



Right Start Day Three:
Neutralizing Seller Concerns and Building Your Listing-Side Business
Hours: 6-hour class

Description: Agents, new to the business, will gain an in-depth knowledge of today's sellers, their unique needs, how to provide an elevated level of professional service to consumers looking to buy property while maintaining strict adherence to Statutory law and Code of Ethics

LEARNING OBJECTIVES:

1. Identify the different segments of today's selling population and understand the financial and motivational factors driving their decisions to sell.
2. Identify different methods of interacting with the consumer and strategies for lead conversion with full understanding Do Not Call Restrictions and required disclosures.
3. Recognize research and preparation are essential to providing the consumer with accurate relevant information regarding the sale of their home.
4. Understand the CMA and the two approaches that may be utilized based on the needs of the consumer.
5. Recognize the benefits of the seller counseling session as a consumer educational tool and a company risk reduction tool
6. Understand the legal and ethical requirements that are in place to protect the consumer.

Timed Outline

Meet the Seller: Slides 3-10

Time: 45 min

1. Identify the different segments of the population and how each segment impacts the market.
2. Develop a firm understanding of the relationship between price and amount of time on the market
3. Recognize the different motivations and their impact on housing choices.

Converting Seller Leads: Slides 11-18

Time: 45 min

1. Recognize the level of professionalism required when interacting with the consumer
2. Understand DO NOT CALL LEGISLATION
3. Identify different techniques available to initiate conversion with potential sellers and the consumer protection laws regarding agency disclosure
4. Group Activity: Brainstorm strategies for introducing ourselves to the consumer

You Got The Appointment, Now What?: Slides 19-30

Time: 45 min

1. Understand the customer service hierarchy
2. Identify the information that needs to be obtained and research that should be done prior to meeting the consumer
3. Understand the process of preparing and presenting the CMA
4. Activity: Virtual Town Hall Field Trip

What's Your Next Step?: Slides 30-42

Time: 45 min

1. Identify the different approaches to an appointment with a potential client
2. Understand how the consumer benefits when agents have pursued advanced education
3. Recognize the benefit of a Seller Counseling Session
4. Define the components of the counseling session
5. Understand the importance of being professional
6. Identify actions that are prohibited by law or Code of Ethics
7. Understand all fiduciary and legal duties owed to the client
8. Develop a full understanding of forms and disclosures utilized in the listing process

Activity: Review Forms and Listing Agreement

Continued: Slides 43-71

Time: 2 Hours

9. Learn how to appropriately discuss price and condition of property
10. Identify who pays and how compensation is structured
11. Understand that state law and Code of Ethics impact compensation and cooperation
12. Learn different resources for marketing properties
13. Identify strategies for fielding consumer inquiries and the laws regarding interference with agency relationships

14. Understand the appoint and showing process and the potential for feedback from showing agents
 15. Recognize the legal and Code Of Ethics requirements governing the presentation of offers
 16. Identify contingencies and understand the impact on the transaction
 17. Understand the home inspection, repair phase and the legal requirements regarding material facts
 18. Recognize the legal responsibility of protecting client confidential information
- Activity: Group Seller Counseling Session

Handling Objections and Neutralizing Concerns: Slide 74-80 Time 50 min

1. Identify typical seller objections and learn how to appropriately address their concerns

Group Activity: Seller concern Scenarios

Q&A

Time: 10 min

Total Time 6 Hours