

5 Steps to Get More Listings NOW.




Leigh Brown

LeighBrownU.com

I know that you are looking for ways to win that listing!

Use this handbook to get some great ideas for knowing your seller before you even walk through the door, which is going to lead you to know them better when you get there and help you get that listing.

~ Leigh Brown, REALTOR®, CEO, best-selling author, coach, and speaker



Pick up the phone and call that seller.

IN FACT, IF YOU'RE LUCKY, THEY WON'T EVEN ANSWER THE PHONE.

A seller that does not answer the phone is going to have hopefully a voicemail and that's going to be some insight into their **personality** and initial clues that will help you start to craft that listing presentation.

People Person: If their voice sounds *super bubbly and high energy*, they're probably a people person, that I-personality, which means they are likely to be talkative and spontaneous, but not a detailed person.

Goal Driven Person: If the voicemail is *deep, short and to the point*,

"This is Bob, leave a message."

That's probably a **D-personality, a driver**. This kind of person is not interested in all of your dog and pony show fluff about how great you are, you're number one. They want to know the price of the house, your plan to get it done and the timeframe. So you're going to really change the whole length of your presentation for that person.

Supportive Person: If the voicemail is *sweet and compassionate*,

"Hey, I am so glad you called and I hope you're doing wonderful, and please leave me a message."

That person might be the **S-personality, a supportive person**, they are focused on everybody but themselves and so they're going to be interested in how you can make the selling process easier. How can you reduce trouble with showings? How can you embrace their families' needs? How can you help them transition smoothly?

That presentation is going to be less driven by data and bolts and more by how you can hold their hand throughout the transaction. Again, an entirely different layout to your presentation.

Detailed Person: If the voicemail is *systematic and precise*,

"Today is Monday, January 14th and I will be in the office from 9:30 until 9:45 returning from 12:30 to 12:45."

That's your clue that you've got a **C-personality, a detail oriented person** on the phone. Maybe an engineer, maybe an accountant. That's the kind of person who also is not interested in the fluff and stuff of your dog and pony marketing show, but is going to want to know market data, market analysis. They don't want to see pictures of comps. They want to know how you made adjustments. Where did you get your data points from? How do they derive value to this particular home?

They want to know your stats. They want to know your list price to sales price ratio. They want to know your days on market. That person is going to be making a decision based on the person that answers their need to fill out the spaces in a spreadsheet.

You've got to ask the right questions.

MOST AGENTS ARE SO ANXIOUS FOR INVENTORY THAT WHEN THE PHONE RINGS, THEY GET THE ADDRESS AND THE TIME AND THEY JUMP AND RUN, AND THEY DON'T ASK ANY QUESTIONS.

And we all know from being in this industry that different situations call for different presentations. The seller going through a divorce has different needs than the seller who's pregnant with triplets and trying to move up, or the seller whose mom just died and he's got to handle her estate.

Ask these questions at the initial intake:

2

How do you want me to communicate with you?

Your Step 2 right here is going to be to ask them a very pertinent question, which is, how do you want me to communicate with you? You're collecting the seller's information during this initial phone interview.

What's your cell phone number? Do you text? What's your email address?

Now I'm going to give you a little secret. Lean in close, because not everybody knows this. The average American changes their email address every six months. So when you ask for their email address, they're very likely giving you that spam address that they use to get Publix coupons and get deals for the outlet mall. You need to ask them,

Which email address do you actually check?

3

Is this your primary residence?

Now your Step 3 is an even better question. When you're asking them about their details on their home, you know, bedrooms, bathrooms, what have you done in the way of upgrades you're going to ask them, is this your primary residence? What this will uncover for you is some uncomfortable situations.

We all know that in dealing with a divorcing couple, the dynamics are so different than they are with newlyweds or happily married people because you're going to have to find common ground for them so that they can move on with life. That's a big game changer in your presentation. So right at that beginning stage you all, you've got to ask that. Is this your primary residence?

4

The secret question.

Now your Step 4 has a secret question that you're not going to want to ask, so I'm going to tell you, you got to pull the bandaid off and do this. This is a huge script for success. You ready? **Write it down or rewind and listen again.** You're going to ask the seller,

What three things are you looking for in the REALTOR® who represents you in the sale of this, your largest financial instrument?

Sometimes we forget that we are dealing with somebody's largest financial instrument.

We take it a little too lightly. So when you're talking to them about that those three things they are looking for, don't be afraid that they're going to ask you for any kind of a change in how you are paid. They don't care about that because remember they've called you looking for a professional to help them in this process of selling.

