

Mastering Property Research & Listing Appointments

Foundation Training 103

JACK CONWAY

Introduction



**Welcome &
Objectives**



**Why thorough
research matters**



**Overview of today's
topics**



Understand market value



Prepare for objections



Build credibility with clients

Ninja Pre-Listing Interview Available on JackConway.com – Search links & Files

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Keep with you on up-desk and scan to device or hard copy with you.

PRE-LISTING INTERVIEW

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

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

1. Name _____
2. Property Address _____
Mailing Address _____
3. Owners/Decision Makers _____
Phones (H) _____ (B) _____ (C) _____
Fax _____ email _____
4. Why are you selling? _____
5. When do you need to move? _____
6. Could you describe your house for me? _____
Beds _____ Baths _____ Sq. Ft. _____ Style _____ Lot Size _____ Brrrr? _____
7. How long have you owned your home? _____
8. What did you do on your home when you bought it? What features did you like?

9. Have you done any updating to the home since you bought it?

10. If you were to stay in your home another 5 years, is there anything you would do to it?

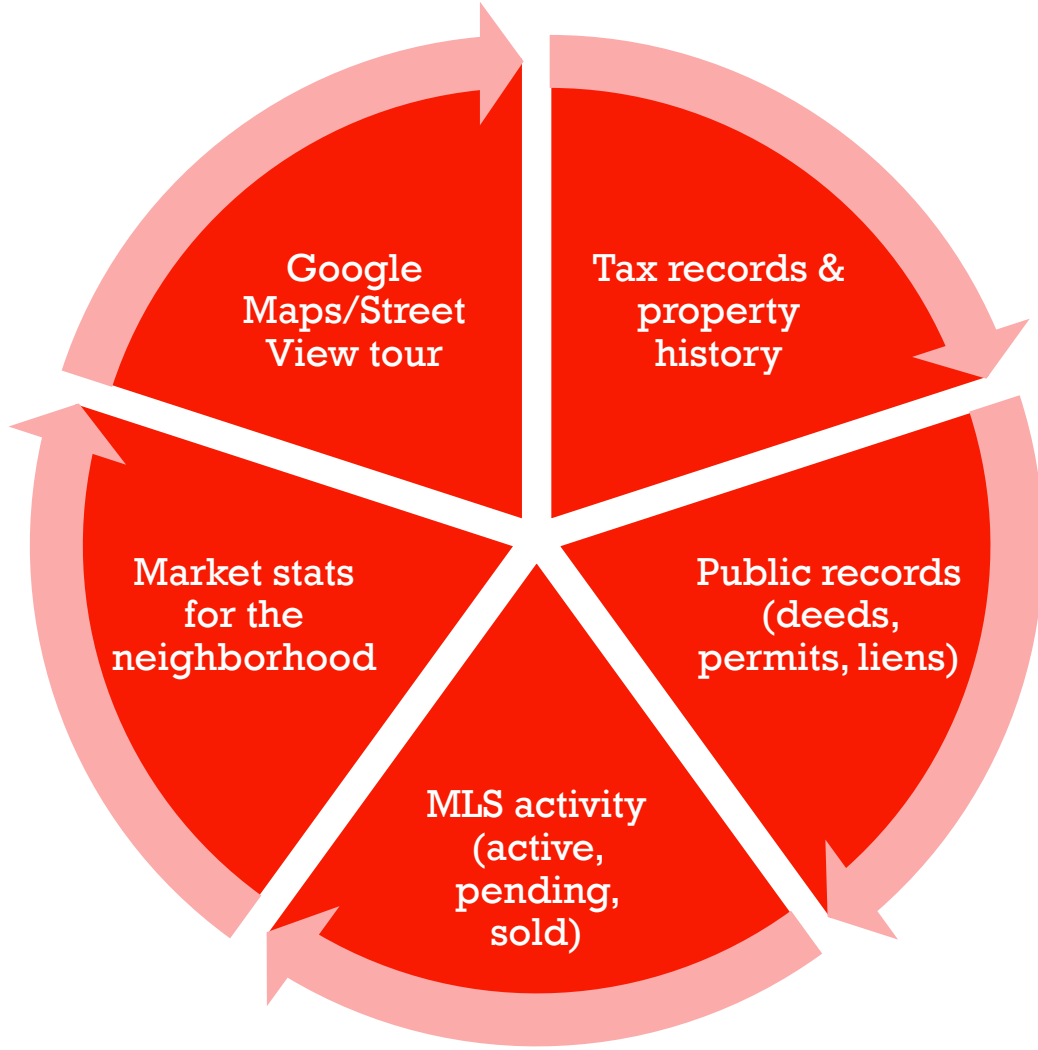
NINJA INSTALLATION

PRE-LISTING INTERVIEW

11. For a moment pretend to be a buyer and look at your home through "Buyer Eyes".
On a scale of 1 to 10, how would you rate its condition? (Model home = 10, Poor Condition = 1)
o What would it take for your house to be a 10? _____
12. What are you going to be asking for the property? _____
13. Do you own your property free and clear or do you have a loan?
o Have you had a recent appraisal? _____
o Have you recently refinanced? _____
o Do you happen to know the approximate balance? _____
14. What are three things you are looking for in a REALTOR*?

15. Are you interviewing any other brokers for this job? When are they being interviewed?
o Name _____ Company _____ Time _____
o Name _____ Company _____ Time _____
o Name _____ Company _____ Time _____
16. Have you considered going for sale by owner?
17. Have you sold a property before? _____
18. Is there anything else I should know about your home?
19. Do you have any questions for me?
20. Explain what happens next: One Call _____ Two Call _____ Prelisting Pocket _____
