

The Weichert Value Story

The Listing Process, Dialogue and Tips.



Getting to Know You and Your Home.

Build a relationship with your clients.

Listing Presentation.

Share your unique value with the sellers

Price Trend Analysis

Use our exclusive method that outperforms a CMA.

Weichert
REALTORS®

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Demonstrate the Weichert Difference

At Weichert, the value proposition is embedded within the process you follow as a sales associate. Your professionalism and dedication to your customers and clients shines through each step along the way. The way you prepare, present and price differentiates you among other real estate associates.

Listing Tools to Show Your Value

Getting to Know You is a critical relationship-building step of our sales process. With this tool, you:



- Build rapport
- Demonstrate your professionalism
- Show sincere interest in the Sellers
- Learn about the Sellers and their home
- Separate yourself from the competition

The **Weichert Listing Presentation** showcases everything you and Weichert will do for your Sellers. With this tool, you:



- Demonstrate value
- Show you have a plan
- Express your commitment
- Gain their confidence
- Win them over

The **Price Trend Analysis** is where you provide Sellers with guidance on pricing their home. With this tool you:



- Go beyond showing MLS sheets and “comps” (what everybody else does)
- Present a visual summary of the data
- Help Sellers see the trends in their local market
- Demonstrate your expertise in real estate, pricing and knowledge of inventory

Key Sales Techniques

There are some basic sales techniques that when used with the Weichert Tools will increase your effectiveness as you tell your value story and share the Weichert difference. Let's look at some of these.

The Defer Technique

Use this technique to delay discussion of topics (for example commission, pricing, advertising) until you are ready to discuss the topic. For example, avoid discussing commission until you have completed the Customized Listing Presentation and conducted the Pricing Discussion using the Price Trend Analysis. You demonstrate your full value story and the full service solution using all of these tools. Sell your value story **FIRST**. The value story is what gives you the leverage to support your position.

Engage

By asking the Sellers questions to engage and involve them in the selling process, they will often sell themselves. The three key components of this technique are: **Ask, Listen, and Summarize**. Carefully crafted, open ended questions can assist you in having the Sellers make the points you want.

Some questions you might ask could be:

“Based on what we just discussed, where would you want your marketing dollars invested? In print or online?”

“How does this compare to your last home sale experience?”

“Have you searched for something on the internet? Which search engine did you like the best? So you can see we partner with that web site, too.”

“Seeing this page...what are your first thoughts?”

Differentiate Yourself

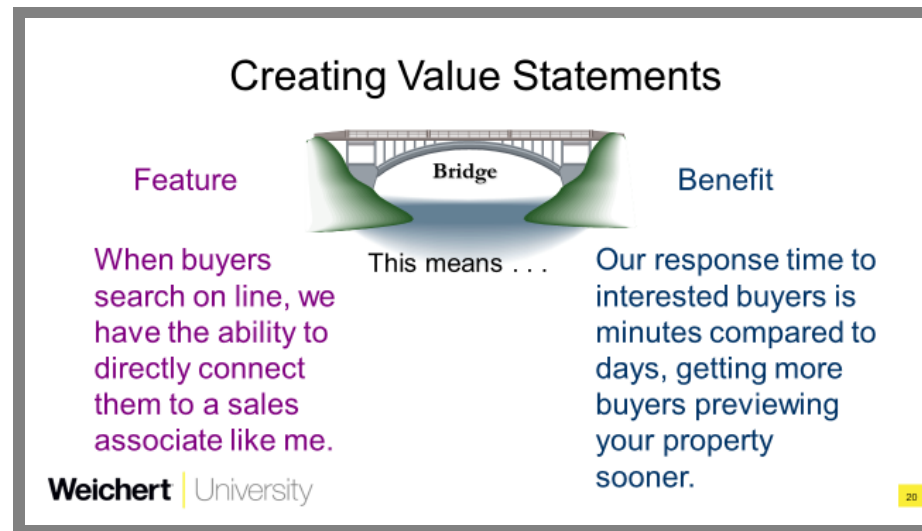
What makes working with you and Weichert stand out from other Realtors? Help your Sellers see the differences by emphasizing them during your presentation. Be ready to highlight our approach to marketing and selling homes.

Key Sales Techniques (continued)

Create Value Statements

Value statements throughout your presentation emphasize how you and Weichert stand out from Brand X, and how you deliver the ultimate service to your Seller. Value statements involve describing a feature of a product or service and then providing the benefit the Seller will derive from that feature. Value statements:

- Contain a feature or fact
- Contain a benefit or meaning to the client
- Use bridges to connect the two:
- What this means for you is . . . With this you get . . . Because of this, you will be able to....



Getting to Yes (Closing)

Gaining agreement all along the way is critical to your success within the listing process. When the Sellers say “Yes,” they’re letting you know they want what you have to offer. It also gives you a reference point when you conclude the presentation and ask for the business. Some examples are provided below.

“Is this a service you would want?”

Would you find this of value?”

Tips for Using the Getting to Know You

Key Tips for a Successful Discussion

- Take them to the Kitchen table BEFORE you tour the home. Why? This gives you the opportunity to lead and set the agenda, establish rapport, get to know the Seller and determine what the seller expects from their agent. This one step sets you apart from all the other associates.
- Take the Lead and set the Agenda
 - “What I’d like to do today is”:
 - ✓ Understand your situation
 - ✓ Have you show me your home as you would want it shown to a buyer
 - ✓ Set up our next appointment so I can share your customized Marketing Plan
- Opening a conversation about the Seller’s situation will help you gain useful insights and understanding while you begin to create a relationship and establish trust. Use the questions within this brochure to help you accomplish this.
- Listen carefully to “hot buttons” - concerns, priorities, goals – what the Seller shares with you will be key talking points as you personalize your dialogue for the marketing plan you create for them.
- As you tour the house, find out if the Sellers are interviewing other brokers – *“I realize selecting the right listing agent is an important decision. Can I ask how many other brokers you are interviewing?”* Finding out about your competition gives you the ability to research and learn about what you’re up against. You can then, for example, go onto alexa.com and research their web presence and # of hits they’re generating, research their market share, average list price and sale price in the area. Arm yourself with key facts and information that will help you sell Weichert over the competition. Of course, never criticize or speak badly of the competition.
- Acknowledge objections rather than address them (right now). This entire meeting is about relationship building and learning as much as you can. If the Sellers bring up a topic or objection, acknowledge it and let them know you will address it when you return with their customized marketing plan.

Example: “It sounds like you have concerns about having an open house. (Allow them to share their concerns.) I can understand that. Do you have any other concerns? I’m going to make a note of this and make sure we address it at our next meeting.”

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 and use the Seller's name.
- Explain the process and how this second visit works. Share your agenda so the Sellers know what to expect over the next hour or so. Encourage their input and questions.

DURING the Presentation

- Begin by reviewing the agenda and reinforce the time needed..."Over the next hour, here is what we will accomplish/review together.
- Engage the Seller – ask questions to encourage relevant comments and interaction. Make it a conversation, based upon the Sellers' needs and priorities. This is NOT a canned presentation.
- Integrate into the presentation what you learned from Step One: Getting to Know You & Your Home- *"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 One into every page you discuss.
- Use assumptive closes throughout your presentation - for example, *"Can you see how conducting one open house will bring more buyers to see your home without forcing you to have ten different appointments?"* Or *"Is this a service you would want?"*
- Avoid using professional "buzz" words, slang and jargon (i.e. Doors, PTA, RELO, MLS, FSBO, I-Mail).
- Watch the Seller's body language, respond appropriately, pause the presentation to address concerns, questions.

AFTER the Presentation

- Get their agreement on the marketing plan: *"I believe this marketing plan will bring you the best price in the shortest amount of time. Do you have any questions about any of these steps?...Great, then let's get started."* **Hand them the pen to sign the listing agreement.**
- Review your pricing strategy, get agreement on price.
- Complete the listing paperwork
- Schedule the next steps...photographer...broker open house...first public open house, etc.

