

2022-2023

Foundations for Success Series

Building and Presenting the Listing Presentation

For the Real Estate Professional



**Skills Training for the Real Estate
Professional**

Richard H. Burch, CRB, CRS, GRI, ePro, TRC
Burch & Associates International, LLC
A Real Estate Education Firm



Foundations for Success Series

Skills Training for the Real Estate Professional



Presented By:
Richard H. Burch
Burch & Associates International, LLC
A Real Estate Education Firm

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Contents

Be Productive.....	6
Your Realtor Association and the Multiple Listing Service “MLS”	7
Must Have Training	7
You Must Utilize the Technology.....	8
Frequency of Use of Communications and Technology Products by Florida Realtors	8
The Cost of Buyers.....	9
List To Exist	9
The Money Is In the Listings	10
What are you worth per hour?.....	10
The Money Is In the Listings	10
Your Cost of Working with a Buyer	10
Your Cost of Working with a Seller	11
The money is in listings. Simply put, “Control the inventory, control the market”.....	12
Some Seller and Buyer Facts to Consider	12
Internet Facts to Consider in Florida	12
Business Generated From Realtor Website	12
The Listing Presentation.....	13
Impact of a Presentation	14
Building the Listing Presentation	15
Building the Listing Presentation	16
COVER PAGE.....	17
COVER LETTER.....	18
MY PERSONAL PROFILE	19
Community Involvement.....	19
WORK SHEET	20
CLIENT TESTIMONIALS	21
COMPANY PROFILE	22
YOUR CUSTOM DESIGNED MARKETING PLAN	23
WORK SHEET	24
MY CUSTOM DESIGNED MARKETING PLAN	24
You Must Include Social Media in Your Marketing Plan	25
PREPARING THE HOME FOR SALE	27
Preparing The Home For Sale Dvd’s.....	28

WORK SHEET	29
Interior	29
STAGING YOUR HOME FOR SHOWING	30
WORK SHEET	31
Things to do before showing:	31
BROKER SERVICES CHART	32
Worksheet	33
COMMITMENT LETTER.....	34
Things to Bring to the Listing Presentation	35
Know Your Seller and Buyer by Generation	37
The Listing Presentation.....	38
Personality Types	38
Dress Appropriately	39
Things to Tell the Seller at Time of Listing	42
Things to Ask the Seller for at Time of Listing	42
Handling Seller Objections	43
Work Sheet.....	46
The 5 P's	47
Communication Skills	47
IPractice good body language:	47
Verbal skills:	47
Listing Contract	48
Exclusive Right of Sale Listing Agreement	48
Preparation of the agreement:.....	48
Forms Program	48
The Listing File	49
10 Common Mistakes Agents Make	50
10 Rules for Success	52
Learn As Much As You Can.....	53
Final Thoughts.....	54
The Foundations for Success Series.....	55
Courses for Future Brokers	55
About The Author	56
Professional Designations.....	56

Introduction

The opportunities for you in real estate are endless and the future looks bright. You have chosen a truly exciting time to enter the professional field of South Florida real estate. Not only do we have a booming local population to work with; people from all over the world come to South Florida daily to buy and sell real estate. As a licensed real estate associate, you are in an enviable position to directly benefit from this dynamic, fluid real estate market. Think about it, everyone needs to live somewhere, work somewhere, and shop somewhere, the potential for your success is truly unlimited.

This training program is part of a series of courses designed to lay the foundations necessary upon which to build your successful real estate business. First, by making sure that you understand you do not have a job and you do not have a career, what you do have is a professional business, and it is a very serious business. On a daily basis, we deal with what is for most people their most valuable financial possession. Your level of success will be limited only by you and the business decisions you make. Second, by making sure you have very clear goals and a vision of where you want your real estate business to take you and what you want to achieve. Third, and most importantly, by ensuring that you have the skills and knowledge required to make smart business decisions and compete in this dynamic and competitive real estate market.

Productive: Having the quality or power of producing; yielding or furnishing results; as, productive enterprises; productive labor, that which increases the number or amount of products.

Each and every day, your goal is to find a person who is ready and able to take action.



It is not enough to be busy...The question is: what are we busy about?
Henry David Thoreau

Your Realtor Association and the Multiple Listing Service “MLS”

Your Realtor Association is a wealth of knowledge and resources for the success of your business. In addition, you should have completed **MLS Matrix** training at your association. The MLS is one of the most important tools you have, and it is critical to your success. The ability to utilize the MLS program and all it can do for you will enable you to become far more productive. If you haven't already done so, do it now and continue to practice with it until you have it mastered. You don't have to be in the office to access the MLS, practice from home daily.

Check with your local Realtor Association for dates and times of the next MLS Matrix training class.



Must Have Training Offered By the Miami Association **MLS MATRIX TRAINING (Computer Lab)**

Be sure to complete your MLS training as soon as possible:

- **Mastering Matrix 101**
- **Matrix Customization 201**
- **Matrix Super User Workshop 301**
- **Matrix Add, Edit, Listing Maintenance**
- **CMA Cloud**

You Must Utilize the Technology

Frequency of Use of Communications and Technology Products by Florida Realtors

Percentage of Realtors Who use Daily or Nearly Every Day

E-mail	92%
Laptop / Desktop computer	90%
Smartphone with wireless email and internet	94%
Digital camera	22%
Global positioning system (GPS)	52%
Blogs	8%
Podcasts	6%

**2019 National Association of Realtor Member Profile*



The Cost of Buyers

Let's take a look at working with buyers compared to listings.

- Buyers are more time consuming
- Buyers are more needy
- Buyers offer little or no loyalty
- Can work with maybe two at any given time

List To Exist

A listing is a machine that manufactures Buyers!



The Money Is In the Listings

What are you worth per hour?

2 days a week off = 104 days off

10 legal holidays = 10 days off

End of year holiday = 8 days off

Total Days Off Per Year = 122

365 days a year – 122 = **243 work days**



\$100,000 annual income

If you work 4 hours a day

4 hours X 243 days = 972 hours a year

\$100,000 ÷ 972 hours a year = **\$102 per hour**

If you work 8 hours a day

8 hours X 243 days = 1,944 hours a year

100,000 ÷ 1,944 = **\$51 per hour**

The Money Is In the Listings

Your Cost of Working with a Buyer

Buyers look at 10 properties / NAR

Your time equals minimum 12 hours per buyer

\$102 x 12 hours = **\$1,224 per buyer**

\$51 x 12 hours = **\$612 per buyer**

You can work maybe 2 buyers at a time

Buyers do nothing for you without a total

Investment of your time

The Money Is In the Listings

Your Cost of Working with a Seller

Your time equals 4 hours per listing

\$102 X 4 hours = **\$408 per seller**

\$51 X 4 hours = **\$204 per seller**

***With a 4 hour investment of your time, sellers
work for you 24 hours a day, 7 days a
week for the entire listing period!***

Notes: _____



The money is in listings. Simply put, “Control the inventory, control the market”.

