real estate . . .

<i>New Sales Associate</i>	<i>Experienced Sales Associate</i>
<i>Local Knowledge</i>	<i>Real Estate track record</i>
<i>Community Involvement</i>	<i>Years of successful experience</i>
<i>Years living in the town</i>	<i>History with Weichert and community</i>
<i>Years in sales</i>	<i>Awards and credentials in real estate</i>
<i>Key skills: sales, negotiation, effective communication and presentation skills</i>	<i>Levels of achievement</i>

Transition

There is a saying in real estate – it's all about "location, location, location." Knowing your community puts me in a unique position to sell your house – let me explain how.


Page 21: ONE SPECIALIST: to put your location in the best light

One Specialist

to put your location in the best light


Anytown, New Jersey

- Average sale price for this community is "\$"
- Home values have increased by X% since X (date)
- ANYTOWN school system is one of the top school systems in the area
- Located near "X" park
- Convenient to major highways & public transportation
- Located near "X" hospital
- Excellent recreation programs and facilities available



YOU SHOULD KNOW
I will use my knowledge of our community's best features to target the buyers most likely to pay top dollar for your home's location.

The Weichert Difference: Neighborhood Specialists



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Each WEICHERT® franchise office is independently owned and operated.

Customizable

Key Points

- Spotlights your knowledge of the community's best features
- Highlights what attracts buyers to their area

Suggested Dialogue

Through my knowledge of your community, I can target the best features to attract buyers to your house as well. What were some of the deciding factors that attracted you to this area, and to this house?

These are the types of features we emphasize. I can target the best the town has to offer.

Tip

Discuss key features of the town and connect this to how you will target your advertising and marketing to attract buyers who want what the town has to offer. Benefits like:

- *Great education for the kids.*
- *Attracts doctors and staff who need a residence close by the local hospital.*
- *Improved quality of life and the services offered for senior citizens.*
- *Take time to explain what it means to be a Neighborhood Specialist.*
- *Be sure your conversation does not give the impression you will be targeting one type of buyer.*

NOTE: *If you use the first two bullets as suggested, you need to cite the source of this information.*

Transition

Considering the entire process of selling your house, at what point do you see my role ending?

Page 22: ONE PROBLEM SOLVER: supports you from contract to closing.

Problem Solver
supports you from contract to closing

Selling a home is a complicated process

DEED RESTRICTIONS, SPECIAL DESIGNATIONS, HOMEOWNERS' ASSOCIATION/CONDOMINIUM AND CO-OPS
84. Are you aware of the property in subject to any deed restrictions, special designations, homeowners' association/condominium or co-op restrictions, or a provision area like the New Jersey Pinelands, or its being subject to similar legal authorities other than typical local zoning ordinances?

LOCAL ZONING ORDINANCES

ENVIRONMENTAL HAZARDS
85. Have you received any written notification from any public agency or private party that the property is adversely affected, or may be adversely affected, by a hazardous substance, or is the property subject to such a notification?

PROPERTY IS ADVERSELY AFFECTED

WATER LEAKAGE
9. Are you aware of any water leaks within the basement or crawl spaces or any other areas within any of the structures on the property?

CRACKS AND BULGES
11. Are you aware of any cracks or bulges in the foundation walls? If "yes," specify location.

ADDITIONS/REMODELS
28. Are you aware of any additions, structural changes or other alterations to the structures on the property made by any present or past owners? Explain any "yes" answers you give.

PROPER BUILDING PERMITS AND APPROVALS

AGREEMENT

PROPERTY LINES AND CONDITIONS

SMOKE DETECTOR AND CARBON MONOXIDE ALARM

THE SELLER, AT HIS OWN COST, WILL PROVIDE

MORTGAGE CONTINGENCY

WOOD DESTROYING INSECT INSPECTION

Protect Your Family From Lead In Your Home

EPA

For Your Protection: Get a Home Inspection

YOU SHOULD KNOW
A surprising amount of my efforts and expertise come into play between your signed offer and your closing.

Weichert Realtors

22

Each WEICHERT franchise office is independently owned and operated.

Your Partner in Success

Key Points

- Real estate transactions are a complex process
- Your expertise will take this process through ALL phases of the transaction, contract to settlement

Suggested Dialogue

What's your initial reaction to this page?

Selling your house can be a complex affair. You'll need a knowledgeable professional who has the industry experience to navigate that complexity. I will not only market and sell your home, but see you through every detail involved in completing the transaction all the way to a successful closing. This involves time and commitment.

It's my job to simplify this for you.

Tip

Share an example of a complicated transaction you or someone in your office encountered. Stress how your expertise helped bring this transaction to a successful close.

Use the below with Sellers who have communicated their intent to try to sell their home on their own.

