

## ProAgent Power Series™ Presentations Overview

One of the most important aspects of these presentations is that they can be easily customized to fit you and your area. The listing presentations need to have your marketing plan added (with additional slides, if needed) and the buyer presentations need to reflect what you do for buyers. There are 2 listing presentations. You can look at these as two different styles of presentations or you can use one as a Pre-Listing Presentation (on CD) and the other for the actual presentation. The listing presentations have pictures of houses on every slide. You can customize the presentation by putting a picture of the house you are hoping to list or you can leave it as generic houses. (Just don't use actual homes in your area without the owner's permission. There are also 2 Buyer Presentations and they can be used the same way. One to give to buyer prospects on CD and one for your initial meeting with buyers.

### Listing Presentation 1

This is the presentation that would work well as a Pre-listing Presentation and could be give via a CD, on your web site, or printed out.

- Slide 1 The cover slide "What (Your Name) and (Your Company) will do to get your homes SOLD.
- Slide 2 About your company (you could also add a franchise page if you want)
- Slide 3 About you
- Slide 4 About your team (if you have one...or use you office support system)
- Slide 5 Mutual Objectives
- Slide 6 My Objectives

#### **The next section is factors that are important in selling homes.**

- Slide 7 Lists all the factors (pricing, ease of showing, condition of home, location of home and the market competition)
- Slide 8 Pricing of the Home
- Slide 9 Pricing Your Home is Very Important
- Slide 10 The Advantages of Proper Pricing
- Slide 11 The Disadvantage of Overpricing
- Slide 12 Ease of Showing
- Slide 13 Condition of the Home
- Slide 15 Location of the Home
- Slide 16 Market Competition

#### **The next section talks about Marketing**

- Slide 17 2 Goals of Marketing
- Slide 18 About your marketing experience
- Slide 19 Where Do Buyers Come From
- Slide 20 My Standard Marketing Plan Includes...
- Slide 21 At our initial meeting, I will...
- Slide 22 After your home is listed, I will...
- Slide 23 When an offer is submitted, I will.. and when an offer is accepted, I will...
- Slide 24 Who is in Control
- Slide 25 Home Warranty Plans
- Slide 26 Tips on showing your home
- Slide 27 Teamwork is necessary for a successful sale
- Slide 28 We're a Team. Let's Work Together to Get Your Home SOLD!

## Listing Presentation 2

This presentation separates marketing and pricing into separate sections so you can ask for a commitment BEFORE you go over the market analysis. It also presents marketing as how you solve the problems that could happen. This will need some customization.

- Slide 1 Cover page, same as other presentation.
- Slide 2 About Your Company (you can also add a page on your franchise)
- Slide 3 About you
- Slide 4 About the Association of REALTORS® and the MLS.
- Slide 5 About our discussion (the two separate presentations)
- Slide 6 What their decision should be based on
- Slide 7 Their goal
- Slide 8 Problem 1: How lack of marketing expertise makes home stay on market too long and loose money for the seller.  
Solution 1: Get the home into top showing condition.
- Slide 9 Solution 1: About your materials on getting the home into to showing condition
- Slide 10 Problem 2: Your home is special but other agents may not know that
- Slide 11 Solution 2: Marketing materials left in the home.
- Slide 12 Problem 3: A lot of marketing doesn't work well to sell a home
- Slide 13 Problem 3: Why agents keep using methods that don't work well
- Slide 14 Solution 3: ...then where do the buyers come from?
- Slide 15 Problem 4: Listings getting lost in the MLS
- Slide 16 Solution 4: Understanding the types of buyers and where they come from
- Slide 17 Problem 5: How to find move up buyers
- Slide 18 Solution 5: E-mails to agent with listings whose sellers could be buyers for the home
- Slide 19 Solution 5: Lots of photos on the MLS listing, plus a virtual tour.
- Slide 20 Problem 6: Finding move up buyers who aren't ready to by yet.  
Solution 6: Your new listing notification system
- Slide 21 Problem 7: Finding buyers coming in from out of town.  
Solution 7: Your web site and other ways you get out of town buyers.
- Slide 22 Problem 8: Finding retirement buyers  
Solution 8: Add any special ways you work with retirement buyers.
- Slide 23 Problem 9: The worst buyers...investors.  
Solution 9: Don't look for them unless the seller is desperate to sell at any price.
- Slide 24 Problem 10: Internet Marketing is a "must" today, but REALTOR.com is full of adds and very slow to search.  
Solution 11: Your web site (or company) and why it attracts buyers.
- Slide 25 Problem 12: The long shelf life of homes magazines.  
Solution 12: Having your own homes magazine
- Slide 26 Problem 13: Knowing whether a buyer who writes an offer is a good buyer.  
Solution 13: How you want to see a "Pre-Qualification" or "Pre-Approval" letter and how you work with the lender to make sure everything goes smooth.
- Slide 27 Problem 14: How vulnerable they are during negotiations.  
Solution 14: Your negotiation experience and pricing the home right up front help
- Slide 28 Problem 15: .Problems with financing along the way.  
Solution 15: Your expertise
- Slide 29 Problem 16: Problems that could keep the sale from closing  
Solution 16: Your expertise
- Slide 30 Problem 17: Not knowing what is going on.  
Solution 17: How you communicate with your sellers.
- Slide 31 "Other than price is there any reason you might not be ready to get your home on the market now?"

- Slide 34 “The last benefit we offer you is getting your home price right” “No one individual controls the market value, be it an agent or the seller.”
- Slide 35 My pricing plan
- Slide 36 My pricing plan

### **Buyer Presentation 1**

- Slide 1 Cover “New Choices for Home Buyers”
- Slide 2 About your company (you could add a franchise page if you want)
- Slide 3 About you
- Slide 4 About your team (or support staff)
- Slide 5 Have you tried all the traditional ways to find a home with the same result...
- Slide 6 The good ones are either sold or priced to high.....and shy
- Slide 7 About your new listing notification service.
- Slide 8 Our mutual objective
- Slide 9 You and I will be working as a team to find you the right home
- Slide 10 My Objective
- Slide 11 Typical home search plan of most agents
- Slide 12 How you will make it happen
- Slide 13 How you work to find the “ideal” home
- Slide 14 The Agent you choose makes a difference.
- Slide 15 Information on your web site
- Slide 16 How buyers “pay” their agent
- Slide 17 “My Commitment to You”
- Slide 18 “Your Commitment to Me”
- Slide 19 “We’re a Team. Let’s Work Together to Find Your Dream Home

### **Buyer Presentation 2**

This is the presentation for use during your initial meeting with buyers.

- Slide 1 Title Page “Let’s get started to find your dream home”
- Slide 2 Here is what we will be doing today
- Slide 3 About your company (you can add a franchise slide if you want)
- Slide 4 About you
- Slide 5 Our Mutual Objective
- Slide 6 “You and I will be working as a team to find you the right home”
- Slide 7 My Objective
- Slide 8 Typical Home Search Plan of Most Agents
- Slide 9 How you work to find the “ideal” home
- Slide 10 The agent you choose makes a difference
- Slide 11 Loan Pre-Qualification
- Slide 12 Wants vs. Needs
- Slide 13 What now?
- Slide 14 What do you think?
- Slide 15 My Commitment to You