Introduction: Your Custom Marketing Presentation

A custom marketing presentation for
**Josh & Megan
Hartman**



23 Main Street
Morristown, NJ

Weichert REALTORS Jane Smith 

Replaceable image

Replaceable image

Customize: the property photo and associate photo

Introduction: Your Custom Marketing Presentation

Suggested Dialogue

Engage: First, I want to thank you for inviting me back to share the Custom Marketing Plan and Pricing Strategy I created for you.

Before I start, do you have any questions or concerns since we last spoke?

(Align with what the Seller shares and add the following): We have three objectives today . . .

1. Help you achieve the highest net for your house
2. Provide the least inconvenience to you and your family
3. Do this as quickly as possible

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

Close: What do you think of this exterior photo of your house?

Transition: I brought my camera to take a few more photos for our marketing plan if needed...

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

Page 1: One Goal

When it comes to the sale of your home, I have one goal:

Sell it quickly, at the best possible price.

- Implement the Weichert Way, our proven, six-point selling system
- Provide customized marketing plan, illustrating the home's unique value
- On-site team members offer hundreds of financing options and can coordinate smooth closing
- Deliver regular communications and expert advice throughout the process



Customize: the property photo

Page 1: One Goal

Suggested Dialogue

Engage: How soon do you want to place that “Sold” sign on your lawn? (point to the lower right image on the page)

Feature: At Weichert, we have the tools needed to accomplish this:

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

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


Close: We have the opportunity to publish multiple photos in most of the websites where your house will appear. I’d like your opinion of the photos I have included on the next pages, ok?

Transition: Let’s look at some interior shots and descriptions I created for marketing your home...


Page 2 & 3: Our Starting Point

Our starting point

Let's review what we discussed last time we met.



This show-stopping kitchen is part of a custom open-concept that includes living and dining areas; it's the perfect blend of elegance and functionality.




This sumptuous master suite features a romantic fireplace and panoramic vistas from every corner of the room. With two walk-in closets and a huge, updated en suite bath, this room is a true oasis from the daily grind.


Customize the property photos and page templates (2 or 3 photos per page.) Add enticing room descriptions as a sample of your marketing plan

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Page 2 & 3: Our Starting Point

Suggested Dialogue

Engage: Could you take a few minutes to look at the photos and property descriptions from a buyer’s perspective? I would appreciate your feedback. Engage them in a conversation of the features and benefits of their home.

What do you think would be the top five reasons someone would buy your house (Listen carefully and integrate the Sellers’ comments into how you will promote and discuss their property.)

Feature & Benefit:

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

FEATURE	BENEFIT
On most Real Estate Websites you can post more than 25 photos	Allows us to provide multiple photos from different angels of the same room, to compliment the space and light in each room
According to NAR, the more photos available per listing, the more time buyers spend looking at your house	The more time the buyers spend admiring your house online, means we can create more demand and more appointments from this exposure,
If possible, I will also include photos of popular attractions and landmarks in town	This helps to attract buyers from other areas by creating interest in your neighborhood and your home.

Close: Perhaps you would like me to take some additional shots while I am here today?” OR “When is the best time to schedule the photographer to come take photos and the virtual tour?”

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

Page 4: Weichert. Built and led by *real* real estate people



Weichert. **Built and led by *real*** **real estate people**

“People buy people before they buy products and services, and we believe Weichert people are the very best.”


Jim Weichert
Co-President and Founder


James Weichert, Jr.
Co-President

- One of the largest family-owned real estate companies in U.S.
- Founded in 1969 and led by Jim and James Weichert
- A company that cares about buyers, sellers and their families
- Serves key markets across U.S. with 500+ offices; nearly 200,000 customers annually

Page 4: Weichert. Built and led by *real*/real estate people

Suggested Dialogue

Engage: First, let me ask you, what do you know about Weichert Realtors? Have you ever used our company to help you buy or sell a home?

As you consider hiring a company to market and sell your home, what would you hope to see on the President’s resume? (Let the Sellers respond and listen to their answer carefully.)

Jim and James have extensive experience and real estate marketing expertise.

Feature & Benefit:

FEATURE	BENEFIT
Jim and James are recognized as Industry Leaders with a commitment to quality service and support.	Their focus and mine is on a great client experience. Which means working to achieve the best results for you.
Weichert has almost 50 years of Real Estate knowledge, experience and success.	You benefit from the knowledge and support they provide me by keeping in tune with changes in the industry and the local market – usually before anyone else even notices a shift in the trends.
Weichert is the largest family owned Real Estate Company, with the strength of a large corporation.	We answer directly to our clients not shareholders. You could pick up the phone and speak directly to Jim or James – hopefully to tell them what a great job I did!


Close: Isn’t it good to know that you will receive such personal service from the top down?

Transition: Let me show you the other members of my team who will be working for you.


Page 5: My Team

My team supports the marketing and selling of your home


We have expertise in the full scope of home sales services.




- On-site Mortgage Advisor pre-qualifies buyers and provides them with competitive mortgages
- Manager supports my efforts to make selling experience easier and less stressful
- Insurance Advisor works with multiple carriers to match policy to needs
- Closing Services Advisor helps obtain clear title for on-time, smooth closing
- Helped thousands of families and individuals sell homes in community




Jane Smith
Sales Associate



Janet Simmons
Manager



Joshua Bowen
Mortgage Advisor



Angelina Lawson
Insurance Advisor

Customize: Template (select the one with the appropriate number of team member photos), Text, “hand image” can be replaced with office photo

Page 5: My Team

Suggested Dialogue

Engage:

- Point out (introduce) the team members you included on this page.
- Mention other nearby Weichert office locations (if applicable).
- Discuss your office market share (listing percentage and sales percentage in the area).

Feature & Benefit:

FEATURE	BENEFIT
Our team has weekly sales meetings and caravans to tour new office listings.	Allows me to present your house to my team then tour them thru, so they can sell the features of your house to their buyers.
Our Mortgage Advisor is available 7 days per week, usually in the office.	Rather than an impersonal 800 number, we can react and handle each buyer inquiry with a quick turn around.
Our office is open 7 days/week with a licensed sales agent attending the desk, handling calls and walk in inquiries.	When a buyer drives by your house, sees our yellow sign and calls for information they can speak to an agent who has previewed your home and easily make the appointment to show it.

Close: We hold our office meetings and caravan/broker opens on (day of the week), I'd like to add your house to the tour next week, ok?

Does it surprise you to know that every broker does NOT have the ability to respond immediately to phone inquiries because they don't have licensed agents to handle the calls daily?

Transition: So, let's dig a little deeper into the Weichert difference.

Page 6: Competitive Advantage



Introducing a competitive advantage that no other brokerage can deliver

Our six-point selling system has been expertly developed to sell your home fast – for top dollar.

1. Irresistible Listing
2. Internet Marketing
3. Local and Global Reach
4. Ultimate Open House Program
5. Complete Homeownership Solutions*
6. Pricing Tool

* Not available in all areas; services vary by location.

Page 6: Competitive Advantage

Suggested Dialogue

Engage: What differences do you see in real estate companies? (Allow the Seller to answer) OR As you started to think about selling, have you noticed any differences between real estate companies?

If answer is “No”

That’s why I’d like to spend a few minutes talking about our Competitive Advantage.

If answer is “Yes”

That’s great, what have you noticed so far?
Incorporate what they say into your presentation.

I’m proud to say that there **is** a difference in working with Weichert and I want to share with you what this Competitive Advantage means to you.

Irresistible Listing – It starts with presenting your house so that it is irresistible to buyers in all of our marketing.

Internet Marketing – we’re the industry leader in marketing your home online. We have been so successful at it that Weichert.com is ranked as one of the top Broker sites in the entire northeast!

Local and Global Reach —our online and print marketing system enables us to expose your house to local buyers as well as international buyers.

