Ignite

skills to spark a great career

Power Session 14: Your Prelisting Packet and Listing Consultation

Win the Listing

Roger Higle
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# Power Session 14: Your Prelisting Packet and Listing Consultation

You are here!

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11. Negotiate Win-Win Agreements</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12. Find Seller Leads</td>
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<td></td>
<td>13. Accountability – Check in on the 4-1-1</td>
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# Checkpoint

## Report on Your Results

### Your Daily 10/4

<table>
<thead>
<tr>
<th>Four Habits</th>
<th>Daily Goal</th>
<th>Results/Ratings</th>
<th>Wins and Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build and Manage Your Database</td>
<td>Add 10 people to your database.</td>
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<td></td>
</tr>
<tr>
<td>Prospect</td>
<td>Connect with 10 people.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow Up</td>
<td>Write 10 notes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Know Your Market</td>
<td>Preview 10 homes/week.</td>
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<td></td>
</tr>
</tbody>
</table>

Rating:  
- (✓) Met the goals of 10
- (★) Exceeded the goals of 10
- (-) Didn't quite meet the goals of 10

Time: 1 minute

### Your Milestones

<table>
<thead>
<tr>
<th>Milestones</th>
<th>Results</th>
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<tbody>
<tr>
<td>Appointments</td>
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</tr>
<tr>
<td>Agreements Signed</td>
<td></td>
</tr>
<tr>
<td>Contracts Written</td>
<td></td>
</tr>
<tr>
<td>Contracts Closed</td>
<td></td>
</tr>
</tbody>
</table>

Time: 1 minute
The Daily 10/4

1. “Power Up” and get a head start on today’s 10/4 goal.
   - Watch the KW MAPS Coaching daily Power Up video with Dianna Kokoszka.
   - Shout this affirmation:
     
     *My business is growing abundantly!*

2. Use the scripts you’ve been practicing from earlier sessions.
   - Ask your Mets for referrals—leads as well as business resources.
   - Invite people to your open house.
   - Interview potential Allied Resources.

3. Smile and dial!
   - Make as many calls and write as many corresponding note cards as you can in 15 minutes.

4. Your results count toward your Daily 10/4! Be sure to include them in myTracker.

<table>
<thead>
<tr>
<th>Real-Play Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>I made _________ calls.</td>
</tr>
<tr>
<td>I made _________ connections.</td>
</tr>
<tr>
<td>I got _________ referrals.</td>
</tr>
<tr>
<td>I got _________ appointments.</td>
</tr>
</tbody>
</table>

What went right?

What were the challenges?

How can you power through the challenges next time?

TIP
Find KWConnect on mykw.kw.com. Search for “power hour.”
You:
You are positioned as the real estate expert of choice—the agent who will get their home sold in a way that meets their goals.

Your Customers:
Expectations are clear and their needs have been heard and met. They have confidence you will get their home sold because they understand and buy into your pricing and marketing plan.

Get Your Head in the Game

The prelisting packet and the listing consultation are the one-two punch that provides sellers with all the information they need about the selling process and how your services benefit them. The two complement each other and ensure a mutually satisfying signed agreement to get their property sold.

Chris Heller, mega agent and president of KW Worldwide, San Diego, California, recalls his first year when he sold 27 homes and was Rookie of the Year. A top real estate coach and his broker advised him on two things. The first one told him, “You’ve got to list to last in this business.” And the other one told him, “You must present yourself, and present the price, very well.”

Chris learned early in his career to qualify sellers at the prelisting stage—not to take a listing if the seller is not motivated and won’t price their home as advised. He says, “Having listings is great, but a sold sign in a yard with your name on it is the best advertising you can get.”

Countdown to Payday

- Leads
- Prelisting Packet and Listing Consultation
- Appointments
- Agreements
- Contracts
- Closings
- $
Today’s Plan of Action

Today’s Power Session gets you going in four ways. You will do the following:

1. Explore the prelisting packet contents and delivery, and how to follow up on it at the appointment.

2. Learn the listing consultation steps, from the time you arrive at the seller’s home until you walk away with the signed listing agreement.