"Mr. & Mrs. Seller, you mentioned that you were thinking of selling your house on your own. I just want to make sure you are aware of the various disclosures you will need to make to prospective buyers. The law does not recognize the fact that you are not licensed as a real estate agent when it comes to the rights of the buyer. Your attorney can review these forms with you. Remember, they usually charge for their time."


Transition

Let's look at some of the issues that can come up between contract and close.

Page 23: ONE PROBLEM SOLVER: supports you from contract to closing.

Problem Solver

supports you from contract to closing



I know what to do when negotiation is required because I've been trained to handle:

- Multiple offers
- Mortgage issues
- Contingencies
- Closing dates
- Home Inspection

And that's just for starters!

YOU SHOULD KNOW
I have gone through Weichert's industry-leading training program to navigate any complexities that may arise in completing your sale.

Your Partner in Success

23Each WEICHERT® franchise office is independently owned and operated.**Weichert**
Realtors

Key Points

- There are many points during a transaction that can require negotiation
- You are uniquely and thoroughly trained to handle these negotiations

Suggested Dialogue

Out of all the issues highlighted here, are there any that you're particularly concerned about?

Well, that's where I come in.

Here is where our on-going commitment to training separates us from the competition. I am with you through the entire process working for you behind the scenes on issues that may come up on any transaction.

We have talked about the ways in which we will bring buyers to your house. Once we find an interested buyer, as I said, there are many negotiating points involved in an offer.

Close

Don't you agree that having a well-trained, experienced agent working for you and your best interest is important in the services I will be providing?

Tip

Again, relate an example of how you successfully negotiated through a situation that the Sellers highlighted as a concern of theirs. Tie directly to the concerns and interests of the Sellers.

Transition

There are a number of steps involved in selling a house.

Key Points

- There are a lot of steps and you'll be the Seller's guide through each one of them.
- You are there through each stage of the transaction until settlement.
- Provide the Leave Behind piece and discuss Price

Suggested Dialogue

There are many other steps along the way to ensure a smooth closing.

Take a quick look at these do you have any questions on any of these steps?

Tips

With each step, address any concerns the Seller may have and how you will handle these concerns.

Refer to this pull-out from the Weichert One Brochure so the Seller can review later.

Provide Leave-Behind and Discuss Price

Before you get to the last page, provide the Leave Behind and discuss how it summarizes everything you just reviewed.

Then discuss the Price Trend Analysis and the comparable properties you pulled off the MLS. Review the pricing strategy with the client at this time. This finalizes everything.

Page 25: ONE SUCCESS: will be yours!


One
Success
will be yours!



Thank you, Homeowners name,
for inviting me in. I promise to bring results.



Joseph Associate



SOLD
Weichert
Realtors

NOW YOU KNOW
You and I have one goal: to get you the best price and terms for your home as quickly and smoothly as possible.

ONE SMART MOVE

25

Each WEICHERT franchise office is independently owned and operated.

**Weichert
Realtors**

Your Partner in Success

Customizable

Key Points

- Summarize the value story here. Connect again to the Seller's situation, the Seller's goals and the Seller's key priorities.
- Goal is to make selling the house a seamless experience for the Seller; 1) maximizing the return on the sale of their home 2) sell it quickly or according to the seller's timeline 3) least amount of stress or inconvenience

Suggested Dialogue

Mr. & Mrs. Seller, let's recap what we've just discussed.

- I will use a well-executed, customized marketing plan that clearly demonstrates your home's unique value. This will be designed to target buyers worldwide, nationally, regionally and locally.
- Throughout the entire Marketing of your house, I will communicate with you.
- I will use my strong negotiating skills to get you the best price and terms.
- We can pre-approve your buyer for a mortgage and coordinate all of the services they will need so you will both close on time.
- I will stay with you throughout the process, offering quality advice, to keep it on track and make it as stress free as possible for you.
- Our goal is to get your house sold for the best possible price and terms, according to your schedule, with minimal inconvenience to you.

Do you have any questions on the marketing plan or my presentation?

NOTE: Connect back to the Seller's key priorities and how the plan addresses these.

Close

I would be delighted to work with you on selling your home. Why don't we get started?

Tips

Based on reaction to the presentation – sum up any concerns the homeowner expressed, and reiterate your “solutions.”

Have a pen ready. Hand pen and listing agreement to homeowner, with a smile.

*You may also want to summarize the presentation by returning to the ONE FOCUS page in which you highlight the six distinct advantages of working with you and Weichert. Use this page to summarize the unique marketing strategies. Point to the six advantages and ask the Sellers which of these they believe would be of most benefit to them in selling their home. Ask if they have any questions on any of the other strategies you discussed. Answer their questions and concerns and **then** ask for the listing.*