21. Set appointment: Day _____ Time _____ Place _____

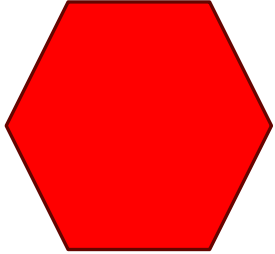
NINJA



Pre-Appointment Research Checklist

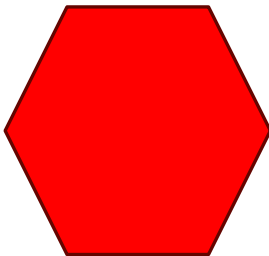
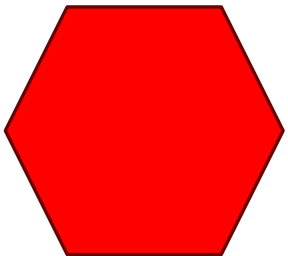
There are two types of Listing Appointments

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One Stop

You prepare a market analysis with the intention of presenting it to the seller on your first visit to the home and walk out with a signed Authorization to Sell. This is used with seasoned agents and agents that may know the property before going in. Examples are having sold the property before or homes of family or friends.



Two Stop

You will visit the property to first meet the clients, tour the property and take down the details of the property. You then take that information to prepare the market analysis and then return to the property to present the market analysis to the sellers. This is the more common approach especially with newer agents.

Tools & Resources

MLS system

**Public record
databases
(county assessor,
registry of deeds)**

**Realist, RPR,
Zillow,
Realtor.com**

**Google Maps,
neighborhood
apps (Nextdoor)**

Registry of Deeds



- <https://www.masslandrecords.com>. - Drop down Menu to search All
- <https://newbedforddeeds.com>
- <https://www.tauntondeeds.com>
- <https://www.fallriverdeeds.com>
- <https://www.barnstabledeeds.org>
- <https://www.norfolkresearch.org>
- <http://www.plymouthdeeds.org>

Things to Look for in Searching Registry Pages

- Owner of Record
- Easements
- Right of Ways
- Shared Wells
- Deed Restrictions
- References to Covenants
- Plans
- Mortgages
- Discharges
- Mechanics Liens
- Attachments
- Municipal Liens
- Trusts

Condo Listings- need a little more info

Association Documents:

- Rules & Regulations
- By Laws
- Amendments to By Laws
- Find out Condo Fees- amount /what covers
- Budget- copy
- Last Minutes (assessments)
- Master Insurance
- Title V (if needed)
- Process for 6D

Understanding the Market

**Comparative
Market Analysis
(CMA)**

**Neighborhood
trends**

Days on market

**Price per
square foot**

PRELISTING PACKET

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A Great Prelisting Presentation is found on the back end of JackConway.com in the agent portal in toolkit CMA. Information on Company & YOU!

