

**REAL ESTATE**  
TRAINING INSTITUTE, INC.

*“Home of Live/Interactive  
Training & Coaching”*

***i-FASTTRAC® 101***

**Marketing (Listing) Presentation  
(Phases 1 & 2)**

**(Part 1)**

**Video #1:**

**Phase 1: Approach**

**Video #1:**

- *Marketing Presentation Essentials*
- *Marketing Presentation. Tool Box.*
- *Four (4) Phases of a ‘Qualified’ Marketing Presentation*
- *Phase 1. Approach Phase*
- *‘How To’ Introduce and Explain ‘Meeting Agenda’ and Script*

**(Part 2)**

**Video #2:**

**Phase 2: Question And Inspection**

**Video #2:**

- *Phase 2: Question and Inspection*
- *Checklist For Questioning The Seller*
- *‘Seller’s Needs Analysis’*
- *Checklist For Inspecting The Property*

Unauthorized duplication of this program, manual or outline is illegal.  
No part of this program, manual or outline may be reproduced, transmitted, transcribed,  
stored in a retrieval system, or be translated into another language, in any form by any means,  
or used for training purposes without the written permission of  
Real Estate Training Institute, Inc.

Copyright 2017 Real Estate Training Institute, Inc. All Rights Reserved.

**(Video 1)**

**Marketing (Listing) Presentation  
(Phase 1)**

**Recommended Reading**

*22 Immutable Laws of Marketing...* Al Ries and Jack Trout

**I. Essentials Of A 'Qualified' Marketing Presentation. Checklist**

- Within your \_\_\_\_\_ and your \_\_\_\_\_
- Strong \_\_\_\_\_ to sell
- \_\_\_\_\_ present
- \_\_\_\_\_ for presentation
- \_\_\_\_\_ and print-outs of additional \_\_\_\_\_ properties: *For Sale/Sold/Expired/Withdrawn*
- Indication of \_\_\_\_\_
- ❑ Indication if seller is \_\_\_\_\_ other agents and/or is thinking of selling the property \_\_\_\_\_

**II. Marketing Presentation Tool Box. Checklist. (Exhibit)**

### III. The (4) Phases Of A 'Qualified' *Marketing Presentation*

Phase 1: \_\_\_\_\_

Objectives:

A. Establish \_\_\_\_\_

B. Take \_\_\_\_\_

C. Give Overview of: \_\_\_\_\_

Phase 2. \_\_\_\_\_

Objectives:

Gather \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Discover  
\_\_\_\_\_

Phase 3: \_\_\_\_\_

Objectives:

\_\_\_\_\_  
\_\_\_\_\_

Build real estate \_\_\_\_\_

Explain \_\_\_\_\_ marketing programs/  
products/services

\_\_\_\_\_ to seller's problem(s)/challenges  
discovered in Phase 2

\_\_\_\_\_ the listing!

### III. The (4) Phases Of A 'Qualified' *Marketing Presentation*

Phase 4: \_\_\_\_\_

**Objectives:**

- Address \_\_\_\_\_ of *pricing*
- Show/explain various *pricing* exhibits:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Explain your \_\_\_\_\_
- Introduce and explain \_\_\_\_\_ and \_\_\_\_\_ of additional 'comparable' properties
- Help seller determine \_\_\_\_\_ (range)
- Estimate and discuss \_\_\_\_\_ (range)
- Obtain seller's \_\_\_\_\_
- Conduct an \_\_\_\_\_

**IV. Phase 1. Approach Phase: An Eight (8) Step Process**

1. \_\_\_\_\_! Ring door-bell/knock on door!
2. Smile \_\_\_\_\_ owner(s).
3. \_\_\_\_\_ yourself. Hand business card(s).
4. Pay \_\_\_\_\_(if appropriate!)
5. Lead to \_\_\_\_\_.
6. Establish 'informal' and 'formal' \_\_\_\_\_.
7. Small talk \_\_\_\_\_.
8. \_\_\_\_\_... ask permission to give:  
\_\_\_\_\_(Exhibit)

**V. How To Introduce And Explain 'Meeting Agenda'**

1. \_\_\_\_\_to explain 'Meeting Agenda'
2. Mention: \_\_\_\_\_
3. Mention: Need to \_\_\_\_\_
4. Mention: Need to \_\_\_\_\_
5. Introduce company's \_\_\_\_\_marketing programs, products, services
6. Help determine: \_\_\_\_\_
7. Answer \_\_\_\_\_
8. Arrive at \_\_\_\_\_...If we would like to work together or not!  
"Wouldn't you agree?"

**VI. Overview: 'Meeting Agenda' Script (Exhibit)**

**(Video 2)**

**Marketing (Listing) Presentation  
(Phase 2)**

**Recommended Reading**

*Positioning...* Al Ries and Jack Trout

**VII. Phase 2: Question and Inspection (Diagnostic)**

- Introduce/explain your \_\_\_\_\_
- Using 'Seller's Needs Analysis'...question seller's:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_ flexibility
  - \_\_\_\_\_ to act
  - Real estate selling \_\_\_\_\_
  - Local real estate market \_\_\_\_\_
- \_\_\_\_\_ property (with  
\_\_\_\_\_!)