3. Practice scripts for addressing seller objections before they arise during your listing consultation.

4. Learn how to communicate next steps in marketing and servicing the seller’s listing.

Gear Up

Here are the items you’ll need to complete the exercises in today’s session:

| eEdge Prelisting Packet, including any elements you might add as customized pieces |
| eEdge Listing Consultation materials, including any elements you might add as customized pieces |
| Your Value Proposition bullet points and/or your experience and transferable skills from *Power Session 1: Rev Up* |
| Seller scripts (provided in this session) |

Affirmation of the Day

*I know what people want and I give them that, plus more!*
Make It Happen

It’s time for your hard work in lead generation to pay off—time to win the listing agreement. An informative prelisting packet and a high-impact listing presentation will achieve the following:

1. Prequalify the sellers
2. Position you as an expert real estate professional
3. Win the listing

1. Prequalify the Sellers

When you set an appointment to meet with them about taking their listing, you will want to confirm important details in that call—including their motivation to sell. It’s critical to prequalify them before the appointment.

Prequalify

See how top agents prequalify their prospective sellers. (refer to scripts below)

Time: 3 minutes

“Will all the decision makers be present when we meet?”
“Where will you be moving to?”
“When do you need to move?”
“Do you have a price in mind?”
“At our appointment, are you planning to list with me?”

Prequalify

With a partner, take turns practicing the following scripts to prequalify prospective sellers.

Time: 4 minutes
Prequalifying script

Use the following form that includes scripts for calling sellers and prequalifying them.

Seller(s) Name(s): _____________________________________
Address: _______________________ Phone: ______________
Appointment Date: ______ Time: _______ Location: _________

1. Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?

2. Once you meet with me and hear my great marketing plan, do you plan to list with me at that time? If not, please tell me the perfect timeframe for you.

3. How did you hear about me?

4. Where are you moving to?

5. Why are you moving there?

6. How soon do you have to be there?

7. If we sell your home in the next 30 days, will that pose a problem for you? If “yes,” what would the problem be?

8. What would happen if your home did not sell?

9. When I meet with you, how much will you want to list your home for?

10. Tell me, what’s the price you will not go below?

11. How much do you owe on the property?

12. Will you quickly describe your home for me?

13. How would you rate your home on a scale of 1–10 (10 being the highest)?

14. What would make it a 10?

15. I’ll be sending you a packet of information. Will you take a few minutes to review it before we meet?

16. Do you have any questions before we meet?

17. Will all decision-makers be there when we meet?

18. Just so you know, our meeting will take between ______ and ____ minutes, OK?

19. I look forward to meeting with you on _________ at _________.

Free Download
This checklist is available in the toolkit on the Ignite course page at kwu.kw.com/ignite.
2. Position Yourself with the Prelisting Packet

Your prelisting packet prepares the seller for your listing appointment, helps you evaluate their motivation to work successfully with you, and results in a signed listing agreement. An effective prelisting packet positions you as their real estate expert of choice—the best person to get their home sold for the right price in the least amount of time, and with the least hassle.

The prelisting packet plays two critical roles:

1. **Preselling** – The prelisting materials are specifically designed to build sellers’ confidence in you, and to answer their questions and objections in advance of your presentation.

2. **Saving Time** – A strong prelisting packet will make the consultation experience smoother, and probably shorter, than it otherwise would have been.
Contents

The prelisting packet consists of marketing and communication materials and additional forms that you send to sellers in advance of your listing appointment for them to review on their own.