Include with this a Massachusetts Mandatory Real Estate licensee Consumer Relationship disclosure form (Agency Disclosure), Exclusive right to sell listing agreement (Form #709), Authorization to Offer Buyer Broker Compensation Addendum, Affiliated business agreement disclosure notice (ABA), and if built prior to 1978 the Childhood Lead Poisoning Prevention Program Property Lead Paint Notification (Lead Paint Disclosure), Non-MLS Form. All these forms are on Skyslope Forms in browse libraries.

Market statistics- Pull your office and company rank in the town.

Samples of colored brochures (always keep some when you have them made)
INFORMATION ABOUT YOU & Your Value Proposition - What it is you do for sellers! NAR
179 Ways Agents are Worth Every Penny.

Deliver day before if on one stop.

Preparing for the Listing Appointment



**Print or digital
CMA packet**



Seller net sheet



**Listing agreement
& disclosures**



**Marketing plan
overview**



**Personal branding
materials**



Commonwealth of Massachusetts

BOARD OF REGISTRATION OF REAL ESTATE BROKERS AND SALESPERSONS

http://www.mass.gov/ocabr/licensee/dpl-boards/re/

MASSACHUSETTS MANDATORY LICENSEE-CONSUMER RELATIONSHIP DISCLOSURE

THIS IS NOT A CONTRACT

This disclosure is provided to you, the consumer, by the real estate licensee listed in this disclosure.

THE TIME WHEN THE LICENSEE MUST PROVIDE THIS NOTICE TO THE CONSUMER:

All real estate licensees must present this form to you at the first personal meeting with you to discuss a specific residential property. If there is no personal meeting between you and the licensee, this form must be presented electronically or through some other means before the licensee enters into a contract with a consumer. Residential property is defined as land with a building intended for use as a one to four-unit residential dwelling or the purchase or sale of land on which a building is intended to be constructed for use as a one- or two-unit residential dwelling. In the event this relationship changes an additional disclosure must be provided and completed at that time.

CONSUMER INFORMATION AND RESPONSIBILITY:

If you are a buyer or seller, you can engage a licensee to provide advice, assistance and representation to you as your agent. The licensee can represent you as the seller (Seller's Agent) or represent you as the buyer (Buyer's Agent) or can assist you as a Facilitator.

All real estate licensees, regardless of the working relationship with a consumer must, by law, present properties honestly and accurately, and disclose known material defects in the real estate.

The duties of a real estate licensee do not relieve consumers of the responsibility to protect their own interests. If you need advice for legal, tax, insurance or land survey matters it is your responsibility to consult a professional in those areas. Real estate licensees do not and cannot perform home, lead paint, or insect inspections, nor do they perform septic system, wetlands or environmental evaluations.

Do not assume that a real estate licensee works solely for you unless you have an agreement for that relationship.

For more detailed definitions and descriptions about real estate relationships, please see page 2 of this disclosure.

THE SELLER OR BUYER RECEIVING THIS DISCLOSURE IS HEREBY ADVISED THAT THE REAL ESTATE LICENSEE NAMED BELOW IS WORKING AS A:

Check one: [] Seller's agent [] Buyer's agent [] Facilitator

If seller's or buyer's agent is checked above, the licensee must complete the following section:

Check one: [] Non-Designated Agency [] Designated Agency
The real estate firm or business listed below and all other affiliated agents are also working as the agent of the [] Seller [] Buyer
Only the licensee named herein represents the [] Seller [] Buyer (designated seller agency or designated buyer agency). In this situation any other agents affiliated with the firm or business listed below do not represent you and may represent another party in your real estate transaction.