Ultimate Open House Program – we conduct the most Open Houses in the industry with a program to drive traffic to each Weichert open house – it’s more than just the yellow balloons!

Complete Homeownership Solutions – we offer the most comprehensive source of homeownership services for you and your buyer. Mortgage, Title, Insurance, Home Warranties – One Stop Shopping!

Pricing Tool – our exclusive pricing strategy is specifically designed to help you get the most for your house in this market, by analyzing today’s local market and predicting future trends.

Close: 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.

Transition: Let’s start with our plan to make your listing irresistible to buyers...

Tip: If the 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.

Page 7: Irresistible Listing

IRRESISTIBLE LISTING



I'll make your listing irresistible to buyers

A custom-crafted home profile will create impact and demand for your property.

- Visual showcasing makes unforgettable first impression with professional photography
- Floor plans help buyers visualize space
- Detailed descriptions attract buyers by highlighting the home's uniqueness

Page 7: Irresistible Listing

Suggested Dialogue

Engage: Whether it is a seller’s market or buyer’s market, you will be competing against other properties for buyers. Don’t you want your listing agent to have a plan to position your house to stand out above the rest?

Feature & Benefit:

It’s all about creating demand for your house

FEATURE	BENEFIT
According to National Association of Realtors, buyers will spend more time looking at listings with multiple quality photos - and overlook the listings without.	To increase the demand for your house, I use a professional photographer who knows the best angles and lighting to showcase the special features of your home.
Weichert teamed up with a company that provides 3D matterport photography and virtual tours to enhance our listings.	I will make sure every potential buyer will have the opportunity to “virtually” walk through your house - to peak their interest enough to call to see it.
A complimentary narrative of the unique features and amenities of your home is an important part of my marketing plan.	A picture may say 1,000 words, but some buyers still need the words and I want your house to appeal to <i>all</i> potential buyers!

Close: I spoke with my photographer and s/he is available next week to set up a photo shoot. Does that work for you?

Transition: The buyer’s first impression is crucial to getting more traffic in your home, here are some ideas to enhance it...

Page 8: Irresistible Listing

IRRESISTIBLE LISTING

I'll feature the best of your home

Because we only have one chance to make a great first impression...

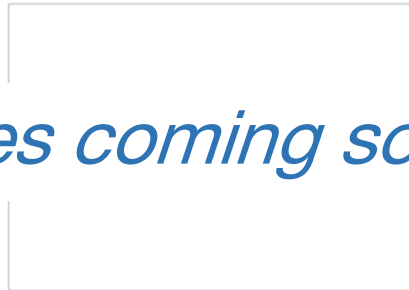
- Provide necessary suggestions to broaden appeal
- Select images which show buyers the best features
- Create more buyer interest, resulting in more traffic and higher offers

Before:



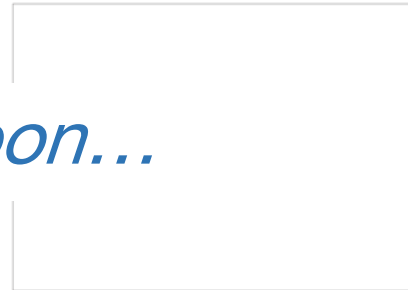
Amateur photography of seemingly dark, disorganized and cramped bedroom.

Better:



Tidied-up and decluttered but room's appeal still isn't captured with amateur photography.

Best:



Professional photography and careful editing reveal room's spaciousness and best features.

Images coming soon...

See how a few simple adjustments helped sell homes like yours, fast.

Page 8: Irresistible Listing

Suggested Dialogue

Engage: These are a few examples of how attention to detail can create interest or demand for a home. What do you think is needed to make your house more inviting to potential buyers?

Feature & Benefit:

First impressions are lasting impressions!

FEATURE	BENEFIT
Each house has specific features that make it warm and welcoming as potential buyers enter. Our job is to highlight those features to entice the buyers and make them want to see more.	The result is that houses that appear well maintained and neatly kept, will receive higher offers with less negotiating issues.
As part of my service, we will walk thru the property together so I can offer advice and suggestions to make the buyer's first impression a great one.	Sometimes just a few small tweaks like removing dark curtains and moving some personal items or furniture will make the rooms appear larger, open and airy. I can also provide you with a list of professional services to help with some more involved changes if you need it.
Remember when we first met, you pointed out the qualities of the home that enticed you to purchase it.	Part of my plan is to high light those same qualities for the next buyer in photos and attractive depictions.

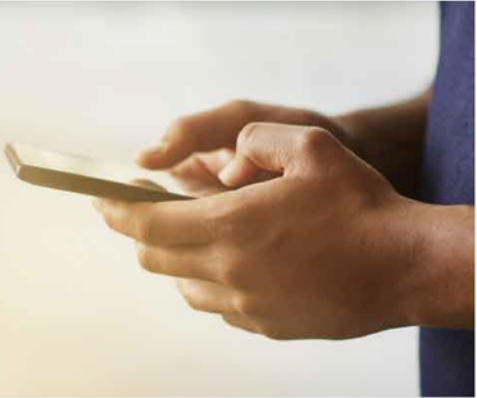

Close: My goal is to create an appealing introduction to your house for all potential buyers – from photos to in-person tours. Can you see how focusing on the first impression will help us get more showings to see your house?

Transition: The next step is how to **market** your irresistible listing. We will start with our Internet Strategy...

Tip: After the listing paperwork is completed, offer to walk through the house, giving advice and contacts for vendors who can help with staging and packing.

Page 9: Internet Marketing – Broadcasting listings (exposure)

INTERNET MARKETING



Broadcasting Listings

Driving Traffic

Building Visibility

Transforming Buyers

Your listing will appear on hundreds of popular websites!

Since 95% of homebuyers search online for their next address, our syndication ensures maximum exposure for your listing.*

- 40 times as many buyers find a home online than in a newspaper*
- 51% of recent buyers found their home online*
- Our approach drives millions to weichert.com

*2016 National Association of REALTORS® Profile of Home Buyers and Sellers.

Page 9: Internet Marketing – Broadcasting listings (exposure)

Suggested Dialogue

Engage First, let me ask, have you been online looking for a new home or trying to uncover what’s going on your local market?

If answer is “No”

Does it surprise you that according to a National Association of Realtors study of recent buyers, more than 50% found their new home online?

If answer is “Yes”

What is your favorite Real Estate website? How did you find it?

Feature & Benefit:

Weichert’s internet marketing strategy is simple – be where the buyers are!

FEATURE	BENEFIT
Some online shoppers go directly to their favorite site to find what they want. That is why we syndicate our listings to more than 400 real estate websites.	We don’t expect to have the same number of buyers using Weichert.com as Zillow or Trulia, so we feature your listing on those sites to attract as many buyers as possible.
We control the quality and accuracy of your listing because we send it out directly from Weichert.com, instead of waiting for it to be filtered thru other sites.	This is important to you because the higher quality of the photos and information, the higher the buyers’ interest, which translates into more inquiries.
We carefully selected syndicated internet sites to allow us to connect with newspaper readers. According to studies more readers of NY Times and Wall Street Journal subscribe to their online service instead of their print media.	Because of this, your listing will appear in their online Real Estate section as well as on Homefinder.com which markets our listings to online readers of over 200 major newspapers.

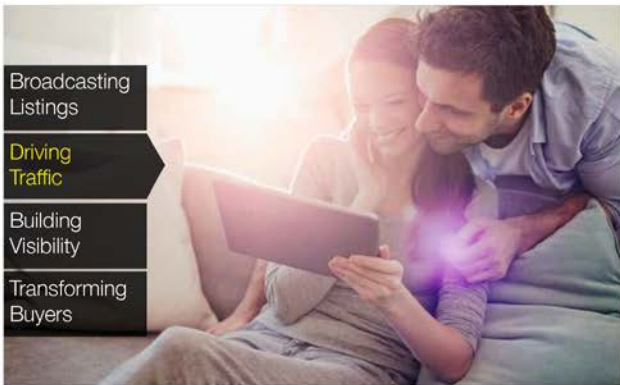
Close: What do you think of our ability to market your house online so far?