There is an excellent prelisting packet in eEdge. It’s called the “Prelisting Guide” and includes thirteen elements:

1. **Cover Letter** – introduces you and your intent to satisfy their needs and list their home, and confirms the appointment details

2. **Cover Page** – features your contact information

3. **It’s All About You** – points out that they are the focus of your work—their needs, dreams, concerns, questions, finances, and more

4. **What I Deliver** – points out the benefits they will receive from working with you

5. **The Home Selling Process: Getting Ready to List** – details how price, location, condition, competition, and timing drive home values

6. **How Buyers Find the Home They Purchase** – confirming that agents and the Internet sell homes

7. **The Home Selling Process: Marketing Your Property** – presents the Fourteen-Point Marketing Plan that commits to the things you will do to get their home sold

8. **The Home Selling Process: Staging Your Home** – explains the importance of first impressions in selling, what staging can do, and what staging helps you control

9. **The Home Selling Process: Closing and Beyond** – explains how you will work with buyer agents and buyers, and suggests services you can provide to help sellers even after their sale closes

10. **Questions to Ask Your Agent** – offers a set of questions sellers can use to screen any other agents they may be meeting—and compare their service and skills to yours

11. **Paperwork: Questions for You** – lets them answer what they’re looking for in an agent, prior selling experiences they’ve had, and how they’d like you to communicate with them

12. **What My Clients Say** – provides space for you to insert testimonials from people who know you and have done business with you

13. **About Me** – outlines categories you can complete briefly to profile your Value Proposition
Customize the eEdge Prelisting Guide

Some of the eEdge Prelisting Guide pages are customizable. Be sure to add your personal information and ideas to the following:

1. **Cover Letter** – Add any personal messages you want to include based on your unique Value Proposition.

2. **Cover Page** – Add your contact information and the sellers’ name(s).

3. **What My Clients Say** – Include testimonials about you, your expertise, the team that supports you, and the quality service you provide.

4. **About Me** – Provide personal information focused on what you offer and specifically how what you offer benefits the seller.

You may also choose to include a few additional pages that are not part of the eEdge packet. Examples are any seller property disclosure statement your local MLS or board may require of all sellers, plus a personal and home information sheet—you create this—for them to complete.

This is information you’ll need from the sellers anyway, so it’s best to collect it now and test their motivation at the same time.
Customize Your Prelisting Packet

1. **About Me:** Refer back to your experience and transferable skills from *Power Session 1: Rev Up*. Remember to always express what benefit(s) your sellers receive from each feature you offer. Write down *key words or a phrase* you’d use to capture the essence of what you offer on each point.

1. Experience – accomplishments; transferable skills if outside real estate

2. Technology – ways technology gives your clients an edge

3. Expertise – any specialty area, property type, or demographic group

4. Communication – accessibility; how you communicate with clients

5. Clients for Life – repeat clients, referrals

6. Awards/Recognition – appropriate honors

7. Personal – charitable work, affiliations, interests, family

8. My Commitment to You – your client service commitment

2. **Time Block:** Schedule time on your calendar to polish your About Me page—and also to take stock of testimonials you have, as well as who would be willing to give you additional ones. If you are starting out, think of people from other careers or roles you’ve had who would praise your personal qualities and your work in a testimonial.

   **Time: 5–7 minutes**
Include seller paperwork

Top agents across Keller Williams Realty believe in the persuasive power of prelisting packets—and they use them to detect seller’s motivations too. Your prelisting packet should always include several information sheets or disclosure forms (as required by your MLS or your broker) that the sellers are asked to complete before you arrive for the appointment.

The eEdge packet contains one information sheet—“Homework: Questions for You.” You can add the local disclosure forms.

Seller paperwork will:

1. **Test their motivation**: You want to be able to ask the sellers whether they have completed the forms you sent. Their answer will tell you something about how motivated they are about selling—and about working with you.

2. **Give them a task to do, either before you arrive or while you are touring their home**: Some agents like to tour the home with the sellers as a relationship-building move. But many others prefer to tour on their own. Why? It’s faster and provides an opportunity to ask sellers to complete the paperwork they did not do when they received your prelisting packet.

3. **Help you later**: When you get back to the office with their listing, you have a head start on getting their listing paperwork together—to put their home in your MLS, and to enter more information about them and their property in your eEdge database.

Hand deliver your prelisting packet

Top listing agents are big believers in the power of their prelisting packet—and they take it up a notch by using a runner or a delivery service to get prelisting packets to the office or place of business of the prospective seller.