By signing below, I, the real estate licensee, acknowledge that this disclosure has been provided to the consumer named herein:

Signature of Licensee: Bonnie Stiner, 9586642, Broker, Today's Date
Name Real Estate Brokerage Firm: Jack Conway & Company Inc, 299, Brokerage Firm License #
Signature of consumer: Seller Client Seller, Today's Date
Signature of consumer: Today's Date

[] Check here if the consumer declines to sign this notice.

I/We Seller Client Seller ("SELLER"), hereby grant to
Jack Conway & Company Inc, a real estate broker licensed under
the laws of the Commonwealth of Massachusetts ("LISTING BROKER"), the exclusive right to sell the property described as
10 Main St, Lakeville, MA 02347

and recorded in the Plymouth County Registry of Deeds at Book 25, Page 100

Certificate Number _____ ("PROPERTY") on the following terms and conditions:

- 1. Duties and Representations.** The LISTING BROKER is granted the exclusive right to sell the PROPERTY, as the SELLER'S agent, during the term of the Agreement and the SELLER agrees to refer all inquiries to the LISTING BROKER, to cooperate in marketing the PROPERTY, including completing the lead paint *Property Transfer Notification Certification* disclosure (if property built before 1978) and other forms. **The SELLER acknowledges receipt of the *Massachusetts Mandatory Licensee-Consumer Relationship Disclosure*.**

The LISTING BROKER is authorized but is not required: (a) to place a sign on the PROPERTY; (b) to photograph, video and advertise the PROPERTY in such media as the LISTING BROKER may select; and (c) to place a lock box on the PROPERTY. The SELLER authorizes the LISTING BROKER to disclose to prospective buyers all information about the PROPERTY provided to the LISTING BROKER by the SELLER, all of which the SELLER represents to be accurate. The LISTING BROKER shall have no obligation to continue to market the PROPERTY after an offer has been accepted.

The LISTING BROKER is not hired as a property inspector, tax advisor or attorney and if such services are desired, SELLER should hire those professionals. It shall not constitute a violation of any duty owed by the LISTING BROKER or by any agent associated with the LISTING BROKER to disclose any material fact known to the LISTING BROKER about the PROPERTY as required under Massachusetts General Laws Chapter 93A, to advise a prospective buyer of the availability of a competing property or to assist a buyer with the purchase of another property. The SELLER and LISTING BROKER agree to comply with all applicable Federal, State and Local Fair Housing Laws.

SELLER is aware that there is a risk of injury to persons viewing the PROPERTY as well as a risk of loss or damage to PROPERTY of the SELLER during a showing or open house, whether the showing is accompanied by the LISTING BROKER, via lockbox or otherwise. SELLER has the responsibility to prepare the PROPERTY for marketing to minimize the likelihood of injury, damage and loss. SELLER agrees to indemnify, defend and hold LISTING BROKER and its agents harmless from any loss or claim of liability during any showing or open house, other than if proven to have been the result of LISTING BROKER'S intentional misconduct. SELLER understands and agrees that showings may be conducted by licensees other than the LISTING BROKER or its agents and that inspectors or appraisers may conduct inspections and appraisals outside the presence of the LISTING BROKER. SELLER further understands and agrees that other licensees and prospective buyers are permitted to photograph and videotape the PROPERTY unless expressly stated to the contrary.

SELLER hereby acknowledges that the PROPERTY **does** **does not** have recording devices, including, but not limited to devices such as: Nest, Arlo, Amazon Echo, Google Home, Ring, etc. If a device is present, SELLER hereby states that it records audio, video, or both audio and video. It is unlawful in Massachusetts to secretly listen to or record a communication of another individual without their knowledge and consent. Whenever a showing, open house or other inspection of the PROPERTY is conducted, any such surveillance equipment shall be turned off by the SELLER unless visitors are clearly made aware that the device is in use.

- 2. Listing Price.** The listing price for the PROPERTY shall be \$ 999,999.00 dollars or such other price and terms as the SELLER may approve.

- 3. Listing Period.** This Agreement shall begin on 07/29/2025 and end on 01/29/2026 and may be extended by agreement.

