

Your Client-Based Marketing System

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Your Client-Based Marketing System

List a home to sell each time
with this complete listing process



Carla Cross Seminars, Inc. • 1070 Idylwood Dr. S.W. • Issaquah, WA 98027 • (425) 392-6914
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New! For the Twenty-First Century Professional!

You have now, or are considering, purchasing a system that will more dramatically change the direction of your career than any other product, course, or system you can purchase!

That's a strong statement. Yet, I know, from my almost three decades of real estate practice, if you master the art and science of listing properties that sell, you will be among the top 1% in your profession.

How to *master* listing saleable properties:

Create a system that works every time. From my experience as a top agent (I sold 40 homes my first year in the business), and from my research and work with top agents nationally, I know what works. I have taken the best practices of the best in the business and put them here. This system represents the most contemporary practices available today.

In this system:

The complete listing process to assure a 'sold' sign on the property
30 ready-to-use forms/checklists/processes—all the systems you need
How to handle objections with ease – the verbiage and 25 pieces of evidence
25 visual “objection-busters” to handle those hard to answer objections –in PowerPoint
Role plays of actual answers to the most common objections
23 ‘topic pages’ to organize your marketing plan
A prototype marketing plan—ready for you to use immediately
The 17-step system to list a property that sells—ready to follow
All forms and topic pages on disk so you can customize for your style
2 CDs to walk you completely through the process with dialogue
Powerpoint Presentation with answers to objections—ready to use

Why struggle to put together your own plan, when you can have



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the expertise of the best in the business?

Let me know how this works for you. You can contact me via my web page at www.carlacross.com. My best to you!

Carla Cross, CRB, MA



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Introduction



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***YOUR* Client - Based Marketing System**

This is a complete marketing system to win *YOU* listings--listings at the right price and condition, with cooperative sellers.

Who Really 'Wins'?

In this system, you don't win unless you help the client win. What's a win for both of you? A sold listing in a normal time frame, at close to listed price. Why? It's the best situation for both the client and the agent.

'Client-Based' Marketing Approach

In the past, agents thought that the 'game' was to list properties, not list properties that sold. By focusing on listing properties (whether they sold or not), the agent at least got calls on signs and ads, and could 'bait and switch' the caller to a more attractively-priced property. This method of treating sellers is very manipulative, and has led to great customer dissatisfaction. This is not a 'client-based' marketing strategy! Why? The client loses precious time and money when the property is not brought on the market at the right price.

This system is based on the premise that the client should be served with honesty and integrity. To do that, the agent must understand, communicate, and, at best, educate the seller on how the marketing process works—for or against him. This system shows the serious agent how to take the educating approach, and how to set up a win-win situation for all.

YOU FIRST. This isn't a *company* listing presentation, although you'll be using some company materials on this presentation. You know sellers list with the *agent* they trust, and the company is secondary. It's never been truer than now, and it will continue. Why? Sellers know the agent is responsible for their home's marketing campaign--not the company. They want an agent who is*

Knowledgeable
Trustworthy
Honest

* From a recent National Association of Realtors survey



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The Competition...It Keeps Getting Tougher....

Competing against other agents in your company. Your company presentation can't help you compete against other agents--within your company. You must go way beyond your company presentation to win today. This marketing plan shows you how.

Competing with agents in other companies. No agent ever won a listing presentation competition (that is, competing with other agents for the listing), by relying solely on his/her company's presentation--especially when the other agent has a personalized, agent-focused presentation, as you'll build in this package.

Competing without a visual presentation. Sure you can win the listing, if you're the only one applying for the listing! Or, you can win if you have such a strong relationship with the seller that he/she believes anything you say! However, can you win the right price, terms, and cooperation with the seller—even in the situations above?

When you lose, why do you lose? Mainly because the seller doesn't trust you enough to take your recommendations. What establishes trust? Doing what you'll say you'll do, backing your statements with facts, and, most important, showing, not telling. Remember, *we believe what we see, not what we hear*. Go visual--use the information when you need it. Inside this package is all the information you'll need to win a listing competition. Use it.

Remember: Go Visual!!!!