When a delivery person comes to the front desk at an office and says they have a personal delivery for your client from their Keller Williams associate, it gets attention and creates positive talk about you in that office.
3. Win with a Great Listing Consultation

The listing consultation is where you earn your commission with sellers. It’s the point where you deliver the things they are most interested in—the reasons why they should hire you to list their home, and the list price you recommend.

It’s a pressure-packed moment—even for the most experienced listing agents. Why? Because, as Gary Keller teaches in *The Millionaire Real Estate Agent*, a listing is your best business-building leverage point.

Listings, properly priced and marketed, generate income from the sale and also attract multiple buyers. One of them may buy your listing; many of the rest will become valuable leads that may also buy homes with you.

A listing also puts you in prime position to either sell the listing homeowner their next home, or refer them to another out-of-town KW associate who will help them—and pay you a referral fee.

The listing consultation is your critical seller appointment—the one you committed to deliver when you set your appointment with the seller.

At this appointment, through your consultation, you will:

- **Create a great impression** to build the sellers’ confidence in you as their real estate agent of choice to get their home sold.

- **Share your persuasive price recommendation**—the initial list price for their property—one that’s designed to get their home sold in the shortest amount of time and for the most money possible.

Follow the consultation template provided in this session. Later, as you become more comfortable and confident, you may modify some of the steps—to shorten the time it takes to deliver it.

Initially, your listing consultation should take about an hour, no more. Later, it may become 30 minutes long, or even less.

**TIP**

Come to the listing appointment with a yard sign and lockbox in your car. And be sure to bring a partially completed listing agreement form—ready for the price to be filled in and for the sellers to sign!

“*You don’t make a sale, you receive a sale.*”

*Go-Givers Sell More*

Bob Burg
and John David Mann
Confirm the listing appointment

This is a very basic but often overlooked step. You set the listing appointment before you sent the prelisting packet. Now, save time—confirm the appointment again before you go. You should also:

1. Test the sellers’ motivation with some short prequalifying questions. See prequalifying questions you can use on page 14-6 of this Power Session—from the video “Prequalify.”
2. Be certain that all listing decision makers will be present.

The twelve-step listing consultation

Now you are at the appointment. The twelve listing consultation steps below cover everything you need to do, from the moment you arrive until the time you leave—with a signed listing agreement in hand.

1. Greet sellers.

   The key is to be friendly, but not forward or aggressive when they open the door. Dianna Kokoszka, president of KW MAPS Coaching says, “When they open the door, take a half step back and introduce yourself.”

   Point out that this is the date and time you agreed to meet with them when you set the appointment.

   As soon as they let you through the door, be sure to confirm that all of the listing decision-makers are present for the meeting.

   It’s also important to very briefly set the stage for the appointment—and confident agents have no problem presuming the outcome:

   Thank you for inviting me here to list your home.
   Here’s what will happen today.

TIP

Entering a seller’s home for the first time, it’s important to be aware of unique cultural expectations about being in the home.

If you don’t know what particular courtesies or practices are the norm, just ask!

Take the time to demonstrate that you appreciate any differences (and similarities!) of what your sellers expect to happen in their home, and what they expect from a professional relationship.
2. Check on the prelisting packet.

You’ve sent this to them; now confirm they’ve had a chance to review it. It included some seller paperwork for them to complete, about themselves and about the property. It also included one or more locally required seller property disclosure forms for them to fill out.

Ask whether they have completed the paperwork. Their answer will tell you something about their motivation to sell their home. Here’s a script:

Thank you so much for considering me to market and sell your home. Did you have a chance to review and complete the packet I dropped by?

*If Yes*

Thank you for taking the time to review that. Do you have any questions I can answer for you now? (listen and respond)

*If No*

That’s OK; we’ll cover most of the material in the packet today.

**TIP**

Be sensitive from the beginning to how the sellers communicate and what their personal style is. You will want to reflect it. Are they decisive, “just the facts” types? Are they more social and enjoy a more informal approach? Are they process oriented? Whatever you detect, learn to mirror their style as much as you can.