- Listings take less time
- Listings work 24 hours a day
- Can have an unlimited number of listings
- Buyers come to you
- Double your money by getting both sides of the sale

Some Seller and Buyer Facts to Consider

- 87% of buyers purchased through a real estate agent
- 73% of buyers said they would definitely use their agent again
- 87% of sellers used a real estate agent
- 40% of sellers found their agent through a referral from a friend or family member
- 71% of sellers said they would definitely (16%) probably (5%) probably not use their agent again
- Typical buyer searched for 10 weeks and looked at 10 homes

** 2019 National Association of Realtors Profile of Home Buyers and Sellers*

Internet Facts to Consider in Florida

- 91% of buyers used the internet in the home search process
- 12% used a real estate magazine in their search
- 75% of the buyer's time was spent on the internet in their search
- 90% of buyers found the internet VERY USEFUL in their search
- 27% of buyers found the newspaper VERY USEFUL

** 2019 National Association of Realtors Profile of Home Buyers and Sellers*

Business Generated From Realtor Website

Amount	All Realtors	Broker Associate	Sales Associate
None	53%	26%	55%
1 to 5%	25%	33%	24%
6 to 10%	11%	22%	10%
11 to 25%	6%	8%	7%
26 to 50%	3%	4%	3%
More than 50%	3%	7%	2%
MEDIAN % of Business	0%	4%	0%

**2019 National Association of Realtor Member Profile*

The Listing Presentation

I can't overstate the importance of a professionally prepared listing presentation.

- If you think you're going to go on the appointment and sit face-to-face with the seller and wing it, you're making a big mistake.
- What good is all the prospecting, cold calling, canvassing, that when you get the appointment you cannot close the deal and get hired by the seller?
- The better prepared you are, the more professional you will appear, and the more likely you are to get hired.



Impact of a Presentation

Visual: What You See

Vocal: Tone & Inflection of Voice

Verbiage: Written Words

Visual.....55%

Vocal.....38% / 93%

Verbiage.....7%

Notes: _____



Building the Listing Presentation

It is extremely important to start building your listing presentation immediately. This will involve considerable time and effort and will continue over several weeks. Your presentation is a work in progress, as you become more experienced and proficient, your presentation should evolve with you.



I cannot overstate the importance of a professionally prepared listing presentation. If you think you're going to go on the appointment and sit face-to-face with the seller and wing it, you're making a big mistake. What good is all the prospecting, cold calling, canvassing, that when you get the appointment you cannot close the deal and get hired by the seller? The better prepared you are, the more professional you will appear, and the more likely you are to get hired.

Ask yourself, what makes me different than 19,999 other real estate professionals in Dade and Broward counties. If you can't answer that, why should any seller hire you, when they have 19,999 other professionals to choose from? Keep that in mind as you start to build your listing presentation. Yes, the presentation is about you, who you are, how you work, and how you market the seller's property, but never lose sight of the fact it's really about the seller. Everything in your presentation should serve a purpose in helping the seller reach their goal, **Selling Their Home**. You need to be able to explain to them how each item in your presentation benefits them.

Today, we will start putting the basic components of your listing presentation together; later on in the course we will fine-tune it and practice the actual presentation. It's not enough to have a fantastic listing presentation, you have to be able to present it in a professional manner, using professional dialogue and handling seller objections.

What Should It Contain:

The front cover should contain a picture of the seller's property, their information such as name and address, and of course your contact information.

The cover letter, which is basically, outlines what you are giving them and how you work.

Your professional resume, what are your professional qualifications.

Your professional affiliations, what professional organizations do you belong to; this can be combined with your professional resume in the beginning.

Your Client Testimonials, what your past clients say about you, this can be optional but it is extremely effective with sellers.

Your company profile, information about your company

Your marketing plan, how are you going to market their property to the world, be specific.

Building the Listing Presentation

Preparing your home for sale, this is where you can make general suggestions to home sellers on what to look for in the way of repairs or maintenance when placing their home on the market.

Staging the home for showing, these are suggestions to the seller as to how to stage the home when they know a prospecting buyer is coming. You know the old saying; you only get one chance to make a first impression

You compared to other Realtors, this compares your services to that of other Realtors. It is used when sellers says they are talking to other Realtors.

The CMA, is your analysis of market conditions in the area and the market value of the seller's property. **We will not be discussing the CMA in class. You should have, or will learn the concepts at your MLS training at the association. Just insert it into the presentation or use it separate.**

I have included some samples of each page to give you some ideas of what you might want to put in yours. I have also included some worksheets to guide you through the process of building your new presentation. I want you to concentrate on the content at this point; we will practice how to use it later.

Support material: This is everything you will need to support and complete the listing presentation. It should include any newspaper articles, magazine articles, or statistical information that supports your listing presentation. It should also include your digital camera. Pictures of the property will be critical in the marketing process. Make sure this information is well-organized and easily available when needed.

Be sure to utilize any presentation materials provided by your company or broker.

The (MLS), has professionally prepared presentation templates for your use, all you have to do is customize it. You have other programs such as RPR.



SAMPLE

COVER PAGE



Your Picture or Logo



Picture of the House (optional)

Property Address Goes Here

Prepared Exclusively For

Names of the Owners Go Here

By: *Agent Information Goes Here*

***Company Logo / Your Logo
Goes Here***

SAMPLE

COVER LETTER

Date:

To:

From:

Re: Selling your home

I know that your home is extremely important to you.

For most people over 63% of their net worth is in their home, and they plan on that for their retirement years. For many of my clients it is their most viable financial possession.

My most important objective is helping you sell your home for the very best price possible and in the least amount of time. Together, we will be able to accomplish this by my understanding of the current market conditions and access to the most up-to-date advertising and marketing methods.

I have included a detailed market analysis of your area. This analysis includes recently sold homes, along with homes that are presently on the market in your area. This will enable us to make an informed decision about pricing your home for today's market conditions.

I have also included a detailed, customized marketing plan for your home, outlining my strategy for marketing your home on a local, state, national and international level. In addition, you will find information on preparing your home for sale, enabling us to get the very best price possible.

I hope that after reviewing this presentation you will feel confident that you have made the right decision by hiring myself and my company to represent you in the sale of your home.

Thank you again for allowing me to serve you. Please, feel free to contact me at any time with any questions that you may have about the ever tightening, marketing or sale of your home. I feel certain, that together we will make a winning team.

Sincerely,

Your Name

SAMPLE

MY PERSONAL PROFILE

Experience

YOUR NAME GOES HERE is a member of an award winning company of real estate professionals with over 2 years of experience in the real estate industry.

Also include any personal experience

Education

YOUR NAME HERE holds the highest professional designations awarded in the real estate industry:

"CRB" Certified Real Estate Brokerage Manager
"CRS" Certified Residential Specialist
"GRI" Graduate Realtor Institute
"e-PRO" Certified Internet Technology Professional
"CIPS" Certified International Property Specialist

Professional Affiliations

National Association of Realtors
Florida Realtors
Miami Association of Realtors
Florida Realtors Honor Society

Community Involvement

Include any community involvement here

PTA
Little League
Soccer
Volunteer organizations
Charity

Background, Family and Hobbies

Enter a brief overview paragraph about yourself, your family, your background in your selling area and others, your hobbies, etc.} This is optional, but it can help, especially when you are new.

WORK SHEET

Remember, how does this benefit the seller?

MY PERSONAL PROFILE

Experience {Enter details of your real estate and business experience here.}

Education {Enter details of your education here.}

Professional Affiliations {Enter your professional affiliations here.}

Community Involvement {Enter details of your community involvement here.} This is optional, but it can help, especially when you are new.

Background, Family and Hobbies: Enter a brief overview paragraph about yourself, your family, your background in your selling area and others, your hobbies, etc.} This is optional, but it can help, especially when you are new.

CLIENT TESTIMONIALS

Here are a few testimonials from some of my recent clients. I have many more if you'd like to see them.