What they're going to tell you is they're striving for good communication, particularly sellers who have been through the ringer with someone else. They need somebody to talk to them, nurture them, hold their hand through this process. They're going to ask you to be an aggressive marketer. What might surprise you is that doesn't mean spending money on things that don't work. They want to know that you care about selling their home.

THEY'RE LOOKING TO KNOW THAT YOU ARE GOING TO GIVE THEM THE FIRST AND BEST AT BAT ON EVERY OPPORTUNITY THAT YOU HAVE.



Be that honest REALTOR®.

They're also going to ask that you be honest. It's amazing to me that the consumer have to ask for an honest REALTOR®. So be that honest REALTOR®. Say the truthful things even when you know it's not something that's popular. In fact, I'll give you an extra script right here. Before you dig in to this asset seller.

Do I have your permission to be honest with you?

That's a game changer because now when you have to talk to them about condition changes, price changes, negative feedback, you can say,

"Look, you gave me permission to be honest with you, and that's what I'm doing right now."

That changes your relationship and brings that seller into partnership with you and makes it much less of an adversarial situation.

If you will put some of these into play, you're going to find out that your sellers will trust you more. They're going to tell you more, bring you into a more intimate space in this relationship, which allows you to do an entirely different and better job for that consumer. It leads you to more referrals, more listings, and a much more fulfilling job as a professional REALTOR® in your local marketplace. So I hope this will help you take it into action. When the phone rings next time, you know what to do.

~ Leigh Brown

INTAKE FORM

- Whenever you have someone to talk to, you'll want to have an intake form ready.
- Carry them with you wherever you go and be sure your first question is "May I ask you a few questions?"
- Need an intake form? Use mine!



BROWN®

SELLER INTAKE SHEET

Date: _____	Lead Generator: _____
Assigned to: _____	Status: A B C Diamond: Y / N <u>Upgrd if needed</u>
Referral Fee? Y / N	To Whom?: _____ %: _____ Phone: _____

Prospect: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

How do you prefer to be contacted?: **Call / Text / Email** Preferred number to text to: _____

Home Phone: _____ Work: _____

Cell Phone: _____ Spouse Cell: _____

Email (What email do you check?): _____

Is the property address the same as your mailing address? **Y / N**

If NO, _____

How long have you owned your home? _____ Why are you selling? _____

Moving to? _____ When do you need to be there? _____

Need Agent? **Y / N** Provided contact info for: _____

Bedrooms: _____ # Baths: _____ Age: _____ Style: _____

Subdivision: _____ Garage? **Y / N**: _____

Square feet: _____ Lot size: _____ Septic: **Y / N** obtained: _____

Special features: _____

Updates last few years? **Y / N** If YES, what? _____

Rate your house 1-10 _____ What would be an acceptable selling price to you? _____

What do you owe? (1st) _____ (2nd) _____

How did you hear about us? _____

What are three things you are looking for in a Realtor?

1) _____ 2) _____ 3) _____

Have you or are you going to talk with any other agents? **Y / N**

When can you come to the office to meet with the team? _____

ALTOS: _____ **LISTING LEADS:** _____ **KVCORE:** _____ **NARRPR:** _____ **USDA:** _____

Post visit: Phone call _____ **Personal Note** _____ **2 week check up calendared** _____

APPT: _____ **HANDBOOK EMAIL:** _____ **DOCUSIGN:** _____ **RPD/PLQ:** _____



BROWN®

BUYER INTAKE SHEET

Date: _____	Lead Generator: _____
Assigned to: _____	Status: A B C Diamond: Y / N <u>Upgrd if needed</u>
Referral Fee? Y / N	To Whom?: _____ %: _____ Phone: _____

Prospect: _____ Spouse: _____

Address: _____

City: _____ State: _____ Zip: _____

How do you prefer to be contacted?: **Call / Text / Email** Preferred number to text to: _____

Home Phone: _____ Work: _____

Cell Phone: _____ Spouse Cell: _____

Email (What email do you check?): _____

Own? **Y / N** Rent? **Y / N** Lease up: _____ Rent amount: \$ _____

If own... Is house on market? **Y / N** Have to sell first? **Y / N**

Working with an agent? **Y / N** How long looking? _____

Motivation level: **1 2 3 4 5**

Best time to look: **AM** **Afternoon** **PM** **Weekend**

Price range: _____ When to move? _____

Desired areas: _____

Bedroom(s) _____ # Bath(s) _____ Garage? **Y / N** _____

Special requests: _____

INITIAL CONSULTATION

Date: _____ Time: _____ Agent: _____

Will you be paying cash, or will you need to obtain financing? _____

Lender? **Y / N** If yes, company: _____

Contact: _____ Phone: _____

Approved amount? _____ Type: _____

If no, may we have a preferred lender call? **Y / N** Referred to: _____

ACTION: Send Buyer Book? **Y / N** Relo Package? **Y / N** DATE NEEDED: _____

COMPLETED BY: _____



LeighBrownU.com

Leigh Brown, REALTOR®, CEO, best-selling author, coach, and speaker

OFFERS THE MOST IN-DEPTH ONLINE REAL ESTATE CURRICULUM

What do you want your career to look like in 2020? Knowing how we want our careers to grow is the easy part. Knowing how to take steps in the right direction is harder.