**TIP**

Give sellers a checklist of the specific documents you need from them, e.g., Title, Survey, Utility Bills, etc. Obtain the list from your Market Center.
3. **Build rapport.**

   This is probably your first face-to-face contact with the sellers. Relationship building is a theme that runs throughout the meeting. You are an expert, but to get them in a receptive frame of mind usually includes having some basis for relationship beyond facts about the market, or features of their home.

   You need to make them feel comfortable with you, and you need to get to know some key things about them that will help you communicate effectively going forward.

   One of three things will happen today: you’ll list with me, not list with me, or I may choose not to list your home for you.

   Do you want to sell? Why are you selling?

   You have a very welcoming entryway. I love your artwork.

   That half-bath near the entryway is a feature a lot of buyers like. Did you know that?

   The front of your home is critical for curb appeal. Are you willing to make an investment in sprucing up your yard? You’ll be glad you did. It’s the first thing buyers see, and first impressions really count!

---

**Rapport**

Watch this video, which provides some short scripts (listed below) to help build a relationship and get sellers chatting with you about their home.

**Time: 3 minutes**

- With a partner, take turns practicing these previous short scripts to help build a relationship and get sellers chatting with you about their home.

**Time: 7 minutes**
4. **Consult: Focus on the sellers’ needs.**

One of your key messages in the listing consultation is that *the entire session is about them and their needs, not about you.* You are there to ask questions and listen to their answers, not to talk about you. An expression that captures the spirit of your intention is “selling is not telling.”

Your job is to make sure they see you as their expert adviser—*one who knows the listing and selling process is all about them.* Your advice and input will help them get what they want from the sale.

The graphic below captures each portion of the consultation and shows you roughly when your emphasis should be on listening and when you need to proactively present information.

**Consult: Ask and Listen More, Talk Less**

![Consult: Ask and Listen More, Talk Less](image)

*Seller Mastery* is a course from Keller Williams University that includes a detailed look at prelisting packets and listing presentations—in the course guides for Steps 2 and 3.
5. Evaluate the home.

To effectively consult with sellers, you must be familiar with their home and that requires that you walk through it. Tax records or other sources have given you facts which may or may not be accurate. Your eyes will help you verify what the property consists of (e.g., arrangement and number of rooms, appliances and fixtures, and other features inside and outside). It is information you must have.

To effectively evaluate the home, and the seller, ask the following questions:

**Ask seller their evaluation of home**

Mr./Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind answering a few questions? *(ask the following questions:)*

1. What do you really like about your house?
2. What are your five favorite features?
3. What are your five favorite things about this community?

Use the Home Evaluation Form (on the following page) to:

- Remind you of key facts you may want to account for in your final price recommendation.
- Note information you’ll need later when you put the home into the MLS as a listing.
- Show your clients that you are an agent who pays attention to detail.
**Home Evaluation Form**

### EXTERIOR

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<tr>
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### UTILITIES

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<tr>
<td><strong>Appliances:</strong></td>
<td>Dishwasher</td>
<td>Disposal</td>
<td>Microwave</td>
<td>Vent Hood</td>
<td>Range</td>
<td>Cooktop</td>
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<tr>
<td><strong>Master:</strong></td>
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<td>Tile</td>
<td>Vinyl</td>
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<td>Down</td>
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<tr>
<td><strong>BR #2:</strong></td>
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<td><strong>BR #3:</strong></td>
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<tr>
<td><strong>Other Rooms:</strong></td>
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<td><strong>Label:</strong></td>
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<td>HOA</td>
<td>Other</td>
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<tr>
<td><strong>Disabled Access:</strong></td>
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<td>No</td>
<td></td>
<td></td>
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<tr>
<td><strong>Utility Room:</strong></td>
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<td>Outside</td>
<td>Built-Ins</td>
<td>Sink</td>
<td>Freezer Space</td>
<td>Upstairs</td>
</tr>
<tr>
<td><strong>Dryer Connection:</strong></td>
<td>Gas</td>
<td>Electric</td>
<td></td>
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</tbody>
</table>
6. Discover and prioritize needs.