- My study of real estate had been a burden that had to be borne in order to do what I really wanted to do. Then my attitude changed. Now, I have a much better understanding of how the material we learned fits together and, to my surprise and delight, I found it to be interesting and relevant. I thought that having delved more deeply into the material probably led to my increased appreciation of the subject. But I then realized that your passion for real estate and your ability to pass that on are what made the difference. So I am writing to thank you for giving me the priceless gift of loving what I'm doing (or about to do). I can't thank you enough.
Pessa, Miami Florida
- *Rick shares his extensive, practical experience generously – tremendous education and he makes it fun!*
- **Craig, Miami Florida**
- *Fantastic, interesting; one of the best seminars ever! Good outline, great humor.*
- **Dianne, Miami Florida**
- *Excellent, very informative and well prepared, very good; actually excellent.*
- **Luis A., Miami Florida**
- *Very informative and well presented. Excellent class!*
- **Sharon, Broward County**
- *Great Class, Fantastic!*
- **Lilia, Miami Florida**
- *Excellent and informative.*
- **Rossa, Pembroke Pines**
- *Learned a lot, as usual!*
- **Jennifer, Broward County**
- *Great presentation, useful insight and terrific style.*
- **Jorge, Miami Florida**
- *The class was excellent. He's very professional!*
- **Susan, Ft. Lauderdale**

This can be optional, but it can be an excellent source of credibility when you are new. Of course, the testimonials must be real, and from your past or present clients. If you feel you've done an excellent job, you should ask your clients if they would mind providing you with a written testimonial, most will.

SAMPLE

COMPANY PROFILE



Burch & Associates International, LLC is a real estate education firm catering to real estate professionals. Burch & Associates brings over thirty one years of real estate experience to the table. What makes them truly exceptional and unique derives from their ability to provide advanced hands-on real estate skills training for both sales associates and brokers alike. This is only a small example of the truly unique service the firm offers their exclusive real estate professional clientele.

The firm's founder and owner Richard H. Burch is the past Chairman of the Board of the Miami Association of Realtors and has served on the Board of Directors of the National Association of Realtors, and the Florida Realtors board as well. He has also served as president of the Broward County board of governors for the association and Chairman of the professional Standards committee. He possesses over thirty-one years of experience in the real estate industry and has been named to the Florida Realtors Honor Society. In addition, Rick Burch has co-authored a 14 Hour Continuing Education and 45 Hour Post Licensing textbook. In addition, Richard H. Burch has authored and copyrighted over 17 training seminars in the Foundations for Success Series for real estate professionals. Burch & Associates International offers truly personalized, hands-on skills training for real estate professionals.

Mission Statement: *To be the educated choice for real estate professionals and the provider of real estate knowledge, and professional skills training essential to their professional success and profitability in their real estate business.*

SAMPLE

YOUR CUSTOM DESIGNED MARKETING PLAN

My strategy for getting your property sold for top market value and in the least amount of time is a simple and extremely effective one: I will maximize your homes exposure on a local, state, national and international level so we will attract as many qualified, buyers as possible. I'll also keep you fully informed of all my activities, as well as all activity related to your listing.

Specifically, I will market your property through:

- Multiple Listing Service (MLS)
- For Sale sign (if permitted)
- Supra Lockbox
- My website
- Company website
- www.REALTOR.com
- Proxio International website
- Social media sites, FaceBook, LinkedIn, Twitter
- Local Real Estate paper
- Community & School Reports to all buyer prospects
- Direct mail and email campaigns
- Direct email notices
- Home Highlight sheets to all agents in my company's local offices
- Notifying all potential buyers in my database
- Notifying the area's top 50 REALTORS
- REALTOR tours
- Open houses

In addition, I will:

- Help you determine the best asking price
- Offer proven advice on how to prepare your property for showings
- Call you regularly and also provide you with a Customer Service Web Page so you stay fully informed of everything I do to sell your home
- Provide feedback from all showings and open houses
- Update you on money market changes that could affect your property's sale
- Pre-qualify motivated, potential buyers
- Present and discuss each offer with you and provide a "cash in pocket" statement
- Negotiate the highest possible price and best terms for you
- Manage all contractual, title and transaction details and keep you informed
- Ensure your check is delivered at closing
- Arrange for a moving company and relocation agent, if required

WORK SHEET

Remember, how does this benefit the seller?

MY CUSTOM DESIGNED MARKETING PLAN

Specifically, I will market your property in the following ways:

Other services I provide:

You Must Include Social Media in Your Marketing Plan

Facebook Facts and Statistics

- Total Number of Monthly Active Users 2.23 billion
- Total Number of Mobile Monthly Active Users 1.74 billion
- Total Number of Desktop Daily Active Users 1.47 billion
- Total number of Mobile Daily Active Users 1.57 billion

Facebook Demographics

- Facebook users are 53% female and 47% male.
- Of all the people on the internet, 83% of Women & 75% of Men use Facebook.
- Average Facebook user has 155 “friends”.
- 62% of online Seniors aged 65+ are on Facebook and 72% are between age 50-64.
- 88% of online users of age 18-29 are on Facebook, 84% of those 30-49.
- 82% of college graduates are on Facebook.
- 72% of online users of income more than \$75K are on Facebook.
- 85% of Facebook’s Daily Active Users Come from Outside the US/Canada.
- The largest population on Facebook is from India with over 270 million users followed by 210 million from the US.
- Brazil and Indonesia both have around 130 million users.
- Monthly Active Users from Asia are 894 million.
- Europe has 376 million Facebook users.

Facebook Advertising Statistics

- Facebook has over 5 million advertisers as of 2017.
- 93% of marketers use Facebook advertising regularly.
- Images account for 75-90% of Facebook advertising effectivity/performance.
- 20% of Facebook’s mobile ad revenue comes from Instagram.

Fun Facts

- Facebook accounts for over 42 percent of monthly social media visits.
- 5 billion comments are left on Facebook pages monthly.
- 42% of customer service responses happen during the first 60 minutes.
- The Facebook like button has been pressed 1.13 trillion times.
- As of January 2016, 100 million hours of video was watched on Facebook Daily.
- The average time spent on Facebook per visit is 35 minutes up from 20 minutes previously.

More Fun Facts

- Every 60 seconds, 317,000 status updates; 400 new users; 147,000 photos uploaded; and 54,000 shared links.
- More than 83% of daily active users are outside the US and Canada the number has grown from 75% in the previous year which goes on to show the increased growth in the rest of the world.
- Facebook Gets Over 8 Billion Average Daily Video Views.
- 85% of Facebook users watch videos with the sound off,
- Captioned video ads can increase video view time by an average of 12%.
- 80% of users are annoyed when videos auto-play sound, and it gives them a negative impression of your brand.
- 350 Million Photos are uploaded every day, with 14.58 million photo uploads per hour, 243,000 photo uploads per minute, and 4,000 photo uploads per second.
- 20% of videos are Live Broadcasts.
- Every 20 Minutes, 1 million links are shared, 20 million friend requests are sent, and 3 million messages are sent.
- 55 million status updates are made every day.
- Facebook is available in 101 languages with over 300,000 users helping in translation



SAMPLE

PREPARING THE HOME FOR SALE

Did you know that buyers form an opinion about your home within 20 seconds of entering? It is for this reason, that first impressions are crucial. Buyers begin judging your home the moment they see it. Buyers look for homes that are in move-in condition and free of clutter; homes they can actually visualize themselves living in, we call it emotional possession. Here are a few, tried and true tips that are extremely cost-effective, but can produce substantial results.