Leigh Brown University is a leap in the right direction. I've looked back at my career spent in this business, all the truths that I've learned, and designed a program to help others learn about what being successful in real estate looks like from the inside.

It's time to hit the books! With over twenty years' experience in real estate, I've put in the work to earn a spot in the top 3% of REALTORS® in the country. This course isn't designed to be a "quick fix" to sales; you can only be truly successful if you're willing to put in the work.

~ Leigh Brown

f/📺 leighbrownspeaker
in/📷 leighthomasbrown



SUBSCRIPTION-BASED TRAINING FOR BUDGET-FRIENDLY TRAINING AT A GO-AT-YOUR-OWN-PACE!

An affordable approach with a low monthly subscription fee. Continue your subscription and receive additional content throughout the year. Or complete your training in a few short months and discontinue your subscription at any time. The options are flexible to best accommodate your budget.

Use Code: **AGENT10** to save \$10 off / month!
Register Today! www.LeighBrownU.com

MASTERING REAL ESTATE 3.0
\$49/month



Log in to your training.



LeighBrownU.com

REALTOR®, CEO, best-selling author, coach, and speaker Leigh Brown

Offers the Most In-depth Online Real Estate Curriculum

ENROLL NOW **WATCH VIDEO**

Identifying Who You Are

Go to dashboard

Mastering Real Estate Advanced

Modules

Achievements & Progress 0/12

Search by (insert title)

1. Identifying Who You Are

2. Building a Personal Brand

3. Managing Social Media Accounts

4. Lights, Camera, Action!

5. Building and Managing Your Sphere of Influence

6. Prospecting

Module 1 Resources

Start With This Video

Module 1 Slides.pdf

Value Proposition Worksheet.pdf

Additional Resources From Leigh Brown

Facebook Networking Group

Exclusively for "Mastering Real Estate with Leigh Brown" students, this Facebook group will be utilized by Leigh to communicate with University attendees. Feel free to post questions, make connections, ask for feedback, etc.

You can go at your own pace, repeat modules, and make the most use of your training and time.

Leigh has a teaching style that is both energetic and fun. She breaks the monotony of your typical training!

MODULE 1

Identifying Who You Are

Get to the foundation of why you do what you do. You will learn to create an identity that sets you apart from other REALTORS®.

MODULE 2

Building Your Personal Brand

How to create and showcase a brand that people respect and trust. You will learn how to use this brand and reputation to grow your real estate business.

MODULE 3

Managing Social Media Accounts

Social media is a requirement for any real estate brand. You will learn the details of how to utilize social media to grow your business and reach new customers.

MODULE 4

Lights, Camera, Action!

Videos are a staple in current real estate. You will discover how to use video marketing to grow your business and expand the reach of your brand.

MODULE 5

Building and Managing Your Personal Sphere of Influence

Learn the new era of your sphere of influence. Leigh shares powerful strategies to increase the reach of your brand and enhance acquisition.

MODULE 6

Prospecting

Leigh will help you determine who you should be prospecting, and where you should be doing it.

MODULE 7

Buyer Presentation Skills

You will learn what works (and what doesn't) in a buyer presentation/consultation, as well as how to effectively present this material.

MODULE 8

Listing Presentations and Pricing

Make sure your seller walks away feeling confident in what you're offering and inspired by what you're presenting.

MODULE 9

Managing the Process

You will learn the techniques and organizational strategies to make the process repeatable and efficient EVERY time.

MODULE 10

Common Sense Money

Organize and implement techniques that will make the financial side of real estate less stressful and more profitable.

ADVANCED MODULE 11

Building a Team

Increase the potential of your real estate business by creating a team. Leigh will teach you effective ways to surround yourself with the right people, as well as strategies to get the most out of your real estate team.

BONUS!

Facebook with Leigh!

Closed group setting to ask Leigh, University mentors, and fellow students specific questions you need extra help with.

Use Code: **AGENT10** to save \$10 off / month!
Register Today! **www.LeighBrownU.com**