



*Skills to Spark a Great Career*



# Transaction

## **SESSION 16**

Work with Buyers  
and Sellers





# Today's Agenda

  
**Real Estate  
Expert**



  
**Lead  
Generation**



  
**Lead  
Follow-up**



  
**Transaction**

Notes:

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# Success with Clients

## Great Agent / Client Communication

1. Provides a strong foundation for a sustaining relationship.

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2. Sets and manages expectations proactively throughout the transaction.

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3. Creates peace of mind for your clients.

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4. Enhances your credibility.

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Virtually every top-producing agent we have ever worked with has a deep and almost inherent sense of service. They have a servant's heart and place their buyer's or seller's real estate experience above all else. They are always thinking service.

*The Millionaire Real Estate Investor*



# The Three Levels of Service

1. Purpose \_\_\_\_\_
2. Value Proposition \_\_\_\_\_
3. Fiduciary \_\_\_\_\_

## Functionary

A specific task relationship with clients. They do the job by dotting the i's and crossing the t's.

- Low Level
- Low Relationship
- Assumes Little Responsibility
- Uses Low Skill
- Records Information
- Responds to Needs
- Processes Data
- Narrow Picture Viewpoint
- Delivers Information
- Other-Directed
- Minimum Legal Responsibility
- Employee
- Does the Task
- Tells and Sells
- Stays out of Decision Making
- Follows Rules and Procedures
- Replaceable
- Minimally Paid

## Fiduciary

A high trust relationship with clients and always puts their best interests at the forefront, even before the agent's own.

- High Level
- High Relationship
- Accepts High Responsibility
- Masters High Skill
- Perceives Information
- Anticipates Needs
- Interprets Data
- Big Picture Viewpoint
- Advises and Consults
- Self-Directed
- Maximum Legal Responsibility
- Partner
- Owns the Result
- Educates and Guides
- Involved in Decision-Making
- Uses Judgment and Intuition
- Irreplaceable
- Highly Paid



# Success with Clients

## 1. Set Expectations

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## 2. Review the Transaction Process Timeline

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## 3. Set Time Expectations

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## 4. Set Document Expectations

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## 5. Set Communications Expectations

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## 6. Set Contingencies

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## 7. Set Up-to-Date Market Expectations

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## 8. Set Tech Expectations

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## Three Steps to Gaining Referrals

1. **Provide Value**—provide stellar service. Provide education, advice, and care.
2. **Ask for Help**—let people know that your business is based on referrals. Your conversations book has some great, easy ways to ask for this help.
3. **Reward**—reward the behavior of referral. Don't wait for closing. Send a card with a gift card for coffee, take them out for coffee, or better yet, send a small gift to their office where not only will they feel appreciated, and others might ask about it!

Notes:

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## Request a Review

If your purchasing or selling experience exceeded your expectations, would you be so kind as to give me a brief review? I'd also like your permission to use this in my advertising and marketing.

Seller Reviews	Buyer Reviews

 **Aha's**

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# Success with Buyers

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## Showing Homes Best Practices

1. Show only the **best properties** for your buyer—ones that you have thoroughly screened in advance.
2. Have **MLS printouts** (or electronic versions) with the pricing information and key details of each property you will show your buyer, including disclosures .
3. Mark properties on a **map** and answer location questions.
4. Be **knowledgeable** about the property and neighborhoods.
5. Include recent **comparable sales** so you can answer pricing questions.
6. Point out potential **issues / concerns** with each house.

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## Home Tour Tool Kit

Paperwork (contract, customer needs, MLS sheets, listing agent contact info)	Graphite for sticky locks
Map	Hand wipes/ hand sanitizer
Sanitizing wipes	Masks
First aid kit	Shoe covers
Flashlight	Business cards
Level	Umbrellas
Tape measure	Beverages and snacks
Office supplies (notepad, pen)	Entertainment for kids
Paper goods (tissues, toilet paper, paper towels)	

## Safety First

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## Reasons Buyers Hesitate

Buying a home is a big deal and buyers can experience hesitation and reluctance.

1. They are afraid the commit.
2. They don't like some minor detail of the home.
3. They feel they haven't seen enough homes.
4. They need to sleep on it and/or get the opinion of a trusted advisor.

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## Guidelines to Facilitate Decision Making

Buying a home is a big deal and buyers can experience hesitation and reluctance.

- Go back to their motivation
- Go back to their needs and wants
- Advise them as a consultant and fiduciary
- Allay their fears
- Solve their challenges
- Calculate the cost of waiting



**Aha's**

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# Success with Sellers

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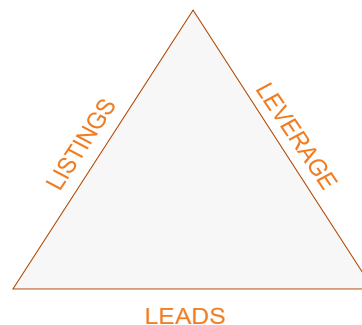
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## Leverage Your Listings

Capitalize on your listings by marketing your brand at the same time to bring in more listings and more buyers.



## 14-Step Marketing Plan for Listings

1. Price your home competitively with the current market and price trends.
2. Advise you on how to attract buyers by showing your home in the best possible light.
3. Place “for sale” signage, with property fliers easily accessible to drive-by buyers.
4. Respond to all buyer inquiries immediately.
5. Optimize your home’s Internet presence by posting your property in the Keller Williams Listing System (KWLS), on local and global MLS systems, and on social media, with plenty of photographs and a description of your property.
6. Market your home on multiple websites, including my own site, my KW local office site, and KW national site, to attract both local and out-of-town buyers.
7. Post your home on my proprietary search app and other KW agents’ apps.
8. Create fliers and comment cards for viewers of your property.
9. Distribute “just listed” notices to neighbors, encouraging them to tell family and friends about your home.
10. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
11. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
12. Create an open house schedule, and market and host the open house to promote your property to prospective buyers.
13. Target active buyers and investors in my database who are looking for homes in your price range and area.
14. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.



The message you put out to attract prospective buyers and sellers is everything. Why would they want to contact you in this market? What would they get if they did? These two questions are at the heart of all effective messaging.

*SHIFT*



## Your MLS Listing Reflects Your Brand

1. Have the right documents for your Region and Market Center uploaded.

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2. Utilize the right professionals to get great pictures and floorplans.

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3. Set the right schedule for your listing.

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## Proper Signage

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# Success with Co-Agents

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**Aha's**

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# Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

# Daily Success System

## Success Activities

These are suggested activities for the second half of your session.



### DAILY SUCCESS SYSTEM

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\_\_\_ of 10 CONVERSATIONS
➔

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\_\_\_ of 10 CONTACTS ADDED
➔

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\_\_\_ of 10 HANDWRITTEN NOTES
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10-5-1 SOCIAL MEDIA ENGAGEMENT
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ENRICHMENTS
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APPOINTMENTS
➔

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AGREEMENTS
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CLOSINGS
➔

10					
					
5					
					
1	 <div style="display: flex; justify-content: space-between; padding: 5px;"> <div></div> <div style="text-align: right;"> <b>Social Media Engagement</b> </div> </div>				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.





# Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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