Transition: This is only the first part of our strategy to put your listing in front of as many online buyers as possible.



Tip: Print copies of one of your listings as it appears on some of the sites shown on this page, and fan them out on the table for the sellers. If you don’t currently have a listing, print copies of one of the office listings as an example.

Page 10: Internet Marketing – Driving Traffic

INTERNET MARKETING



- Broadcasting Listings
- Driving Traffic**
- Building Visibility
- Transforming Buyers



- SEARCH
- Search Engine Optimization
- Keywords
- Search Engine Marketing
- Digital Advertising

Our internet strategy drives millions to weichert.com

39 million buyers visited weichert.com last year, making it one of the top real estate broker websites in the U.S.*

- We significantly invest in online marketing
- Over one million search terms lead to weichert.com
- Weichert.com is usually near the top of buyers' search results
- Social media content and online ads drive buyers to site

*Google Analytics, January, 2017 and Feb-Mar June 10, 2017 rolling 4 weeks.

Page 10: Internet Marketing – Driving Traffic (to Weichert.com)

Suggested Dialogue

Engage: Another part of our plan is to attract the buyers who go to their favorite search engine (like google) and enter their house criteria into the search bar (houses for sale in XX town). Are you familiar with Search Engine Optimization?

Feature & Benefit:

We have an entire team of professionals who are responsible for making sure that Weichert.com comes up on the first page of the buyer’s search results. Weichert spends over \$10 million annually to boost the visibility and enhance the appearance and user interface of Weichert.com.

FEATURE	BENEFIT
Every time someone searches real estate online, we are competing with over one billion sites to appear on the first page of the results.	Important for us to be successful at this because the more people who can easily find Weichert.com, the more buyers there are looking at your house!
Once a buyer clicks on a listing in your town, we tag that user and send out more Weichert listings in the same area.	As a Weichert listed property, your listing will be sent to other buyers searching in the area – your house will appear on their screen without additional searching.
We integrate Facebook and Instagram into our plan to drive traffic to your listing. Our ads on both sites will pull buyers directly to Weichert.com.	The “right buyer” for your house could be anywhere and we do everything to ensure that s/he can easily find our site with your listing on it!

Close: The more buyers who see your home, the better. Wouldn’t you agree?

Transition: Now, take a look at how your house will appear on Weichert.com...

Tip: Before entering seller’s house, do a search for houses for sale in XX town. Save the results page on your phone to show the seller when discussing this. Have printed copies of Weichert’s Facebook ads to show the seller.

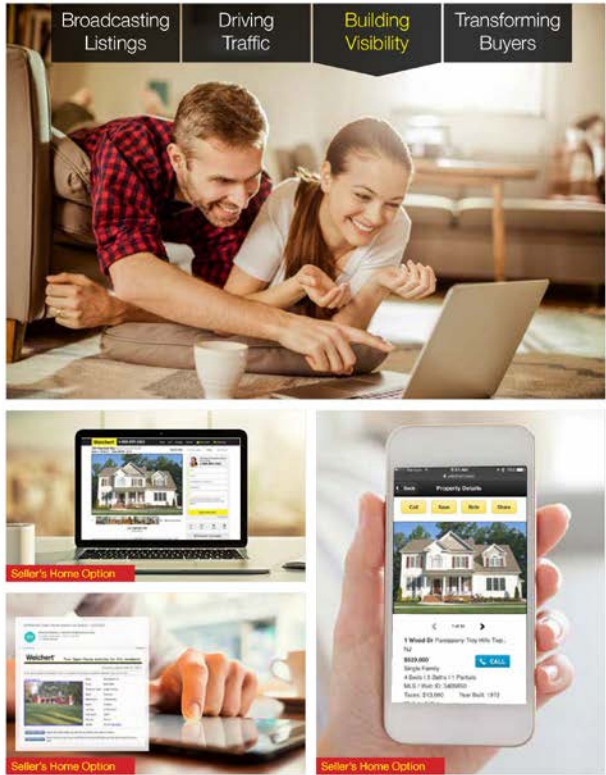
Page 11: Internet Marketing – Building Visibility (your house on Weichert.com)

INTERNET MARKETING

Weichert.com maximizes engagement with your listing

Online buyers appreciate all of our site's options and capabilities.

- Apps, mobile and desktop all create a user-friendly online experience
- myWeichert allows visitors to save, manage and share a listing
- myWeichert sends auto-emails to targeted buyers
- Average online visit is longer than the competition*



*White July 2017

Customize: Insert seller's property photo in bottom 3 images

Page 11: Internet Marketing – Building Visibility (your house on Weichert.com)

Suggested Dialogue

Engage: Here is how your home will look on Weichert.com – whether it’s viewed on our mobile app or on a tablet the user can easily search for your home and preview its unique features with just a few clicks. What do you think of the page?

Feature & Benefit:

We have an entire team of professionals who are responsible for making sure that Weichert.com comes up on the first page of the buyer’s search results. Weichert spends over \$10 million annually to boost the visibility and enhance the appearance and user interface of Weichert.com.

FEATURE	BENEFIT
Once a buyer finds your house, we want them to call for an appointment to see! But if it’s not right for them, we want them to recommend it to a friend.	We made this process as easy as possible. On your listing page is the 800 # and email inquiry box to request an appointment. There is also a share and email button so the buyer can email it or post it to one of the most popular social media sites to increase exposure and interest.
We also give customers the ability to receive automatic emails, by using our exclusive “myWeichert” function. As properties come on the market that meet their saved criteria, they are immediately notified of those properties	This means that buyers won’t inadvertently miss your listing. The system will email them a link directly to your property page that looks just like this.
Our Weichert Mobile App give us the ability to engage buyers wherever they are – even as they drive by your house and see the yellow “For Sale” sign. We had over 12 Million Hits on our mobile app last year!	The buyer can log into their account, preview the photos for your listing and send it to his/her partner, then call to see it, while only a few feet from your driveway!

Close: Once I download your photos and information, I’d like to ask you to review it and give me your opinion, ok?

Transition: So, now that the buyer is intrigued by what s/he sees online, here is how we secure an appointment.

Tip: Show them the mobile app on your phone and the easy to use functions available.

Page 12: Internet Marketing – Transforming Buyers (WLN Lead Capture system)

INTERNET MARKETING

Broadcasting Listings
Driving Traffic
Building Visibility
Transforming Buyers

Browsers call or inquire online

They speak directly to a Coordinator

Calls are quickly connected to me or another Associate

Home showings are set up during these calls

Browsers become buyers

Our Welcome Center brings interested browsers into homes

This exclusive service ensures virtually every inquiry is handled immediately.

Other Real Estate Companies:

- 48% of their online inquiries go unanswered*
- Average 15½ hours to respond or ignore leads half the time*

Weichert:

- We speak to 100% of inquiries in an average of three minutes*
- Inside Sales Coordinators on-call seven days a week. Extended hours, 9 a.m. to 9 p.m., EST

*NAR Group Study, January 2014

Page 12: Internet Marketing – Transforming Buyers (WLN Lead Capture system)

Suggested Dialogue:

Engage: How long would you wait for a response to an online inquiry you placed about a house? (Most expect a response within 2 hours).

If it took longer, do you think your interest in the house would fade or disappear?

Feature & Benefit:

At Weichert, we don't take that chance - our average response time is 3 minutes! Here is how it works...