Not Just a 'Listing Presentation'

The system in this package is much more than a listing presentation. In fact, we don't even want to use that old-fashioned word. Why? Because it doesn't reflect what you are actually doing. This system covers all the phases of the listing process.

The Complete Listing Process—Including your Marketing Plan

From the time you first talk to a seller, to after you close the transaction, this system helps you every step of the way.

Included here:

- How to pre-interview a seller on the phone to determine if the seller is a good prospect (questionnaire included)
- How to assemble an effective pre-visit package--and why
- How to interview a seller to assure the seller is qualified to work with you; determine the objections the seller will have later on (and prepare to address them so you're in control at all times)
- How to prepare your marketing presentation to address the seller's concerns
- How to give a dynamic marketing plan focused on YOU--how to prepare the seller for your pricing recommendations
- How to close for the listing
- How to market the home from day one until closing
- How to assure the seller gives you referrals for as long as you're in the industry

What is a "marketing plan"?

It's the portion of the listing process that addresses how you promote the property. It includes the pricing of the property, too. Unfortunately, many agents leave this out, and just slide right into pricing. Then, the sellers don't know why they should list with that agent. After all, the agent hasn't told the sellers why he's worth the money he wants to charge!

Usually, you will give your marketing plan at the beginning of your second visit. Or, if you're doing a one-step process, you will give your presentation after you've done your home and seller research. Remember, in the marketing plan, you're showing the seller how you'll earn that commission.



The Marketing Plan includes, in this order:

How you'll promote the property

How you'll price the property to position it properly for sale



Five New Core Marketing Concepts in this Plan



You will see a light bulb symbol when these new concepts are introduced. I want to give you an overview of them now, so you can start to get acquainted with these concepts. I call them “core marketing concepts” because they change the way the seller looks at you—and the way you look at this process.

Here are the five new core marketing concepts:

1. The Marketing Plan: The 4 ‘Ps’

The marketing plan is made up not just of promotion, as most agents believe and portray. In fact, agents mistakenly call this “marketing”. However, it is not marketing, but is actually ‘promotion’. This marketing plan is actually made up of all the components of a marketing plan--the 4 ‘Ps’:

- Place (preparing your home for sale)
- Promotion (advertising, mailings, etc.)
- Personal selling (talking to agents and buyers)
- Price

The right mix of these assures the best sale. They must *all* be good choices in order to affect a sale (over-pricing ruins any impact of promotion, placement, or personal selling, for instance.) I’ve created a visual so you can explain how the 4 P’s work together.

2. Right-Priced vs. Over-Priced Marketing Plan

Later in this system, you’ll see a chart of these concepts. I’ve observed that agents who over-price properties must use a plan that conveys that the property has been *wrongly priced*. This actually is an identifiable plan that I term “overpriced plan”. You must communicate to a seller throughout this system that you will only be working with a *right-priced* plan. You will use only right-priced marketing strategies.

3. Client-Based Orientation

You must do what’s right for the client. So, you must educate the client so the client can make the best decision. Throughout this system, you’ll see ways to educate the client.

4. Consultative Approach

Old-style manipulative selling stressed closing, closing, and closing. Then, as the client pushed away with objections, the agent cleverly answered those objections. The consultative approach stresses *questions* and *education*. This approach helps clients come to their own best conclusions.



5. Two-Public Marketing

Most sellers believe that the agent should spend all his marketing efforts and dollars marketing to the public. In truth, though, there is another “public”. That public is agents. You must design your marketing plan to appeal to both publics. Which public is more important to impact? The agent public, of course. Over 90% of buyers buy through real estate agents. If the listing agent gets the wrong price, no amount of marketing can convince the buyers’ agents to jeopardize their trust relationships with buyers to show an over-priced listing!



The Organization of this Program

This program is organized in eight sections:

1. The pre-visit section
2. The interview or first visit section
3. The marketing plan section (usually done on the second visit--or, always done at the end of the first and only visit)—on PowerPoint in this system, too
4. After the sale and after closing section
5. Handling objections visuals section—on PowerPoint, too
6. Topic pages to prepare your presentation
7. Forms and checklists to prove your professionalism
8. PowerPoint presentation

See the flow chart of the complete listing process outlined on the next page. How does your process differ? Are you covering all the bases?