4. **Listing Broker's Fee.** According to the Code of Ethics and Standards of Practice of the National Association of REALTORS®, SELLER has been advised of (1) the LISTING BROKER'S general company policies regarding cooperation with and compensation to subagents, buyer's agents and other licensees; (2) the fact that a buyer's agent, even if compensated by the LISTING BROKER or SELLER will represent the interests of the buyer; (3) any potential for the LISTING BROKER to act as a disclosed dual agent on behalf of the SELLER and buyer; and (4) that **commissions are not fixed, controlled or recommended by law or by any person or entity not a party to this Agreement and are fully negotiable.** In consideration for the services performed under the Agreement, SELLER agrees to pay LISTING BROKER as follows (complete as applicable):

(a) **Commission.** If within the term of this Agreement or any extension, the PROPERTY is sold or the LISTING BROKER procures a buyer who is ready, willing and able to buy at a price and on the terms set forth herein or on such other price and terms as the SELLER may agree, the LISTING BROKER shall be due a Commission as follows:

- _____% percentage of the gross selling price, or
 Flat Fee of \$ _____ dollars.

I. Said Commission shall be paid at the time set for closing and may be deducted from amounts held by LISTING BROKER as escrow agent. If the PROPERTY is sold to a buyer procured by the LISTING BROKER, by the SELLER or by anyone else, the Commission shall be due.

II. The Commission shall also be due upon sale of the PROPERTY to any person who was introduced to the PROPERTY during the aforesaid term or any extension, or who entered into an agreement to purchase during the term, during any extension or within 90 days after expiration of the term or any extension, regardless of the date that title passes, except if the SELLER has entered into an exclusive agreement to sell the PROPERTY with another broker in good faith.

III. If any deposit is retained by the SELLER as liquidated damages for default by the buyer under any agreement for sale of the PROPERTY, the LISTING BROKER shall be due one-half (1/2) of the amount so retained, but not more than an amount equal to the Commission that would have been paid to LISTING BROKER if a sale had been completed. If SELLER defaults under any agreement for sale of the PROPERTY, the LISTING BROKER shall be due the Commission whether or not the transaction closes or title passes.

IV. Additional Provisions: _____

(b) SELLER shall not pay any other broker for services in connection with the sale of the PROPERTY nor give any instruction that reduces the LISTING BROKER'S fee, except if the LISTING BROKER has given written consent. Acceptance of escrowed funds shall not constitute consent. Should SELLER violate the foregoing provision and LISTING BROKER initiates or is caused to participate in any lawsuit, arbitration or other proceeding, including an interpleader action, LISTING BROKER shall be reimbursed by SELLER: (i) for LISTING BROKER'S reasonable attorneys' fees and costs; and (ii) to receive from SELLER interest at the legal rate on the amount due LISTING BROKER. This does not prohibit the SELLER from agreeing to pay the buyer's broker on behalf of the buyer under any agreement for sale of the PROPERTY.

(c) All disputes, claims or controversies arising out of or related to this Agreement shall, upon demand of either party, be submitted for binding arbitration, to the local association/board of REALTORS® or, in the event the association/board declines to hear the matter, to the American Arbitration Association ("AAA") or, upon mutual agreement, to another dispute resolution service. The REALTOR® arbitration proceedings shall be conducted by a panel of at least three (3) arbitrators according to the then current rules of the association/board of REALTORS® (or, if before AAA, by a single arbitrator according to the consumer arbitration rules, or if not applicable, to the commercial arbitration rules of the AAA), and all proceedings will be conducted at a location in Massachusetts chosen by the arbitrator. Except as provided for proceedings pursuant to paragraph (b), reasonable attorneys' fees and costs shall be awarded to the generally prevailing party in the arbitration or lawsuit. Should either party file a claim for violation of General Laws Chapter 93A, the prevailing party (including any agent of the LISTING BROKER) shall be entitled to recover reasonable attorneys' fees and costs, but no fees and costs shall be recovered in the event that a tender of settlement was made in advance of suit, but rejected, and the court or arbitrator determines that the rejected tender was reasonable in relationship to the injury actually suffered.