FEATURE	BENEFIT
When a buyer finds your house online and wants more information, they simply call the 800 number or send a very short email inquiry.	More buyers will be willing to complete the email form because we only ask for a name and phone number, giving more opportunities for appointments to see your house.
We have licensed Coordinators who are ready to take buyers' calls 7 days a week, 12 hours each day! And if the inquiry comes in after 9 pm, we call back the buyer multiple times to connect him/her with a Sales Associate.	Our goal to you is not to let any online inquiries slip through the net. This is a significant service for our sellers!
The buyer is immediately connected – LIVE to me as your Listing Agent or another local specialist, who will confirm the showing.	This exclusive system gives us the ability to capture buyers at their peak interest and ask them when they would prefer to see your house - Turning more inquiries into appointments.
There is no point to this extensive internet marketing system if we didn't have the ability to engage the interested buyers and show them our seller's homes.	No other national real estate broker can provide you with this service of turning online browsers into buyers.

Close: Have you seen any other brokers with a system like this?

Transition: Let's move onto our local and global marketing tools...

Tip: Bring printed copy of WAV flyer. Suggest they go to Weichert.com and place an email inquiry on a property. (when the seller gets the call from the Welcome Center, tell your seller to explain that this was "just a test.")

Page 13. Local and Global Reach (local marketing attracts more buyers)

LOCAL AND GLOBAL REACH

My powerful local marketing attracts more buyers

It's a fact: Homebuyers typically move within a 12-mile radius of where they live now.*

- Word of mouth is a powerful sales tool
- Broker open house previews home to local agents
- Neighbor phone calls generate leads
- Just Listed mailer has an interactive code to take buyers to the listing online



*2016 National Association of REALTORS® Profile of Home Buyers and Sellers

Customize: Add Your image on both signs, Seller property photo on Just Listed card

Page 13. Local and Global Reach (local marketing plan)

Suggested Dialogue

Engage: What local features or amenities influenced your decision to move here when you purchased this home? 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.

Feature & Benefit:

Who is better at selling the unique features of your area than your neighbors who live here and love it?

FEATURE	BENEFIT
I combine my mailing with follow up calls to see if the neighbors have friends in mind who would like to live nearby and may want a personal tour.	I take advantage of every marketing channel available to promote your house and word of mouth is one of the best tools we have to increase local exposure to your listing
Each "Just listed" card has a code that the recipient can enter and be directed to a custom web page for your house.	Each time it is opened, I receive an email with the contact information for this "hot lead" so I can follow up immediately. Here is a sample of one of my mailings.
I will create a customized property brochure highlighting the unique features of your home.	We have the ability to use specific demographics to select a targeted list of buyers, looking for those features and put your property brochure in their hands.
I also had special business cards made just for your house. We use these to promote your house to buyers and other agents. I will have some for you to hand out as well.	At Weichert, we have in-house marketing specialists who produce professional quality marketing pieces to help make your listing irresistible. How many of these do you want me to bring back for you?

Close: My plan is to saturate the local market to increase the buyer pool for your property. What do you think of this plan so far?

Transition: We also have connections to buyers who may be transferring into your area...

Tips: Have samples to show of property brochures, Just Listed Cards and the Property Business Card. Review who you will mail to; your Sphere of Influence, Pure Gold, other neighborhoods of smaller homes, etc.

Page 14: Local and Global Reach (Relocation/Weichert Workforce Mobility)

LOCAL AND GLOBAL REACH

Tap into transferees who are moving to towns like yours

Our relocation firm consistently sends us “Dream Buyers” -- people relocating for their work who need to buy a home right away.

- Weichert Workforce Mobility, one of the top relocation firms in the world, relocates 25,000+ people annually
- Operates in 175 countries, from Singapore to London to Hong Kong
- Serves 387 leading corporations, including several Fortune 500s, who regularly relocate employees
- Our international marketing reach includes membership to Leading Real Estate Companies of the World, a global relocation network, providing access to more buyers worldwide



Weichert
Workforce Mobility

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

Page 14: Local and Global Reach (Relocation/Weichert Workforce Mobility)

Suggested Dialogue

Engage: Would you agree that we are living in a Global Real Estate Market? Have you ever relocated with your employer or know someone who has? How would you compare the relocation buyer from any other potential buyer of your home? (Prompt the seller to think about the relocating persons’ readiness to move, usually within a specific timeframe, relocating buyers’ ability to secure financing, etc.)

Feature & Benefit:

Does it surprise you that Weichert Realtors has an international presence?

FEATURE	BENEFIT
We have thousands of buyers we work with every day to help them in their relocation needs, around the world.	Relocation buyers are considered by many to be the best buyers because they are highly motivated, financially solid and buy quickly.
Our global reach includes offices covering: South America, London, Singapore, China and Canada.	This means your listing can be found by buyers internationally, giving us the ability to reach a global audience.
We recently earned government contracts including: T.S.A., (stress if subject property is near airports), IRS and FEMA, in addition to our existing contracts with almost 400 reputable organizations.	The first point of contact for any move in these companies is Weichert Workforce Mobility, giving us primary access to more potential buyers.

Close: Can you see how these additional avenues can help bring more buyers to your home?

People who are relocating into this area would be another source of buyers to visit your home. Is this a service you would want?

Transition: Another marketing system to attract buyers for you is our Open House program...

Tips: Go to WeichertOne, Working with Sellers, Workforce Mobility Flyer. Print it and share it with your Sellers. Ask: Do you recognize any of these companies? We transfer their employees all over the world.

Find the names of the companies in your area who are a part of relocation services Leading Real Estate Companies Of The World. 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.

Page 15: Our Open House Strategy Attracts the Best Buyers

ULTIMATE OPEN HOUSE PROGRAM

Browsers see online ad for your Open House

Directional signs lead them to your home

Visitors take tour during Open House

Visitors become buyers

Our Open House strategy attracts the best buyers

One in three Weichert Open Houses result in a sale.*

- 73% of homebuyers visit at least one Open House*
- We create interest with eight signs, balloons, online marketing and ads
- Increases competition among prospective buyers
- Motivates interested buyers to make offers

*Based on a study by Weichert, Realtors.

Customize: Add your professional photo to the Open House sign

Page 15: Our Open House Strategy Attracts the Best Buyers

Suggested Dialogue

Engage: When you were shopping for this home, did you visit open houses to help make a decision?
 What was your experience?

Feature & Benefit:

We encourage our sellers to hold their houses open because over 70% of buyers said they visited at least one open house and we want their feet in your door!

FEATURE	BENEFIT
We promote your Open House on the internet through our 400+ internet partners	With most homebuyers looking for homes & Open Houses on line, we maximize attendance and attract people who are making their weekend plans in advance.
Our visual tools are second to none... signature yellow signs, balloons and our new marketing banners.	There is no guesswork to physically find your home and these tools get buyers right to your door.
Have you ever visited an open house, fell in love with the house and then had this sinking feeling when you saw other prospective buyers walk in?	The chance they might feel the same way led you to take action a little faster. A Weichert Open House creates competition among perspective buyers.

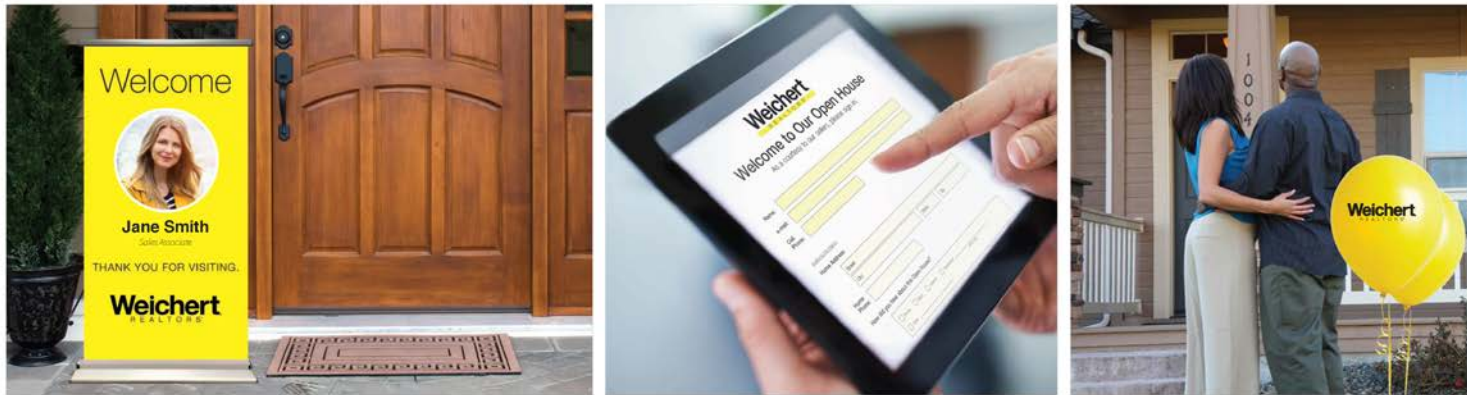
Close: Don't you agree that an Open House is a great way to debut your house to the market?