**VIII. *Questioning The Seller.* Checklist. (Exhibit)**

**IX. '*Seller's Needs Analysis*' (Exhibit) And ('How To' Video)**

**X. *Inspecting The Property.* Checklist. (Exhibit)**

## ***i-FASTTRAC***<sup>®</sup> 101

### **Marketing (Listing) Presentation Phases 1 & 2**

#### **Assignments**

- Review the information covered in today's session at least once before participating in the next session.
- Consider purchasing and reading *The 22 Immutable Laws of Marketing and Positioning* both by Jack Trout ( both available in paperback and audiobook)
- Find time to begin memorizing the *Four (4) Phases of a 'Qualified' Marketing Presentation*. Pay close attention to the *sequence* of those phases and the *Objectives* of each.
- Become familiar with the *Marketing Presentation Tool Box Checklist* (Exhibit). Refer to regularly when preparing to make a presentation.
- Review the Overview: 'Meeting Agenda' Script (Exhibit) for use during your *Marketing Presentations*. Rewrite it in your own vocabulary and phraseology. Then practice, drill and rehearse!
- Familiarize yourself with the *Seller's Needs Analysis* (Exhibit). Create a customized 'Master Copy' of the document that you can reproduce and use over and over. Your 'Master Copy' can either be produced in hard (paper) copy or reside digitally on the mobile-device for use during your presentations. Practice, drill and rehearse asking the questions in a 'conversational' manner. Remember: "Get out of the question...into the answer!"
- Find time to view the 'How to' video entitled: *'How to' Introduce and Use the Seller's Needs Analysis*
- Review the Questioning the Seller. Checklist (Exhibit) and Inspecting the Property. Checklist (Exhibit). Use both when preparing for, and making, *Marketing Presentations!*

**REAL ESTATE**  
TRAINING INSTITUTE, INC.

*“Home of Live/Interactive  
Training & Coaching”*

***i-FASTTRAC® 101***



## **Marketing (Listing) Presentation** **Phases 1 & 2**

### **Exhibits**

1. ***Marketing Presentation Tool Box. Checklist***
2. ***Overview: 'Meeting Agenda' Script***
3. ***Questioning The Seller. Checklist.***
4. ***'Seller's Needs Analysis'***
5. ***Inspecting The Property. Checklist.***

Unauthorized duplication of this program, manual or outline is illegal.  
No part of this program, manual or outline may be reproduced, transmitted, transcribed,  
stored in a retrieval system, or be translated into another language, in any form by any means,  
or used for training purposes without the written permission of  
Real Estate Training Institute, Inc.



## ***Marketing Presentation Tool Box. Checklist***

- All required listing-related forms/documents (partially complete)
- Multiple measuring devices
- Laptop/i-Pad/Tablet/Smartphone
- Professionally-designed *PowerPoint* (or similar)  
Marketing Presentation
- Supplemental 'Show and Tell' Folder
- Multiple business cards
- Name badge
- User-friendly calculator
- Decent quality camera (smartphone?)
- Overview: 'Meeting Agenda' (2 copies)
- Detailed/written Marketing Plan
- Marketing Plan Checklist
- Exit Interview Sheet
- Sequenced Marketing Presentation Clipboard

**Everything!**

**'Overview':**  
**'Meeting Agenda' Script**

***"Mr. and Mrs. \_\_\_\_\_ could I have your permission to take a moment to give you and 'overview of today's agenda'? Thank you!***

***The state of \_\_\_\_\_ requires that we give to all sellers and buyers what the state refers to as an 'Agency Disclosure Statement' a copy of which I included in the Pre-Listing Package I sent to you.***

***After going over the 'Agency Disclosure Statement' with you, I will need to ask you several questions so that I get a better feel for what is most important to you in selling the property.***

***After asking you the questions, I would then like to preview the property as if I were the buyer, so I can get an in-depth feel for what the property has to offer...from a buyers' perspective.***

***After previewing the property, I would like to return here, to the kitchen table, and take a few minutes to introduce you to the relevant marketing programs, products and service we have to offer.***

***Then, we can turn our undivided attention to what is probably most important to you...the value of your property and what it might be worth to a buyer in today's market.***

***Throughout this process, if you have any questions, please feel free to ask them and I will do my best to answer them to your satisfaction.***

***And lastly, I have found that following an agenda such as this puts us in a unique position to arrive at a 'Mutual Decision' whether we would like to work together or not...wouldn't you agree?"***

**NOTE: Be Prepared for the seller to say: "How long is all this going to take?"**

**Your Reply: "Not long at all! In the final analysis it may depend more on what you need to say and ask of me, then what I need to say and ask of you! May I continue?"**

## **Questioning The Seller** **Checklist**

- ❑ **Prepare seller for series of questions... Ask permission to ask the questions!**
- ❑ **Use a pre-printed 'Seller's Needs Analysis'**
- ❑ **Paraphrase the questions**
- ❑ **Sequence the questions...make the questions progressively tougher!**
- ❑ **Ask primarily open-ended questions...  
(WHO/WHat/WHere/WHen/Why/How)**
- ❑ **Listen carefully to sellers' responses**
- ❑ **Write down/note sellers' responses**
- ❑ **Probe/Probe/Probe  
(*'Get out of the question...get into the answer!'*)**
- ❑ **Ask the questions in a 'conversational' manner.**

## **Inspecting The Property** **Checklist**

- Do the inspection after questioning the seller!**
- Get seller involved... have seller show you the property!**
- Use detailed/pre-printed checklist on a clipboard (Consider using *MLS Data Input Form*)**
- Ask lots of 'should I include?' questions**
- Acknowledge pluses**
- Diplomatically point out minuses**
- Be objective/be logical**
- Don't get emotionally involved!**