Exterior

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure doorbell works

Interior

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing high wattage light bulbs and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops -- removing appliances if necessary -- to make them look spacious
- Clean kitchen countertops, cabinets, appliances, washer and dryer
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Clean mirrors and windows so they sparkle
- Organize and clean garage
- Perform necessary minor repairs and touch-ups to walls, windows, fixtures, etc.

These are just a few ideas to get you started. I know what today's buyers are looking for and can provide more ideas that will maximize your home's appeal. Remember, a few easy and inexpensive improvements can produce big returns on your investment.

Preparing The Home For Sale Dvd's

This is only a partial list of DVD'S that might be helpful when working with sellers, there are many others.

- **123Sold! - Preparing Your Home for Sale DVD**
<http://realtors.org/prodser.nsf/products/141-204?>
- **David Knox Productions, Inc. : Preparing Your Home to Sell**
https://www.davidknox.com/shop/detail/?product_id=8
- **Stage Your Home for Profit (DVD Only)**
<http://www.realtor.org/prodser.nsf/products/141-183?>
- **Home Staging 101 DVD | Do-It-Yourself Home Staging Training**
<http://www.rmr-usa.com/home-staging-101-dvd.php>



WORK SHEET

Remember, how does this benefit the seller?

PREPARING THE HOME FOR SALE

Interior

[illegible]

Exterior

[illegible]

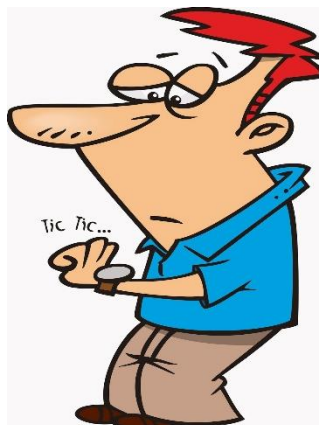
SAMPLE

STAGING YOUR HOME FOR SHOWING

Tips for Showings and Open Houses

- Be absent so buyers feel more comfortable making comments
- Turn the A/C down to 72°
- Open the drapes, turn on all the lights
- Play quiet background music, turn off the TV
- Keep pets outdoors
- Kitchen counters, tables clean and free of clutter
- Front yard, free of bikes, toys, and clutter free

Notes: _____



WORK SHEET

Remember, how does this benefit the seller?

STAGING YOUR HOME FOR SHOWING

Things to do before showing:

[illegible]

SAMPLE

BROKER SERVICES CHART

Services	Realtor 1	Realtor 2	Realtor 3
MLS service, Dade, Broward and Palm Beach counties			
Market your property to over 40,000 Realtors in the local area			
Make available to over 100,000 Realtors throughout Florida			
Promoted on World Properties.com			
Translate your property into 30 languages			
Your property marketed around the world			
Electronic lock box			
In-house mortgage broker			
24 hour voicemail			
Exclusive international referral network			
National referral network			
Professional open houses, free sellers warrantee			
Local TV ads			
Yard sign if permitted			
Guaranteed sales plan			
Fully computerized, up to date technology			
Mail out Just Listed cards or letters			
Monthly marketing reports			
Notify top 50 agents in the area			
Advertised in the local newspaper			
Advertised on real estate websites			
Appear in real estate magazines			
Appear on personal website			
Appear on company website			

Worksheet

Remember, how does this benefit the seller?

BROKER SERVICES CHART	
-----------------------	--

[illegible]

SAMPLE

COMMITMENT LETTER

As you can tell by this presentation, selling a home is not easy in today's marketplace. It is an extremely complex combination of numerous factors, that results in the sale of your home, for the very best price possible and in the least amount of time.

Each and every home is unique and requires the personal attention it deserves. It needs to be competitively priced and marketed on a truly international level in a manner that enhances the home's unique qualities and substantial benefits; which is no easy task, as you have seen. The sale of your home is truly a team effort, and there are numerous things that the homeowner can do to enhance the homes salability, from minor repairs and touchups, to creating just the right atmosphere for showings. All of which will lead to the successful negotiation of the contract to purchase, and a stress-free closing.

I have the experience and proven track record necessary to take precise and effective action in a competitive market. I will handle every aspect of the sales process from the time we place your home on the market until you receive your proceeds at closing. You will be kept informed of any and all activity during the entire process through my detailed marketing reports.

I enjoy the field of real estate and take pride in my work helping sellers like yourself with all of their real estate needs in what can be an extremely stressful process.

When listing with me, you can rest assured that you will receive the very best in professional real estate services to make the entire process as enjoyable as possible and to receive the very best price possible for your home.

This is my commitment to you. I am looking forward to working with you on the sale of your home.

Your Signature

Things to Bring to the Listing Presentation

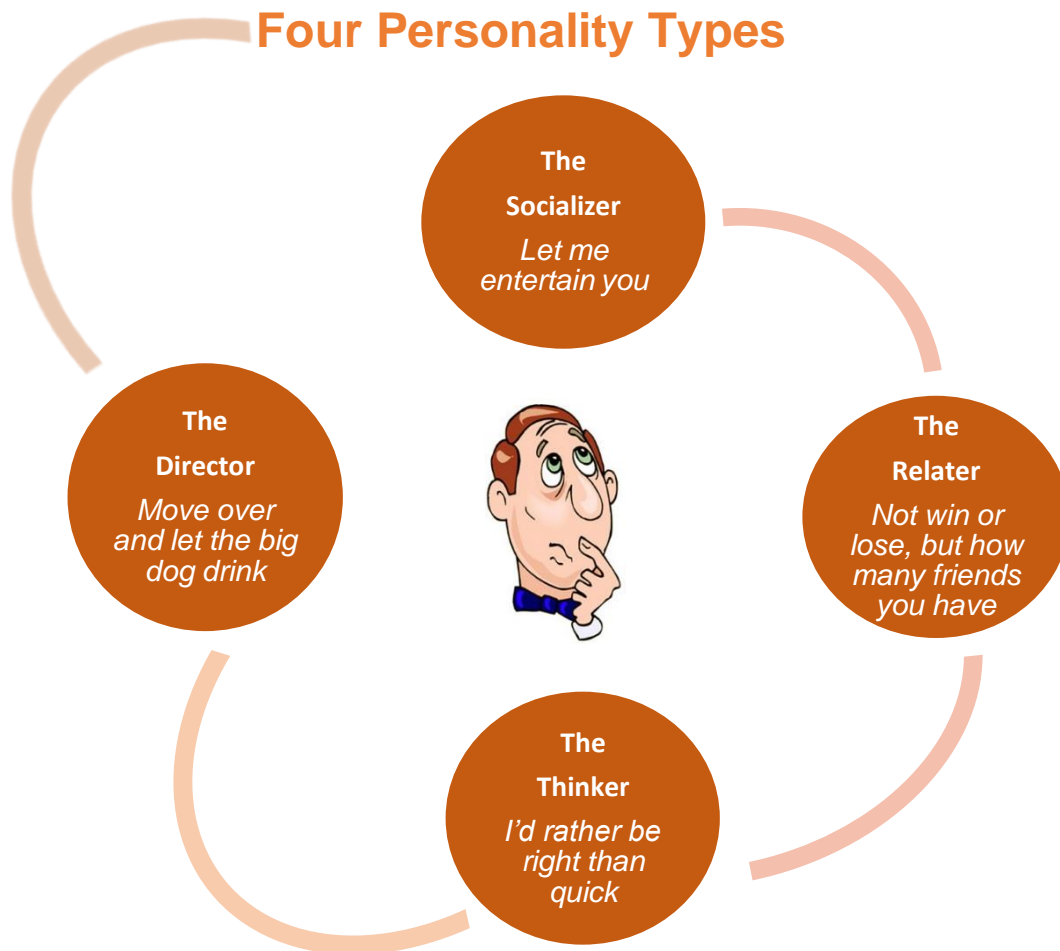
- The listing presentation
- The CMA
- Two completely filled out listing agreements with the exception of price
- All support material for the listing presentation, newspaper articles, magazine articles, Internet articles, market statistics and facts
- Examples of all of your marketing materials
- Digital camera (*can use phone*)
- Laser rangefinder if you want to measure the room sizes
- Legal pad and pen
- Calculator / Phone

These items are an extremely important part of the total listing presentation. They should be prepared and ready to go at a moment's notice. In addition, they should be updated regularly, to be in line with current market conditions.