How Many Visits?

How many visits should you make to the seller? Experts differ on their suggestions for length of time it will take to list a property. Some urge a 2-visit scenario. On the first visit, you gather information. On the second visit, you do your marketing plan and list the property. Others urge that you qualify over the phone, and do the operations of the first and second visit in one visit. The answer: It doesn't matter! The only thing that matters is that you keep the integrity of the *process* intact:

**First, qualify
Then, sell**

Agents and managers are notorious for selling without qualifying! No other sales field is as non-professional as real estate in failing to qualify. Not you. With this system, you'll qualify first over the phone, and continue qualifying as you meet with the seller. Whether you meet once, twice, or three times, simply maintain the integrity of the process.





Objections.

We all dread them. Yet, they're a part of sales. I've created a special section with visuals for you to use to handle eight of the most common objections. And, within the presentation, I've built dozens of presentation tips to anticipate and defuse common objections. There's actually a section with visuals that answer objections, too. It's on your PowerPoint Presentation, too.



The Professional Listing Process

STEP	PROCESS	ACTIVITIES
1.	Have first meeting/ asked of conversation in person qualify, don't continue) or on phone	Critical qualifying questions seller (if seller does not
2.	sent regarding marketing principles and your professional guidelines (pre-list package)	Informational material given or to qualified seller,
3.	First visit: Do research at do the home on home & seller home (seller at home)	Ask critical qualifying questions & walk-through (if seller and/or not qualified, don't continue) Informational
4.	Create Marketing Plan (including price) prepare at the office	
5.	Second Visit, and or Second Part of the and Process: Present Marketing Plan (given to seller)	Presentation given with visuals statistics. If seller is cooperative the home is priced right, list the property



How to Use This System



First, listen to the CDs. Then, go through all the materials. Start thinking about what materials you want to use, and what you want to create. I've interspersed pages ready to use for you with "explanation pages". You craft your own presentation as you go through the sections, using the disks and hard copies I've provided. Also, I've given you several layouts for visuals to demonstrate your mastery of and competence in listing properties.

Quick-to Use Symbols

Background Page



When you see this symbol, you'll know that it's a background page. It's an explanation of what you'll do, or the dialogue you'll use.

Light Bulb: A Core Marketing Concept



There are 5 new critical concepts that you must use to present a "client-based" marketing plan. When you see the light bulb, you will know that this section contains one of those critical concepts. Be sure you can explain this concept to a seller. You stand out as a marketing expert.

Vertical Line on the Left Side of the Page

A thick vertical line at the left side of the page means that is a "topic page". That page can go right into your marketing plan as a divider section; or, you can use that page to explain one of your critical concepts. These pages are on your disk, so you can print them full color, and customize them.

Customizing the System

Each agent works differently. So, I've provided several ways for you to customize your presentation:

Disk--much of the information here is on disk, in Word for PC. That way,



you can customize the information to fit your needs.

Templates --I've included "stationery" or topic pages so you can add pictures and/or text

Graphics—these are done in Word or PowerPoint, so you can customize them



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Putting the YOU into the System

What's your position in your marketplace? What do you specialize in? What are you good at? How do you promote yourself? These are some of the questions you need to ask yourself as you create this presentation.

You Can't Win By Just Selling Your Company—It's a New Battlefield!

Your company's technology won't do it, your company's advertising won't do it, even your company image won't overcome a weak presentation today! You may get the listing, but you won't get a saleable one! To list with you at the right price, you must give the client reasons to trust you as the professional with the trustworthy advice and marketing plan. The client wants to know what *you* are going to do to sell the property? Why are *you* qualified to list this property? What's *your* track record?

For information on how to create your positioning and differentiate yourself, see

"Your Professional Portfolio"

"The Real Estate Agent's Business Planning Guide"

"On Track to Success in 30 Days"

These are all listed in the References section at the back of this package.

Before You Begin Assembling Your Process

What's your listing process now? How do you rate yourself on it? How competitive are you? On the next page is a checklist, "How Professional is your Listing Process". Take the evaluation and score yourself. That way, you'll know the areas you really want to work in, and the areas where you're strong.

