

# 3 - 4 Minute Dialogue - Six “KEY” Steps!

“An Orderly List of Your Duties & Job Responsibilities”



Selling a home can sometimes be complex, challenging and having a well-designed marketing plan is really important. Because of this I have created a clear path which simplifies the entire process and most importantly assures a seller will experience a **SUCCESSFUL Sale**. This process consists of **Six “KEY” Steps**, six components. Before I talk about these **Six “KEY” Steps** and how a seller and I work as a team through them I first want to focus on this term ... **SUCCESSFUL Sale**.

A **SUCCESSFUL Sale** is where I make certain my sellers’ sale is **On Time** ...on their desired time schedule. Second, they experience a **Smooth** transaction and third, they obtain the **Most Money** for their property that the market will allow. So, it’s not just getting their property sold, but making certain it’s a **SUCCESSFUL Sale**.

## On Time ... Smooth ... Most Money!

I accomplish this is by performing these **Six “KEY” Steps** which are my **Job Responsibilities** and **duties**. Let me briefly outline them, that way you can evaluate me and determine if we have a match. When I finish, I will welcome any of your questions for clarification and expansion. Okay?

My **FIRST Job Responsibility** is to show and help my clients **Enhance** the buyer appeal and the value of their property before it goes on the market ..... how to **“Dress it for Success”** and **“Package it for Profit”** so it sells for more money!

My **SECOND** & most important **Job Responsibility** is to guide the seller in positioning their property at the **Best List Price** right from the very start. So, they never **Over Price** it, scare the right buyers away and lose the valuable **“Golden Time”** and just as importantly, they don’t **Under Price** it and give some of their equity away. But have them select the **Best List Price** resulting in the **Best** and **Highest sales price**. (Pricing & positioning it **“IN”** the market to **SELL**, not just **“ON”** the market For Sale!)

My **THIRD Job Responsibility** is to give my sellers’ property **Total Market Exposure**. I use a blend of traditional marketing along with a more aggressive **“TARGET”** marketing approach. I put into action a **Coordinated 3 Prong Marketing Strategy** (Global, National & Local) which ranges from being globally on-line down to our classic **“For Sale”** sign. This creates more **Buyer Flow - More Demand** resulting in their property selling for **TOP DOLLAR VALUE!**

My **FOURTH Job Responsibility** is to skillfully **Negotiate** on my seller’s behalf. This is important because a seller doesn’t get what they deserve, they get what they **negotiate**. Many times, it is where **the sale begins or ends**. It is my job to protect the **seller’s best interests** while at the same time **bring both parties together to Secure the SALE**.

My **FIFTH Job Responsibility** is to make certain my clients’ transaction is **Worry Free**, eliminating unpleasant & costly mistakes. I accomplish this by being the **Project Manager** managing all the details, using a **Transaction Management System**, providing **Weekly Updates** and having a **Call Back NOW** policy. I eliminate the **Stress and Hassle**.

And finally, is my **SIXTH Job Responsibility**. It is where I fulfill the role of being my sellers’ **TRUSTED ADVISOR**, guiding, educating never pressuring. Helping them make **GOOD DECISIONS**, providing professional representation and always putting their **BEST INTERESTS** first!

I do all this to assure a **SUCCESSFUL Sale**, so my sellers’ sale is **On Time**, **Smooth** and they obtain the **Most Money** for their property that the market will allow.

## Which of these would you like to learn more about?



# What I Believe/Feel Makes Me DIFFERENT!



Talk from your HEART!

There are **THREE** things that I **Believe/Feel** makes me different from most agents!

**First** - Is my **APPROACH** to this business.

**Second** - Is the quality of my **COMPANY**.

**Third** - Is my **EXPERTISE & SKILL SETS**.

## **A** - APPROACH to this Business.

I take pride in approaching my business as a **consultant**, educating and guiding versus a typical salesperson selling and possibly pressuring. I really don't sell real estate but more importantly I help people change their lives. Yes, I assist people in selling and buying homes but I see it more as helping people move forward in their lives. I do this by fulfilling the role of being my client's "**TRUSTED PARTNER / ADVISOR**" and my purpose is to help my clients make **GOOD DECISIONS** that are best for them.

## **C** - COMPANY - QUALITY.

I am a member of a **QUALITY** company that matches my **Values** and **High Standards** of Honesty & Integrity and always doing the right thing. It also mirrors my **Philosophy** of always putting the seller first and going a "Step Beyond." It is **Innovative** ... meaning it is ahead of the curve using "state of the art" technology. In addition, it is **Full Service** making it easy for sellers if they need more services and finally it has **Market Success** which translates to success for my sellers. What this all means is I have a **Quality Company** that partners with me assuring my sellers will receive the highest level of Quality Service!

## **E** - EXPERTISE & Skill Sets.

I have a very specific **Six Step Process** which establishes a clear path and simplifies the entire selling process for my sellers. Most importantly, it assures my sellers will obtain a "**SUCCESSFUL Sale**." A "**SUCCESSFUL Sale**" is more than just getting the property sold.

First, it where the property is sold **On Time** ... on the seller's time schedule. Second, it is a smooth transaction with the **Fewest Problems** and Third, they obtain the **Most Money** the market will allow. These **Six "KEY" Steps**, six components, are my **Duties & Job Responsibilities** that I perform for my sellers to assure they will obtain that "**SUCCESSFUL Sale**."

In summary, these **THREE** things are what I **Believe/Feel** makes me different from most agents!

**RELATIONSHIPS FIRST – Business Second**