5. Buyer Broker's Fee. SELLER is not required to offer or provide compensation to brokers who represent the buyer, however, SELLER may direct the LISTING BROKER to offer compensation to licensed buyer brokers who procure a ready, willing and able buyer to purchase the PROPERTY. These fees are not set by law and are negotiable and shall not alter the terms of this Agreement except if the LISTING BROKER and SELLER have agreed in writing. SELLER hereby:

- agrees and authorizes LISTING BROKER to offer a Buyer Broker's Fee pursuant to the Massachusetts Association of REALTORS® **AUTHORIZATION TO OFFER BUYER BROKER COMPENSATION ADDENDUM** attached and incorporated herein.
- does NOT authorize nor agree to have LISTING BROKER offer a Buyer Broker's Fee. SELLER understands that there are other ways that a buyer broker fee may be requested or paid, such as payment as a term of an agreement for the sale of the PROPERTY, none of which are set by law and each of which are fully negotiable.

6. Entire Agreement/Governing Law. This Agreement is the entire agreement between the parties. SELLER has read this Agreement, understands its contents and has received a copy of the same at the time of signing. This Agreement is binding upon the parties' heirs, successors, and personal representatives. Assignment shall not limit the rights of the LISTING BROKER. This Agreement shall be governed by the laws of the Commonwealth of Massachusetts. Unless otherwise stated, this Agreement may not be modified, except in writing signed by both parties.

7. Additional Terms.

This is a legally binding contract. If legal advice is desired, consult an attorney.

DATED

SELLER Or Authorized Representative

LISTING BROKER Or Authorized Representative

SELLER Or Authorized Representative

**AUTHORIZATION TO OFFER BUYER BROKER
COMPENSATION ADDENDUM**



This is an Addendum to the Exclusive Right to Sell Listing Agreement ("Agreement") executed on _____ (date) between Jack Conway & Company Inc, the "LISTING BROKER" and Seller Client Seller, the "SELLER" regarding the real property described as 10 Main St, Lakeville, MA 02347 "PROPERTY" whereby the LISTING BROKER and SELLER agree as follows:

Separate and in addition to the fee set forth in Paragraph 4 of the Agreement, SELLER authorizes the LISTING BROKER to offer the following Buyer Broker's Fee to those licensed brokers who procure a ready, willing and able buyer:

- (a) agents: _____ % of the gross selling price OR a flat fee of \$ _____ dollars;
- (b) facilitators (non-agents): _____ % of the gross selling price OR a flat fee of \$ _____ dollars

By agreeing to and authorizing this Addendum, the SELLER understands that the total fee payable to the LISTING BROKER at the time of closing includes the fee listed in Paragraph 4 of the Agreement and the Buyer Broker's Fee reflected in this Addendum.

This Buyer Broker's Fee is only payable in the event that there is a buyer broker who procured a ready, willing and able buyer, otherwise, the fee reflected in this Addendum shall be retained by, or returned to the SELLER, at the time of closing and only the fee reflected in Paragraph 4 of the Agreement shall be due to the LISTING BROKER at the time of closing unless the LISTING BROKER and SELLER have agreed otherwise in writing.

If the buyer requests that SELLER pay additional monies to the buyer's broker than what is reflected in this Addendum, said additional monies shall be negotiated between the SELLER and buyer and shall not alter any other terms of this Addendum or the Agreement except if the LISTING BROKER and SELLER have agreed in writing.

SELLER understands they are not required to have the LISTING BROKER offer a fee for buyer broker services and that said fee is not fixed, controlled or recommended by law or any other person or entity and are fully negotiable.

A copy of this Addendum may be provided to the buyer and buyer broker for their records and acknowledgment.

SELLER Date

SELLER Date

LISTING BROKER or Authorized Representative Date



**Affiliated Business Arrangement Disclosure Notice
& Marketing Service Agreement Notice**

To: **Seller Client Seller**

From: Jack Conway & Company, Inc.