Transition: Let me show you how our Open House Program works for you...

Tip: Have samples of your Open House materials available (property brochure, finance sheet, door hanger, etc.) Close to schedule an Open House after you explain the program on the following page

Page 16: Our Open House Program Ensures Success

ULTIMATE OPEN HOUSE PROGRAM



**I'll ensure your
Open House is
a success**

But my proactive personal service
doesn't end when the event does...

- Open House typically lasts longer than the competitions'
- Visitors sign in and are escorted around the house
- Mortgage Advisor outlines affordability scenarios for buyers
- Color brochures and property highlights showcase home features
- All visitors receive follow-up within 24 hours

Customize: Your Open House Banner with photo and name

Page 16: Our Open House Program Ensures Success

Suggested Dialogue

Engage: Before we met, did you think that open houses were just about putting out a sign with balloons?

Feature & Benefit:

At my Open House, I invite potential buyers to be my guests.

FEATURE	BENEFIT
By holding an open house you are making the preview of your property efficient for you and for the buyers – especially the ones who aren’t working with an agent.	These guests come through in one day and you avoid having to prepare your house for all those different appointments for buyers previewing your property separately.
I take time to find out the motivation and seriousness of each Buyer as I escort them through the house.	I can reinforce the features of your home that make it a good fit, and move them toward writing an offer.
I have a system of follow up with every open house guest within 24 hours.	I can offer a private showing and answer their questions while your house is fresh in their mind – making it more likely to get another appointment and possibly an offer.

Close: I can get the materials back to our Marketing Coordinator tomorrow, to promote your first open house this weekend. Would Saturday or Sunday be better for you?

OR

Do you see why our Open House Program is so effective?

Transition: Now that we covered how I will drive more buyers to see your house, I’d like to show you how I can make the entire sale process easy for you...

Tip: 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.

Page 17: Complete Homeownership Solutions

COMPLETE HOMEOWNERSHIP SOLUTIONS

Weichert offers a full suite of services*

We do everything possible to streamline the transactions for buyers and sellers.

- Provides expert solutions for selling, buying, financing and closing
- Offers competitive rates on standard homeowners insurance as well as additional coverage
- Manages title searches for on-time, smooth closing
- Provides a home protection plan to cover unexpected repairs



*Not available in all areas; services vary by location

Page 17: Complete Homeownership Solutions

Suggested Dialogue

Engage: Mr. & Mrs. Seller, when you purchased this home, were you able to secure your financing, insurance and title with one phone call?

Feature & Benefit:

We make it as easy as possible for a buyer to purchase your home. We have everything under one roof.

FEATURE	BENEFIT
Weichert provides a “one stop shopping” experience for you and the buyer.	This streamlines the process and synchronizes coordination between the Lender, Title Company and Insurance, allowing for a stress free transaction.
Our Mortgage Advisor is available 7 days a week to pre-approve a Buyer or to validate their ability to purchase when they bring you an offer.	Imagine the peace of mind you will have, knowing the Buyer can secure the funding to buy your home and get to the closing table.
Our Home Protection Plan is an incentive to the buyer and covers you, the seller, during the listing period.	The major systems of your home are protected in case repair is needed during the listing and for the buyer during their first year as the new owner.

Close: Our Mortgage Advisor is the point person for these services. Here is his/her business card...when is the best time for him/her to contact you to introduce themselves?

OR What do you think of these services?

Transition: I have a great tool to show buyers how easy it is to purchase your home...

Tips:

Page 18: Complete Homeownership Solutions –Financing Options

COMPLETE HOMEOWNERSHIP SOLUTIONS

I'll show buyers different monthly payment scenarios

The Mortgage Advisor on my team offers hundreds of financing options.

- Team develops various monthly payment scenarios, making the home more appealing to more buyers
- Options make purchase more realistic, often leading to an immediate offer

Weichert Financial Services

Let's explore the affordability of:
123 Main St., Morristown

Loan Program	Loan Amount	Interest Rate / APR	Points	Monthly Payment
30 Year Fixed Rate	\$0	0.000% / 0.000%	0.0	\$0,000
15 Year Fixed Rate	\$0	0.000% / 0.000%	0.0	\$0,000
5/1 Adjustable Rate	\$0	0.000% / 0.000%	0.0	\$0,000

Yours for as low as \$0,000 per month



Page 18: Complete Homeownership Solutions – Financing Options

Suggested Dialogue

Engage: Why would you think we prepare an Affordability Sheet like this for your home? (Listen carefully to the Sellers' response and then follow up with the "fact" below).

Feature & Benefit:

FEATURE	BENEFIT
This Affordability sheet provides several financing scenarios for Buyers in today's ever-changing mortgage market.	We offer hundreds of financing programs and share some of these options to your potential buyers, because one size does not fit all.
One detail on this sheet is the monthly mortgage amount for the varying loan products.	Buyers, like most of us, work on a monthly budget. When they see that they can afford the monthly payments on your home while IN the home, they could decide to write up an offer right then.
I provide this information to all buyers who visit your home, at open houses, my clients and those who come with other agents.	I don't know of anyone else who provides this tool and this is another way to make your house more appealing to all potential buyers.

Close: I would like to have these brochures available as buyers enter your house. Where do you suggest we display these and the property brochures so everyone can pick up a copy?

OR

My Mortgage Advisor will prepare this for you and we can have it ready for your first Open House, ok?

Transition: But before we talk monthly payments, we have to determine current market value...

Page 19: Pricing Tool

PRICING TOOL



We have a proven method to determine your best asking price

Weichert's proprietary enhanced Price Trend Analysis will project local trends to improve and shorten your selling process.

- Evaluating comparable properties from last few months is insufficient
- Our unique tool evaluates absorption rates and trends
- I will methodically prepare a comprehensive analysis which will sell your home quickly at the best possible price

*Price Trend Analysis is not an appraisal and should not be considered to be the equivalent of an appraisal.

Page 19: Pricing Tool

Suggested Dialogue

Engage: What factors do you think are most important determining an accurate price range for your property? (Listen carefully to what the Seller says and align your response to their comments as well as what you will do in addition).

Feature & Benefit:

We know that strategic pricing is as important as a good marketing plan.

FEATURE	BENEFIT
That's why Weichert developed an exclusive pricing tool that incorporates multiple factors to determine trends that are not used in the industry-wide CMA.	Our Price Trend Analysis allows you to see the trend and factor in the direction of prices in your market in order to maximize your investment.
Our pricing strategy has proven to be more effective than merely taking a snapshot of recent comparable sales because I take the time to prepare a complete analysis.	We price today, looking at the current and future buyer demand – the more accurate our pricing is from the start, the closer your sale will be to the list price - and in less time!
We have found that homes that sell using our pricing strategy, are often consistent with appraiser valuations because we use the same formulas.	Because the sale price of your home is in line with the market values, we can move toward settlement with confidence that the transaction is a "win - win" for you and the buyer.

Close: Don't you agree that this is one of the most important factors in listing your home?

OR

I have prepared a complete Price Trend Analysis for your home, which we will review in a few minutes, ok?

Transition: But first, I want to tell you a little more about what you can expect from me as your Listing Agent...