✓ ***Start accumulating these items today. Any articles that you see that are relevant keep a copy of them for use in your presentation. Any market statistics or data should also be kept in support of your presentation. Be sure to keep an eye out for marketing studies, particularly those citing Internet statistics. These can be and now able in your marketing presentation.***

Notes: _____





Type	What Excites Them	Greatest Asset	Greatest Failing	Greatest Fear
Director	Action	Out Accomplish Anybody	Can't Stand Weakness	Being Soft
Socializer	Tossing Around Ideas	Fun to be Around	Being Erratic	Not Being Liked
Relater	Productive Routine	Easy to Get Along With	Timidity	Change
Thinker	Reason	High Quality Work	Too Critical	Irrationality

*Based on the "The Platinum Rule" by Tony Alessandra, Ph.D., and Michael J. O'Connor, Ph.D.

Where do you fit in? Go to: www.ColorCode.com, and find out. Take the personality profile test and find out your color, RED, BLUE, YELLOW or WHITE. Be sure to print out the explanation and traits of each color so you will be able to recognize them in others.

Know Your Seller and Buyer by Generation It Matters

Baby Boomers or Boomers

Characteristics

Born 1946 – 1964 Approximately 78 million Tag Line: “The Me Generation”	Can be impatient Loyal Have wealth, Spender Make “GUT” decisions Self absorbed in their work Very process oriented Will hire someone to handle transaction Low Tech
--	--

Generation X

Characteristics

Born 1965 – 1976 Approximately 43 million Tag Line: We will be Authentic / in a Relationship with Someone	Change easily Less money; conservative Like facts and figures Want to be involved, will hire someone Very self reliant Informal High Tech
--	--

Generation Y

Characteristics

Born 1977 – 1994 Approximately 72 million Tag Line: It’s a Hard World <i>Your future customer</i>	Diverse Realistic Want it all <u>NOW</u> Feel empowered Very social, busy, high stress Nurture Even Higher Tech
--	--

The Listing Presentation

- Personality Types
- Building Rapport
- Why You
- CMA
- Handling Objections
- The Listing Agreement



This is it, **SHOWTIME!** All the prospecting, all of the networking mean nothing if when you get the appointment, you don't get hired. You are now face-to-face with the seller, time to tell him what makes you different than 19,999 other Realtors. After all, why should they hire you when they have all those others to choose from?

In a relatively short period of time, you have to explain to the seller why it is to their benefit to hire you. You only have one chance to do it, so you better be prepared and know what you're doing. If you think you're just going to go in and wing it and maybe show them a CMA and get the listing your mistaken. Or, maybe you think you would try and buy the listing by overpricing the home are cutting your commission, again, another fatal mistake.

The true key to success in the listing presentation is practice, practice, practice. First, you have to build the listing presentation and then practice it until you know it like the back of your hand. You should know exactly what you are going to say before you ever arrive at the appointment.

This chart on the right shows you the keys to listing success from beginning to end. We will be discussing each part individually, because each is critical to your success in the listing process.

Prospect: We have already discussed the importance of prospecting, the entire listing process starts with prospecting. Remember, everything stems from your prospecting efforts. The ultimate goal in prospecting is to get an appointment.

Appointment: You're ready, because you have built your listing presentation and practiced it again and again. You have everything required to take the listing, two completely filled out listing agreements, with the exception of price, your listing presentation, the CMA, digital camera, and all support materials necessary for your presentation. Always be on time for a listing appointment. Being late is a sign of disrespect for the seller and it's not a good way to start your business relationship.

Always dress appropriately. Whether we like it or not, people form opinions about us based on the way we are dressed. You are a professional, and you are asking the seller to turn over to you, what is most likely their most viable financial asset; you need to look the part.

Dress Appropriately

The way you dress speaks volumes about who you are as a person and as a real estate professional. Whether you like it or not, our clothes speak volumes. Whenever you meet a seller or buyer, or just enter a room for the first time, it takes less than 20 seconds for people you've never met to form certain perceptions about you and who you are. You don't have to say a word; people will think one thing if you're dressed in jeans, or a pair of tight leather pants, and another if you're wearing a business suit and tie, or business dress. It doesn't matter who you are, your clothes will speak for you.



Possible Perceptions

Some of the perceptions people can form solely from your appearance are:

- **Your professionalism**
- **Your intelligence**
- **Your credibility**
- **Your income**
- **Your sophistication**

Whether you think these perceptions are real or imagined, they accentuate how your appearance instantly influences the opinions of sellers, buyers, clients, and strangers in general. Being well dressed in a business setting can influence not just perceptions, but also your success.

Control: It is imperative that you take control of the entire listing appointment. This starts when you approach the front door; when you knock on the door or rang the doorbell, be sure to take one step back. This is to ensure that you do not invade the space of the homeowner when they open the door. You should be thinking to yourself that you are the best and the seller is lucky to have you. You know, you can help them sell their home for the best price possible.

The homeowner is going to invite you in; after all, they are expecting you. In almost all cases, they are going to ask if you would care to have a seat, the answer is no. This is the point where you need to make sure you have total control of the situation. You might want to say *“would you mind showing me around your home so I can take some notes, that way I'll be able to answer all of your questions.”* They are of course going to answer “certainly”, after all that's why you are there. The seller will usually ask you, “where would you like to start?”, and move their head in one direction. This is an indication of the direction they intend to take you; you however, very quickly point in the opposite direction and say, this way will be fine. ” You, have now taken control, and they are going in your direction. Now it is important that you allow them to take the lead and show you the home, all the while you are taking detailed notes of the homes features.

While viewing the home it is critical that you start to build rapport with the seller by casual conversation. However, for you it is not so casual, because you will be asking relevant questions to gather information about their needs, timeframe, price they may have in mind and level of motivation. Be sure to view the entire home, including the garage and exterior.

Now that the tour is complete, the seller will more than likely ask you if you would care to have a seat and perhaps point to the living room area. This is an extremely important concept, **never sit in the living room**. The living room is formal and reserved for guests; you do not want to be thought of as a guest, but rather, a friend. In addition, you'll give up total control of the listing presentation if you are sitting in the living room. If they don't point to the living room, the odds are good they will point to a dining room table, the dining room table is fine, but there is a better alternative. If the home has an eat in kitchen or breakfast area, that is where you want to be. **Always try to sit in the kitchen, if available**. The kitchen is for friends and family, and you want to be thought of that way as well, and sitting in the kitchen will go a long way toward reaching that goal.

So, if they point to the living room or dining room table, don't forget, you are in control and should ask to sit in the kitchen, if possible. Be sure to sit in such a fashion as to be able to see and talk to both sellers at the same time; you on one side of the table both the sellers on the other. It is imperative that during your presentation, that you be able to make eye contact with both sellers and talk to both sellers at the same time; without having to just face one at a time. Remember, you are in control.