Property: **10 Main St**
Lakeville MA 02347

Date: _____

This is to give you notice that Jack Conway & Company, Inc. through common ownership has a business relationship and 50% ownership interest in, Columbia Title, LLC. Because of this relationship, this referral may provide Jack Conway & Company a financial or other benefit. Additionally, Jack Conway & Co., Inc. has a 100% ownership interest in Conway Country Insurance (CCI). However, in either case, Columbia Title, LLC and CCI do not pay referral fees to sales agents of Jack Conway & Company, Inc.

Set forth below are the estimated charges or range of charges by the Provider for settlement services. You are NOT required to use the listed provider(s) as a condition for purchase of the subject property. THERE ARE FREQUENTLY OTHER SETTLEMENT SERVICE PROVIDERS AVAILABLE WITH SIMILAR SERVICES. YOU ARE FREE TO SHOP AROUND TO DETERMINE THAT YOU ARE RECEIVING THE BEST SERVICES AND THE BEST RATE FOR THESE SERVICES.

<u>Provider</u>	<u>Service</u>	<u>Estimated Cost</u>
Columbia Title, LLC	Settlement	Depending on the State and the services required the range of charges will be between \$495 and \$1150.
Columbia Title, LLC	Loan Title Policy	Depending on State and loan size the estimated range of charges will be between \$.90 per thousand to \$4.00 per thousand.
Conway Country Insurance	Property, Casualty and Flood insurance	Premiums are determined by the coverage chosen by you

In addition, Jack Conway has a non-ownership business relationship with Guaranteed Rate which may provide Jack Conway a financial or other benefit. However, neither Jack Conway or its sales associates receive compensation on a per loan basis for mortgages closing with Guarantee Rate Mortgage Services.

Acknowledgment

I/we have read this disclosure and understand that Jack Conway & Company is referring me/us to purchase the above described settlement service(s) and may receive a financial or other benefit as the result of this referral.

Customer Date

Customer Date

Realtor Salesperson Date

**JACK
CONWAY**

6/28/2023

PROPERTY TRANSFER NOTIFICATION CERTIFICATION

This form is to be signed by the prospective purchaser before signing a purchase and sale agreement or a memorandum of agreement, or by the lessee-prospective purchaser before signing a lease with an option to purchase for residential property built before 1978, for compliance with federal and Massachusetts lead-based paint disclosure requirements.

Required Federal Lead Warning Statement:

Every purchaser of any interest in residential property on which a residential dwelling was built prior to 1978 is notified that such property may present exposure to lead from lead-based paint that may place young children at risk of developing lead poisoning. Lead poisoning in young children may produce permanent neurological damage, including learning disabilities, reduced intelligence quotient, behavioral problems and impaired memory. Lead poisoning also poses a particular risk to pregnant women. The seller of any interest in residential real property is required to provide the buyer with any information on lead-based paint hazards from risk assessments or inspections in the seller's possession and notify the buyer of any known lead-based paint hazards. A risk assessment or inspection for possible lead-based paint hazards is recommended prior to purchase.

Seller's Disclosure

- (a) Presence of lead-based paint and/or lead-based paint hazards (check (i) or (ii) below):
 - (i) Known lead-based paint and/or lead-based paint hazards are present in the housing (explain).

 - (ii) Seller has no knowledge of lead-based paint and/or lead-based paint hazards in the housing.
- (b) Records and reports available to the seller (check (i) or (ii) below):
 - (i) Seller has provided the purchaser with all available records and reports pertaining to lead-based paint and/or lead-based paint hazards in the housing (check documents below).
 Lead Inspection Report; Risk Assessment Report; Letter of Interim Control; Letter of Compliance
 - (ii) Seller has no reports or records pertaining to lead-based paint and/or lead-based paint hazards in the housing.