Tip: Defer any questions about the seller's pricing strategy until the end... "I will review all of this with you but first let me finish showing you how I will get you the best price."

Page 20: Your Partner and Neighborhood Specialist - Bio



Your partner and neighborhood specialist

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

Professional Credentials

Member of National Association of Realtors
Member of Sussex County Association of Realtors
Member of Garden State Multiple Listing Service
Licensed New Jersey Real Estate Agent

Professional Experience

22 years in customer service
6 years manager luxury retail store

Community Involvement

Women in Business Mentor
Member of Franklin American Legion

Personal Background

Sussex County resident for 34 years
Enjoy exploring, hiking and camping in Sussex County

Education

BA Fairleigh Dickinson University

Customize: Add your Professional Photo, cut and paste your Bio information from the “Me” section of the Digital Platform

Page 20: Your Partner and Neighborhood Specialist

Suggested Dialogue

Engage As you consider hiring me as your partner in this transaction, what qualities do you think are most important?

Feature & Benefit:

As Your Listing Agent, I consider myself part of your team to assist you in reaching your goal. I'm sure you have googled me already, but if not here is my background...

FEATURE	BENEFIT
Offer your local market knowledge. Being the Specialist gives you an edge when negotiating.	My knowledge of your community and neighborhood makes me a valid resource to buyer's, addressing their questions and concerns with confidence.
Your background, experience and personal commitment to service. You will handle the entire home sale process.	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.
Not only do I know the real estate trends in your market, but I feature the amenities in the community as I market your home.	I'm not just selling your home and your property. I also feature the lifestyle the Buyer can have when moving into your neighborhood.


Close: Are these the kinds of qualities you want from your real estate agent?


Transition: Here is a quick overview of what to expect in the process – from today to closing...


Page 21: I am Your Guide to the Process


Let me guide you through this complex process


The Weichert Way will pave the path to sales success.


- 


1 Get Acquainted With You and Your Home
- 


2 Present a Customized Marketing Plan
- 


3 Deliver Pricing Evaluation
- 


4 Recommend Improvements
- 


5 Finalize Listing Agreement
- 


6 Review Weichert's Suite of Services
- 


7 Discuss Home Protection Plan Benefits
- 


8 Post "For Sale" Sign
- 


9 Add to Multiple Listing Service (MLS)
- 


10 Share Listing on 400+ Websites
- 


11 Engage Weichert.com Welcome Center
- 


12 Arrange Weichert Caravan
- 


13 Plan Broker Open House
- 


14 Manage Print Marketing Strategy
- 


15 Send "Just Listed" Cards
- 


16 Host Ultimate Open House
- 


17 Convey Affordability Data to Buyers
- 


18 Get Interoffice Referrals
- 


19 Connect with Transferees
- 


20 Offer Mortgage Pre-Approvals
- 


21 Share Listing Updates with Team
- 


22 Follow Up with Feedback
- 


23 Streamline Your Transaction
- 


24 Provide Relocation Assistance
- 


25 Analyze Market and Provide Updates
- 


26 Strategize with Office Sales Manager
- 

27 Field All Offers and Negotiate
- 

28 Help Settle on All Sales Terms
- 

29 Manage Contract Process
- 

30 Negotiate Any Inspection Issues
- 

31 Confirm Mortgage Commitment
- 

32 Support Through Closing and Settlement

Page 21: I am Your Guide to the Process

Suggested Dialogue

Engage: Take a quick look at this map. Of all these steps, are there any ones in particular that you have a question about or that are most important to you?

Feature & Benefit:

It looks like a lot, but I will make it easy by working with you each step of the way

FEATURE	BENEFIT
As you can see, there are 32 steps from our first meeting to closing.	Having me represent you at every step, allows me to streamline the process and create a stress free experience for you.
Unexpected detours like inspection concerns, open permits, or title glitches can affect our ability to close on time. It's my job to simplify and assist in these situations.	You can rely on me to be present at vital steps like inspection and appraisal, and to consult with our Weichert team of experts behind the scenes, leaving you worry free.
The Selling process can be complicated and intricate.	By the time I leave today, we will already have finished almost 25% of the steps. I make it my responsibility to make the rest of the steps just as smooth for you.

Close: *Point out the appropriate step and say,* When we put the For Sale sign on the lawn, where would you like it placed?

OR

Here is a copy for you to use as a reference guide. You can keep track of when we have completed a step and prepare for the next one. Wouldn't you find this useful?

Tips Hand the sellers a copy of the Weichert Brochure, take out the guide to the process and suggest that they keep it handy to use as a reference guide. Also, point out the "buyer steps."


Page 22: My Pledge

My pledge to you:

I'll do everything I can to sell your home quickly, at the best possible price.

You can trust me to:

- Explain all steps before they happen
- Return calls and texts promptly
- Act as your connection to all services
- Provide immediate feedback and information
- Fully represent your point-of-view and best interests in negotiations
- Make the sale as simple, smooth and stress-free as possible



Your connection to all services

Extremely responsive

Informative and transparent

Committed to easing process through closing

Customize: Add your professional photo, edit the text

Page 22: My Pledge

Suggested Dialogue

Engage: Because I take this commitment to quality service so seriously, I am putting it in writing!

Feature & Benefit:

FEATURE	BENEFIT
I will communicate throughout the process of listing and selling your home to make sure you understand what is happening and when it is happening!	We are working as a team to sell your home. Communicating and understanding all the steps will give you added peace of mind, wouldn't you agree?
I will represent YOUR best interests in marketing, negotiating and closing.	This maximizes the opportunity for the highest price in the shortest amount of time for YOU.
My follow through in the process is second to none.	Even with the 'behind the scenes' activities, especially with regard to meeting the contracted commitment dates, I pledge to get you to closing without any 'surprises'.

Close: *As you are signing a copy of the Pledge of Service to hand to the sellers, Is there any other company that has made this type of commitment to you in writing?*

OR

While we are discussing feedback and communication, what do you prefer...text, calls or email? What is the best numbers for me to reach both of you – I will add them to my phone now and call you so you can add my cell number to your phones.

Transition: And finally, let me show you how I will put this plan in place for you.

Tips: *Personalize the Pledge further for your Sellers by writing down one or two key commitments that they have mentioned are important, and which they expect from you. You told me earlier it is important that I keep you updated on what's going on in the local market area, so let me add that on to my Pledge of Service before I sign it.*

Page 23: Your Custom Marketing Plan



Here's all I'll do to jumpstart the sale of your home

This process is customized for you and your home to get results, fast.

Jumpstart Plan

Initial Visit
Marketing Plan
Price Evaluation

"For Sale" Sign
Multiple Listing Service
Internet Marketing

Payment Calculator Worksheet
"Just Listed" Card
Broker's Open House

Interoffice Referrals
Weichert Workforce Mobility

Recommendations
Listing Agreement
Home Protection Plan

Weichert.com
Weichert Caravan
Order Property Brochures

Public Open House
Neighborhood Calls
Protection Plan

In-House Promotion
Market Update

Customize the text to reflect the marketing plan that you want to implement

Page 23: Your Custom Marketing Plan Suggested Dialogue

Engage: Now that we have reviewed all the pieces of a successful marketing plan, are there any parts that you don't want to participate in?

Feature & Benefit:

Let's fine tune the plan I customized for your house by adding dates to these activities.

FEATURE	BENEFIT
As soon as I submit the paperwork to my Marketing Coordinator s/he can start promoting your listing to our internet partners.	We want to take advantage of all the online resources we have to create more demand for your house.
I'd like to set up our photo shoot as soon as possible to provide the pictures right away.	It's important that from the first day of the listing, the photos and description are "irresistible" to the buyers.
I will make a custom brochure for your home using our Design Center and unique marketing materials.	This gives the Buyers and my Associates additional materials to highlight the wonderful features of your home.

Close: Is there anything else you want to add to this plan?