Qualify: By now, if you have been asking the right questions during the home tour, you should have a fairly good idea of the seller's level of motivation. Are they motivated to sell, do they appear to be realistic about the price and the time it will take to sell their home. If you haven't been able to get a clear picture by this point, it will come out during the presentation if you ask the right questions. It's okay to say no. If the seller is not realistic about price, or does not appear to be motivated about the sale of their home, it may not be worth your time, effort and money to take the listing. That's a decision you will have to make.

Sell Them on You: This is it, **SHOWTIME**, this is what it is all about. All of the work building your listing presentation, practicing it and learning how to handle objections comes down to this point. Now is your chance to tell the seller what makes you different than 19,999 other Realtors. You are now face-to-face with the seller and have their complete attention. Just remember, although your presentation is predominantly about you, you need to present it in such a fashion as to show what you can do for them and why it is important to the home seller that they hire you.



Take your presentation out and lay it on the table in front of you, facing the home sellers, do not hand it to them. If it is an expired listing, you may want to ask the seller why they feel their home did not sell, they will be happy to tell you. Of course, it was probably the Realtor's fault. Be sure to ask the proper questions to ascertain exactly what it was the realtor did not do, this will provide you insight into what the sellers feel is important. If it is not an expired, start the presentation, as you have practiced over and over again.

You may want to start out with something like, "allow me to tell you a little bit about who I am and how I work and exactly what I can do for you; and then we'll talk about where I feel you stand in the marketplace. I've prepared a rather detailed report for your consideration." If they make a comment about the picture of their home on the cover of your presentation, go for the close. You might want to say "yes isn't it a nice picture, as you can see, I am ready to start marketing your home tonight."

Open, the presentation to the page about your credentials and explain it briefly. When talking to the seller, be sure not to continually I, I, I, but rather, *"would it be important to you to work with somebody with the highest professional designations and the industry, well, as you can see, I have the following designation and this is what it means to you."*

Turn to the next page containing your professional affiliations; again go over it briefly, using the same language, *"would it be important to you..."*

Next is the section about your company. Explain what makes your company special and why that is important to the seller. Remember, always be sure to explain, why it is important to the seller.

This is where you should truly shine, your marketing plan. If presented properly, the seller should already have decided to hire you before you ever talk about the value of their home. It is critical that you present your marketing plan in a fashion that separates you from 19,999 other realtors. Make sure at all times to explain why it is critical to the seller that they have your services. You have built your presentation from the ground up and practiced it over and over again, now you will reap the rewards of your efforts. We have practiced different methods of presenting the material; choose the one that works best for you.

You may encounter some objections or questions about your marketing plan from the seller at this point. If the sellers do raise some objections deal with them at that point. Most objections will rise after you discuss the CMA and price.

Price: The CMA comes next. I suggest you be as detailed or as brief as the seller wants to be with this section of your presentation. Explain the CMA and the market conditions that exist in their area or building. After presenting your CMA, but before giving them your opinion of value, ask them what price they had in mind, they might tell you. If their price is in line with the price you had in mind, you're home free. If their price is substantially higher than yours, ask them how they arrived at that number. If they won't tell you what price they had in mind or after they have told you and their price is substantially different, you will have to reveal your price opinion and overcome their objections, if any. You may want to discuss with them why one of the biggest mistakes a seller can make is hiring a realtor based on the price that he tells them they can sell their house for. The easiest thing to do would be for an agent to tell the seller a price that they know they want to hear, just to get a listing. That certainly doesn't mean they can sell the home for that, in fact, the odds are against it. Remember, if you price the property appropriately, at time of listing 80% of your work is done. Regardless of how good your marketing plan is, you will not sell an overpriced listing in today's marketplace.

If the seller is not realistic about the value of their home and you are not able to overcome their objections, you may want to consider declining the listing.

Close: Time to close the deal. Once the price been agreed upon is time to ask for the listing. Pull out your listing agreements, asked for the listing and wait for a response. Do not feel that you have to keep talking, in fact, you shouldn't talk until the seller answers your request. Ask them what price they have decided upon, fill in the blank, where it says price and then go over it with the seller. Do not feel you have to go line by line, but rather cover all the important features: price term of the listing and the commission. Make sure the sellers sign and initial everywhere

required. You also want to make sure that the seller fills out the **Sellers Property Disclosure** at time of listing.

While the seller is signing the listing agreement and filling out the property disclosure statement, ask if you can take some pictures of the property. Take numerous pictures of the interior and exterior of the home; it will be critical in marketing the property.

Things to Tell the Seller at Time of Listing

- How you will communicate with them, be sure to get all of their contact information, home phone, cell phones, e-mail and work numbers
- How they can communicate with you
- How you will handle showing appointments.
- Be realistic about the number of showings once the property is on the market
- Go over staging the home for showings in the listing presentation.
- Ask them not to be home during showings, and explain why.
- Discuss the use of an electronic lockbox.
- Discuss how you will handle any offers to purchase on their home

Things to Ask the Seller for at Time of Listing

You don't need to get all of these items while you are there at the listing appointment; however, you will need them and should get them from the seller as soon as possible. That way, you will be prepared once a contract is obtained.

- The seller's Social Security numbers, however, I usually wait until the contract is actually obtained before asking for them.
- A copy of their prior title policy.
- The homeowner association or management companies contact information.
- Their mortgage contact information including loan number.

Handling Seller Objections

One of the biggest fears of a new agent is what to say when the seller raises an objection. You might imagine that there are hundreds of possible objections that a seller may raise. Yes, there are numerous objections that might arise at a listing presentation; however, there are only three main objections. Three main objections that I called deal killers. So, if you know going in, there are only three main objections, and you have practiced them and know how to handle them, your confidence level will soar; not to mention your listing presentation capture rate. Once you have mastered the big three, then you can work on the lesser objections. What are the big three?

- **List Price**
- **Your Commission**
- **Term of the Listing**

How you handle each objection is a matter of personal style, we will try one or two possible methods for each objection so you can practice them. Once you have them mastered, you can develop your own.

List Price

The seller says, “I think your price is far too low, I would like to try it at a higher price”.

Mr. and Ms. Seller, I can certainly understand why you would want a higher price, but let's take a look at the situation. You asked me here for my professional advice, which means I have to remain unemotional. But that aside, let's say I get really excited about your home because of your lovely decor, which really is lovely by the way. So even though I know the market analysis says your home is not worth your price. I buy into it and get really excited along with you, I'm sold. The only problem is, we have three more sales we have to make. So, your sold, I'm sold, now we have to sell all the other realtors in the area. They will be looking at the same market analysis, and asking why is this house price so high, and may not even show it. But for the sake of this conversation, let's say we sell all the other brokers, so now there all sold. Okay, you're sold, I'm sold, and the other realtors are sold; now we have to sell the buyer.

Mr. and Mrs. Seller, buyer's today are far more sophisticated and knowledgeable than ever before. They have access to the very same information that you and I do, and will be able to ascertain that the price is too high for current market conditions. But again, let's say they fall in love with your lovely decor, and they are sold on your higher price. We'll were doing pretty well, you're sold, I'm sold, the other realtors are sold, the buyer is sold, now all we have to do is sell the bank, and the bank will not get emotional. The bank will look at their market analysis, the appraisal, and will make a decision about the loan for the buyer based only on their market analysis and that will not be at your higher price. Are you willing Mr. Mrs. Seller to be weeks, may be months or more into your deal, only to find out that the buyer cannot get financing due to a low appraisal? If that's okay with you, then I guess that's okay with me.