Purchaser's or Lessee Purchaser's Acknowledgment (initial)

- (c) _____ Purchaser or lessee purchaser has received copies of all documents checked above.
- (d) _____ Purchaser or lessee purchaser has received no documents.
- (e) _____ Purchaser or lessee purchaser has received the Property Transfer Lead Paint Notification.
- (f) _____ Purchaser or lessee purchaser has (check (i) or (ii) below):
 - (i) received a 10-day opportunity (or mutually agreed upon period) to conduct a risk assessment or inspection for the presence of lead-based paint and/or lead-based paint hazards; or
 - (ii) waived the opportunity to conduct a risk assessment or inspection for the presence of lead-based paint and/or lead-based paint hazards.

Agent's Acknowledgment (initial)

- (g) _____ Agent has informed the seller of the seller's obligations under federal and state law for lead-based paint disclosure and notification, and is aware of his/her responsibility to ensure compliance.
- (h) _____ Agent has verbally informed purchaser or lessee-purchaser of the possible presence of dangerous levels of lead in paint, plaster, putty or other structural materials and his or her obligation to bring a property into compliance with the Massachusetts Lead Law -- either through full deleading or interim control -- if it was built before 1978 and a child under six years old resides or will reside in the property.

Certification of Accuracy

The following parties have reviewed the information above and certify, to the best of their knowledge, that the information they have provided is true and accurate.

_____ Seller	_____ Date	_____ Seller	_____ Date
_____ Purchaser	_____ Date	_____ Purchaser	_____ Date
_____ Agent	_____ Date	_____ Agent	_____ Date

Address of Property 10 Main St, Lakeville, MA 02347

The Listing Appointment Flow

Build

Build rapport

Tour

Tour the property

Present

Present your research

Discuss

Discuss pricing strategy

Review

Review marketing plan

Handle

Handle objections

Pricing Strategy Tips

Don't
overpromise

Use comps
strategically

Consider
appraisability

Adjust for
unique
features

Marketing Plan Highlights



**Professional
photos & staging**



**MLS &
syndication sites**



**Social media
campaigns**



**Open houses &
agent tours**



**Direct mail &
email marketing**

Handling Objections

"My Zestimate is higher"

"I want to price higher and test the market"

"Another agent said more"

Script examples and response tips

Securing the Listing



**Confidence and
clarity**



**Recap your value
proposition**



**Set expectations
and timeline**



**Ask for the
business!**

Post-Appointment Follow-Up

**Thank-you
message**

**Reiterate key
points**

**Next steps
timeline**

**Keep
communication
consistent**



Listing Checklist

Items / Actions:



- Agency disclosure
- Authorization to sell
- Affiliated business agreement
- Lead paint property transfer if home is built prior to 1978
- MLS deferral of showing if delaying showings up to 7 days (cannot show to anyone) *if needed
- MLS delayed listing to delay entry up to 30 days (cannot market or install sign) *if needed
- MLS Non-MLS to market and show without it being ready for MLS *if needed
- MLS coming soon form - must go active in 21 days *if needed
- Order sign from Sugar Mountain at least 3 days prior to needing (back end of jackconway.com)
- Enter listing into MLS as offline listing and print to PDF and confirm information with sellers
- Email the PDF to lakevilleoffice@jackconway.com and let office know you have a new listing
- Order professional photography
- Double check deed and make sure people who have signed authorization to sell are people on deed and there is nothing further that needs to be disclosed on listing
- Post listing and open house in MLS within 24 hours of date on listing agreement
- Create listing in Skyslope and upload the documents and place in checklist
- Write listing on white board in classroom
- Schedule home to be on next office tour
- Send out just listed cards from xpressdocs or Quantum
- Notify the manager of the Conway office in the town closest to your listing about the listing to put on their tour
- Attach any information (lead paint, plat plan, docs.) to the MLS listing
- Post the listing and open house on your Facebook and social media accounts using Conway Canva only!
- Send manager a copy of your open house Canva for the office Facebook page
- Post the listing Canva on the Conway Agent Exchange Facebook page
- Create beauty sheets using xpressdocs or ToolkitCMA
- Create open house invites on ToolkitCMA or Canva and invite the neighbors
- Make sure the sellers have scheduled the Title V if applicable
- Check Zillow for accuracy and text sellers the link

Q&A and Final Thoughts



Questions from the group



Summary of key takeaways



JACK CONWAY