OR

I will send you a copy of this plan with the dates so you are prepared, ok?

Tips: Have your calendar and notepad available to write down the dates of the action plan.

Page 24: CLOSE

**Josh & Megan,
Thank you for inviting me in!**

Let's move in a new direction, together.



Page 24: CLOSE

Suggested Dialogue

Engage: I believe that this plan will get the job done quickly and accomplish your goals.

Closes:

OPEN QUESTION	CLOSE
Do you have any other questions about my marketing plan?	Great, then let's get started with the paperwork so I can put this strategy in motion!
When I come back with the photographer, is there a particular room that you want him to feature most?	Combining the features that you love about the house, and my expertise with what today's buyers want, we will create buyer demand and perhaps a competitive offer situation. What day is best for the photo shoot?
Let's schedule our first month of calls and a follow up meeting now.	I think your home will sell quickly, but I find its best to arrange these appointments now so we will all be on the same page, which allows us to make any adjustments needed and stay ahead of the market.

Tips: Hand a pen to the seller as you close, so they have something to sign with...(they always take it)
Have your notepad and calendar ready to schedule the first open house, broker tour, photo shoot, etc.

Tips for an Effective Pricing Discussion

Preparing for the Pricing Discussion

- An effective discussion relies on effective preparation. Take the time to pull together all the key statistics and comparables you'll need to help guide the Sellers.
- If you are challenged with selecting the “right” comparables, consider building the story with MORE data. For example, pull **ALL** 4 BR, 2.5 BATH properties in a given town from 12 months ago, 6 months ago, what's under contract in the past 30 days. Average the sold/list prices and days on market to show the trend with all properties that have these basic features. Enter the summary data on one line of each box of the PTA. You can tell the Sellers, “I've included ALL comparables to give you a complete picture of what's happening in the market.”
- Print out comparable Expireds and Withdrawns. State, “I brought these so you can see what buyers were unwilling to pay for in this market. No buyers came forward on these listings. This is useful information to have as you consider price. I've averaged the list price and days on market until these properties either expired or were withdrawn.”
- Calculate the market absorption rate. Print out the Market Absorption rate grid from Weichert University so you can show the Sellers the kind of market in which they're selling.

DURING the Pricing Discussion

- Follow the steps outlined in the Weichert Pricing Discussion Self-Diagnostic Checklist (next page).
- Engage the Seller – invite their questions and reactions. This will guide you in determining what you need to clarify or explain.
- Give the Seller time to read the data and information. Let them digest the information instead of you “selling” the market value.
- Do NOT show the MLS sheets of comparables unless necessary. Let the summary on the PTA tell the story and avoid possible debates about comparable properties vs. their house.

AFTER the Pricing Discussion

- Ask for the listing. As soon as the pricing discussion is concluded, have a pen ready.
- If you don't agree on the recommended price, confirm a date for the Market Update, 3-4 weeks from now.
- If they didn't sign the listing agreement right away, set a specific time to follow up with them.

Weichert Pricing Discussion

Additional Tips For Pricing

What to Consider When Selecting Comparable Properties:

Comparable properties are those properties that most closely match the characteristics of your Sellers' property. Think of comparing "apples to apples" to uncover properties that are your Sellers' competition in the market and that will attract the same pool of buyers.

- Because you are the expert in your local market area, you select comparables carefully by looking at location, style, size, number of bedrooms, number of baths, number of garages, condition, etc.
- Also consider other property characteristics such as amenities, size of rooms, improvements, etc.
- Be sure to visit comparable properties that are your subject property's competition. The more you know about the properties in your market area, the better you become at pricing.
- It's essential to use the Price Trend Analysis, because it shows a number of representative comparable properties and presents them in such a fashion as to provide Sellers with a concise, executive summary of what's happening in the market.
- Your Sellers may suggest a property upon which they want to base their entire pricing decision. *Remember, the pricing of a single house is not representative of a market.*
- If you are challenged with finding comparables in your search, you may need to expand the market area, be more flexible on property type, or make adjustments on property characteristics. Consider what parameters you can change to broaden your scope. The purpose of the analysis is to give your Sellers the information they need to make an intelligent decision on price. Just be sure to explain what you did and the reason you expanded your search. "This is what a buyer would do when they can't find a home like your's."

Choose Comparables to the Subject Property, NOT a Preconceived Range:

Be careful to objectively conduct the pricing process and selection of comparables. A common pricing pitfall is to become the Sellers' advocate for their preconceived notion of price. You should avoid any analysis that tries to prove a theory. The best advice is NOT to take any position, but let the market form the analysis.

- Avoid being influenced by your Sellers. Your attachment to them developed in the process of understanding their wants, motivations and concerns, may influence you to think like them in your approach to pricing their home.
- Don't try to justify the Sellers' thinking. Simply taking the price the Sellers want and looking for comparables that fall within that price range can lead to negative outcomes. If the price is not in line with the market, the listing can linger and eventually expire. No one's interests are served in such a scenario.

Think Competitives, Not Just Comparables:

The most competitively priced homes on the market will sell first and that is something Sellers should consider when setting their asking price.

- See the home through the buyers' eyes. If your subject property is a 4-bedroom, 2.5-bathroom colonial on a quiet residential street and there are ten other similar homes in the area on similarly quiet streets, which one do you think the buyers will bid on first? Most likely the competitively priced one.
- If the prices are going up in the subject property's town, but not in the surrounding towns, does that have an effect on the desirability of the subject property?
- Would buyers be willing to give up something on their "must have" list if their budget could buy them more house in a comparable town/area?
- What is most important to today's buyers? (walkability score, commute time, access to mass transit) Is it the same motivation that your current seller had to purchase this house?

Know Your Market Absorption Rate:

Market absorption rate is the number of months projected to totally deplete the existing inventory level based on current monthly sales. It is calculated by taking the total number of active listings divided by the number that went under contract in the last 30 days. This is important information to help you set expectations with your Seller.

- The higher the absorption rate, the longer it will take to sell off the current supply of homes. Those most competitively priced will sell first.
- In a market where there is an abundance of inventory, commanding the upper end for a property translates to waiting longer for it to sell. This is a buyer's market where the supply is too great for the demand. If the Sellers are on a tight timeline, then pricing just under the market could be the smart strategy to ensure the house gets sold according to the Seller's timeframe.
- In a market where there is low inventory and prices are increasing, seller's may think they can price much higher than current market value. This is a seller's market and best strategy is to price the property close to current value so it attracts more buyers and could create a multiple offer situation, so it sells higher than list price.
- During the "Getting To Know You" step of the listing process ask the Sellers if they had a price in mind. Sharing market absorption with Sellers, will demonstrate your expertise and will "plant the seed" for the pricing discussion.

Resources

Weichert Internet Strategy Video

PLAYING IT FROM YOUR LAPTOP OR TABLET: If you plan on showing this video from your laptop or tablet, we recommend you use the laptop version of the listing presentation from the Marketing Resource Center in order to make the presentation more consistent and seamless. You can access this video directly from the Marketing Resource Center.

PLAYING IT FROM WEICHERTONE.COM: If you would like to show the video but don't have your own laptop, save it to a flash drive and bring it with you. at the beginning of the meeting, say this: *“Mr. and Mrs. Seller, in this presentation I have a video I would like to show you on how Weichert leverages the power of the internet and our commitment to making sure your home gains maximum exposure online. Can we play it from this flash drive in your computer?”*

WANT TO CONTINUE SHOWING THE PAGES AND SHOW THE VIDEO: Go to WeichertOne → Sales Associate Resources → Working with Sellers and find the “Weichert Internet Strategy Seller Video” and download the video to your computer* so you always have it available. When you arrive at this portion of the presentation, introduce the video to the Sellers by saying *“Now, I'd like to show you a brief video highlighting how Weichert leverages the power of the internet and our commitment to making sure your home gains maximum exposure online.”*

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Revised September 2013; December 2013, March 2014, March 2015, November 2017

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