The seller says, “I know your price is probably correct, but let's try it at a higher price. I can always come down.”

Mr. Mrs. Seller, let me see if I have this right. You're telling me that you will accept my price, but you want to put it on the market at a much higher price, is that correct? I have to admit, I'm a little surprised you would want to do such a thing, it will be the best-kept secret in town. Mr. Mrs. Seller, as you know, during the listing presentation I showed you several properties that had expired, they failed to sell, of course there were many more in your area. Most expireds have two things in common, they all failed to sell, and nobody knew that they would accept a lower price. Mr. Mrs. Seller, I know you would take a lower price, and you know you would take a lower price, but the laws of the state of Florida say, I cannot tell another person. The best advice I can give you, if you're willing to truly accept the price that I suggested, is placing it on the market at that price, and you holding firm during negotiations. The more buyers we attract, the more offers we will get, the more offers we get the better the chance of selling your home at a price you can accept and in the least amount of time. Mr. Mrs. Seller, I want to keep you off that expired list.

Your Commission

The seller says, “Will you cut your commission”

Look, the seller in the eye, give a very slight smile with a very subtle laugh, shaking your head no, and then say NO.

The seller says, “Will you cut the commission by 2%”

Mr. Mrs. seller. I can't in good conscience do that, because I know it will hurt you with the sale of your home. First, if I cut the commission. I will not be able to offer you the kind of marketing exposure required to get your home sold for the very best price possible. Second, I will not be able to offer a substantial commission to the cooperating brokers. We want to put those 40,000 other realtors, we discussed to work for us, selling your home. If I cut the commission, I won't be able to offer them a substantial commission; therefore they won't show and sell your home. I would much rather see you raise the asking price, making me work much harder than hurt you by cutting the commission.

Term of the listing

The seller says, “Will you take it for only three months”.

Mr. Mrs. Seller, let me ask you, what is it that concerns you about a normal listing of 180 days? Is it that if you give me the full 180 days, I might drag my feet and not be as motivated to get it sold than if I only had 90 days? As I'm sure you know in business, nothing gets done without a risk/cost analysis and real estate is a business. Mr. Mrs. Seller, as I've shown you the average time on the market in your area is approximately 120 days. So when your listing is about to expire, I am going to have to go to my broker, show it to him/her and ask them what kind of advertising and marketing is he going to do to help me get it sold. Now, be honest, if you are in business, and you had two listings, one was going to expire in 15 or 20 days, and the other one had 120 days left on the listing. Which one would you spend your money advertising, I thought so? I need enough time to ensure your property gets maximum exposure.

The seller says, “Will you take it for only three months”

Mr. Mrs. Seller, as I've just shown you the average time for a home on the market in your area is approximately 120 days. Now it's important to note that many of these homes were on the market previously for an extended period of time, so the actual time on the market is closer to about 140 days.

Let me see if I can explain why I can't take it for three months and why it would not be in your best interest, would that be okay? I'm going to use an analogy, I think it will illustrate the point. If you knew it took 140 gallons of fuel to get from here to the Bahamas, would you only put 90 gallons of fuel in your boat before leaving the dock, I didn't think so. Why would any realtor leave the dock, take a listing and invest any time and money in marketing that property, knowing that they did not have enough time to get it sold?

To learn how to handle almost any seller or buyer objection, I highly recommend the 101 Greatest Dialogues of Floyd Wickman. Go to: www.101dialogues.com



Work Sheet

Handling Objections

Get the seller to reduce their price after listing:

The seller says they are going to talk to two other realtors:

Another realtor said they would list the property at a reduced commission:

The 5 **P's**

Perfect - Practice - Prevents - Poor - Performance

Communication Skills

It is extremely important that we utilize good communication skills at all times when interacting with our clients, customers and potential prospects. This is no more evident than on a listing presentation. It is critical that you utilize good communication skills on a listing presentation to enhance your odds of getting hired.

Practice good body language:

- Always look the sellers in the eye.
- Utilize a professional handshake, not too limp, but don't crush their hand either
- Do not cross your arms in front of you.
- Do not slouch in the chair while sitting at the table.
- Lean forward slightly when the seller is talking

Verbal skills:

- Always ask open ended questions. An open ended question is a question that requires a verbal extended response, or explanation from the seller.
- Always ask questions that will enhance your knowledge of the seller, their needs and expectations.
- Utilize the echo technique when appropriate. If the seller has been talking about a particular question that you have asked, and you would like them to continue talking, just repeat back to them the last line they said. Example:

You are on a listing appointment for an expired listing. You ask the seller, why they think their listing did not sell:

- *"The seller begins to tell you that it was the fault of the realtor because their home did not appear on the Internet. They wanted it to be on the Internet and the realtor could not tell them what Internet websites their house appeared on." You might respond, "No kidding, they didn't even put you on the Internet" and the seller will pick up the ball and continue talking so you can gather additional information.*

- Once you ask your questions, stop talking and allow the seller to respond. Be sure to listen and pay attention to what the seller has to say, it's a key element in gaining the information required to acquire the listing.
- Try to understand, the seller's personality type. Understanding the seller's personality type will allow you to communicate with them in the style that they prefer.

Listing Contract

Real estate brokers are best protected by the ***Exclusive Right of Sale Listing Agreement***. If the property is sold, leased, transferred or given away by anybody during the term of the listing agreement, you get paid. You have a reasonable expectation that if you perform as agreed and sell the property under the terms agreeable to the seller; you will get paid for your efforts.

Exclusive Right of Sale Listing Agreement

The responsibility of preparation falls upon you, the associate. It is extremely important the listing agreement be filled out completely and correctly at time of listing. This will ensure the seller complies with your agreement as well as your ability to be paid for your efforts. When talking with the seller it is always preferable to refer to the listing contract as an agreement, as in "would you mind signing our agreement".



Preparation of the agreement:

- ✓ ***When filling out a listing agreement, be sure never to leave a blank. If something does not apply either enter a zero or N/A***
- ✓ ***It is extremely important to note, at the same time you are getting the listing agreement signed, you should also include the Seller's Property Disclosure Statement, as well as your agency relationship disclosure.***

Forms Program

The forms program allows us to provide clear, precise and professionally prepared real estate forms. On very rare occasions, you may be forced to write a contract on the hood of your car, but by and large those days are long gone. Today, all of our real estate forms are prepared at the computer and sent via e-mail or fax to all of the interested parties. Not only can you prepare and send all of your real estate forms directly from the forms program, you can store them as well in Forms Simplicity or Dot Loop for later use and revisions if required. **There are other programs so use whatever you like best.**

With the total access to technology today, there really is no excuse for handwriting a contract. You will be judged by the contracts you write. Do you want to be thought of as a true professional, or something far less, the decision is yours.

The Listing File

Once you have the listing it's time to create the listing file. It is extremely important that the listing file be complete and up to date.

The following items should be placed into the listing file and turned over to the broker for administrative processing:

- A complete signed listing agreement.
- A completely filled out and signed Sellers Property Disclosure Statement
- All required brokerage relationship disclosures (if other than transaction broker).
- A printout of the tax roll information for the property.
- A completely filled out MLS profile sheet (unless you input your own listings).
- A copy of the MLS printout for the property (after the listing is input into the MLS)
- The seller's information sheet with all contact information

This file must be kept up to date during the entire listing. Any price changes should be by written permission of the seller and placed in the file along with an updated MLS printout reflecting the new price. Any other additions or changes to the listing should also be added.

Be sure to comply with any other additional requirements of your broker

Notes: _____



10 Common Mistakes Agents Make

- They cultivate a poor attitude
- They don't study their business
- They don't understand the financial aspects of their business
- They listen to their negative peers
- They don't focus their business
- They don't talk to decision makers
- They don't ask the right questions
- They don't prospect
- They forget that this is still a people business
- They think it's only about the money



1. **They cultivate a poor attitude**, many agents don't understand the necessity for a positive attitude, and continually program their mind with negative thoughts and attitudes about market conditions, buyers and sellers and the real estate industry in general.
2. **They don't study their business**, many agents fail to learn the business they are in. They fail to realize the importance of education and training in the success of their own real estate business. They do not continually strive to expand their education, training and knowledge by taking seminars, educational courses, reading trade magazines, and market studies. Simply put, they don't become a student of their trade.
3. **They don't understand the financial aspects of their business**, far too many agents do not understand the money when it comes to their own business. They have no idea what it cost to run their business, or how much they're time is worth per hour. Your job as a real estate professional is to sell, and sell at a profit. If you don't know what it costs to run your business, how will you ever know if you're making a profit? If you don't understand the economics, you can't make smart business decisions.
4. **They listen to their negative peers**, a huge mistake is listening to the negative associates in the office. Many agents have a tendency to interact with and listen to other agents in the office who are non-producing, instead of associating with and listening to top producers. Just remember negative in, negative out.
5. **They don't focus their business**, many agents want to do it all and they are all over the map when it comes to their real estate business. They fail to focus their business, resources and efforts in one direction or specialty. They spread themselves far too thin, and in too many directions. Better to focus their efforts in one direction and be extremely good at it, the results will be far more rewarding.
6. **They don't talk to decision makers**, many agents waste far too much time working with and talking to people that are not the true decision makers. Qualify your clients; make sure you're talking to the people who will make the final decision.

7. **They fail to ask the right questions**, information is power, and one of the best ways to get the information is to ask the proper questions. If you don't ask the right questions you will never get the answer you need to close the transaction. Never ask closed ended questions, questions that can be answered with a yes or a no. Instead ask open ended questions which require an explanation on the part of the client.
8. **They don't prospect**; prospecting is a major key to your success. 80% of your time should be spent prospecting for new business. The prospecting never stops; it's the foundation that your business is built on. Remember, your job is to find a person who is ready, willing and able to buy sell, lease or rent real estate today.
9. **They forget that this is still a people business**, far too many agents forget that they are in a sales business; and sales is all about people. No matter how fast your business grows, or how big it gets, or what part technology plays in your business, it's still about people. It's people that will buy from you or sell through you, and we can never lose sight of that fact.
10. **They think it's only about the money**, well it's not only about the money. It's about the quality of product and services that you provide to the people you work with. If you strive to provide the very best service possible, and produce the desired results for your clients, the money will follow. Far too many agents are busy counting their money before the transaction even closes.



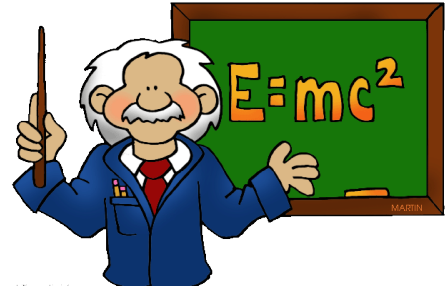
10 Rules for Success

1. Focus on what you want to happen
2. Take things one day at a time
3. Pay attention to your competitors, but pay more attention to what you're doing
4. Measure everything of importance
5. Always be moving forward
6. Anything that is not managed will deteriorate
7. Get and stay out of your comfort zone
8. There's always a reason to smile
9. Never give up
10. When you're ready to quit, you're closer than you think



Learn As Much As You Can

The education never stops for the true professional. Even if you are in the real estate business for fifty years, the need to continue your real estate education is critical to long term success. The constant quest to improve your presentation skills, prospecting skills, dialogue, marketing skills, technology, not to mention changes in the law, will allow you to grow your business and achieve your business goals over the long term.



In the beginning it is critical to learn as much as you can about the industry. The fact you are taking this course is testament to the fact you understand the correlation between training and the success of your business, but it is only the beginning. Check with your local Realtor Association on any educational courses they may be offering and sign up. Most courses at your Realtor Association are free or may be available for a very nominal fee. Take advantage as often as possible, education and training is the key to success in the real estate industry.

There are numerous professional designations offered through the National Association of Realtors and the Florida Association of Realtors. I strongly suggest that you review them and see which apply to you and your business, and start the process of attaining them. This may take several years in some cases, but you have to start sometime. Start now and continue working on them as your business grows. They will increase your credibility in the marketplace and provide another tool to separate you from the competition.

New Foundations for Success Courses

New courses are constantly being added to the Foundations for Success Series. Watch for all the new offerings throughout the year at MiamiRE.com, under education.

Final Thoughts

The real estate business can be extremely challenging as well as exciting and lucrative. It is up to you to bring forth all of your talents, knowledge and resources to achieve your goals. By dealing with people in a diplomatic and empathetic manner, you will be able to help them with all of their real estate needs. The highest paid people have jobs of extreme responsibility, and your real estate business is no different. When problems arise, it is your job to solve them, not only for yourself but your clients as well. You have what it takes to succeed, now focus and go for it!



Knowledge is power
Sir Francis Bacon

I not only use all the brains that I have, but all that I can borrow.
Woodrow Wilson

The Foundations for Success Series

All Courses are approved for Continuing Education Credit

- Building and Presenting the Listing Presentation
- Prospecting and Farming for Listings
- Servicing the Listing and Working with Buyers
- Understanding and Writing the FR / BAR AS-IS Contract
- Understanding and Writing the Exclusive Right of Sale Agreement
- Understanding the American with Disabilities Act
- Understanding Florida Disclosure Laws
- The Fair Housing Act Title VIII
- The MLS and You *(a look at the dos and don'ts for the MLS system)*
- Stop Working for Free, Protecting Yourself with Buyers
- Understanding the American with Disabilities Act (ADA ACT)

Courses for Future Brokers

- Creating an Office Policy Manual
- The Start-Up, Things to Consider Before Opening an Office
- The Broker Series, Day to Day Operations
- Instructor Concepts for Today's Adult Learner *(licensed Real Estate Instructors Only)*



About The Author



Richard H. Burch is the founder of Burch & Associates International LLC, a real estate education company and original Director of The South Florida Real Estate School. He is the past Chairman of the Board for the Miami Association Realtors. Rick was named Realtor of the Year for 2004 and educator of the year in 2010. He is an award-winning real estate professional; with over 31 years of experience in the real estate industry. He is a past member of the Board of Directors for the National Association of Realtors, and Board of Directors for Florida Realtors. Rick has been named to the Florida Realtors Honor Society. In addition, Rick Burch is a licensed real estate instructor and professional speaker. He has authored numerous

real estate education courses and seminars including the 17 course Foundations for Success Series and co-authored a new 14 Hour CE and 45 Hour Post Licensing textbook for real estate professionals.

Professional Designations

"CRB" Certified Real Estate Brokerage Manager

"CRS" Certified Residential Specialist

"GRI" Graduate Realtor Institute

"e-PRO" Certified Internet Technology Professional

"TRC" Transnational Referral Certified

"AHWD" At Home With Diversity



Providing skills training for the real estate professional...

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