The listing consultation is all about understanding the sellers’ needs—and being sure you know which ones are top priorities. Is it the price? Is it a deadline by which they must move? Is it some other conditions around how showings happen?

One reliable technique is to conduct an interview with the sellers specifically around their top needs. Ask the following questions.

**Probe for seller’s top needs**

Mr./Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind answering a few questions?

1. Why are you moving?
2. Do you need to sell within a certain timeframe?
3. Do you have a price in mind that you think your home will sell for?
4. In terms of your schedule, how would you like to plan for your home’s showings? They are best done when the seller is not in the home.
5. What’s the most important factor for you in the sale of your home?
6. What’s important to you in a real estate agent?
7. Are you staying in the area after your home sells?

**TIP**

Taking notes during the listing consultation not only captures information you need; it also demonstrates to the sellers that what they are saying is truly important to you and that you are paying close attention to the details.
Leverage eEdge

You can also use the eEdge pages called “Delivering a 10+ Experience” and “How Does Someone Win or Lose with You?” to work through and understand their priorities. They are among the listing consultation pages.

Delivering a 10+ Experience

On a scale of 1-10, with 1 being not so desirable and 10 being extremely desirable, what one thing has to happen in this transaction for your experience to be a 10?

What is important to you about that?

If we could add just one more thing, what other thing has to happen to make your experience a 10+?

What is important to you about that?

If we could add just one more thing for this experience to be a 10++, what would it be?

What is important to you about that?

How Does Someone Win or Lose With You?

<table>
<thead>
<tr>
<th>WIN</th>
<th>LOSE</th>
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<tbody>
<tr>
<td>1.</td>
<td>1.</td>
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<td>2.</td>
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<td>3.</td>
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<td>4.</td>
<td>4.</td>
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<tr>
<td>5.</td>
<td>5.</td>
</tr>
</tbody>
</table>

What do you feel you have the right to expect from me as your real estate consultant?

What do you feel I have the right to expect from you as my client?
You can also develop a simple worksheet to help you get through prioritizing needs with sellers quickly and efficiently. It looks like this:

**Step 1**

On a scale from 1–10, with 10 being very desirable and 1 being not desirable at all, what ONE THING could happen to make the sale of your home a 10 for you? (answer given)

What is important to you about (above answer)?

**Step 2**

What one thing could we add to make the sale a 10+ for you? (answer given)

What is important to you about (above answer)?

**Step 3**

If we could add just one other thing, thus making this sale a 10++ for you, what would it be? (answer given)

What is important to you about (above answer)?

*Your goal is to get the sellers focused and to find their most valued criteria!*
Prioritizing Needs

This video gives you some short scripts to help establish and prioritize sellers’ top three needs.

Time: 3 minutes

What is most important to you about the sale of your home?

What will make it a 10+ experience for you?

What do you need to have happen in this sale?

What is most important to you? Why is that the most important thing? What is second? Why? And third? If 1 and 2 happen but not 3, would that be okay? If 2 and 3 happen, but not 1?

What is your Plan B if your home does not sell?

Role Play

Prioritizing Needs

Find a partner and take turns role-playing the scripts in the video.

Time: 5 minutes
7. Present your Value Proposition and marketing plan.

Your mindset in a listing consultation should be confident and fearless. You may have competition—but there’s also a good chance you will not. Present yourself, your marketing plan, and your recommended price powerfully and you have a great chance to win the listing.

Value Proposition

Remember, your Value Proposition is about what you do and the value your sellers receive from those actions.

Use the eEdge pages:

- About Me
- What You Get
- Why Keller Williams Realty

Marketing plan

You can use the My Marketing Plan in eEdge as is, or you may customize it.

Review with the sellers the marketing plan you’ve presented in writing. It is included in your prelisting packet as well as your listing consultation presentation pages. Cover all the steps, and move quickly. If questions arise, answer them.

The standard eEdge marketing plan includes fourteen steps. You may want to customize the language in some of them, or possibly add a few of your own—to reflect specifics of your online marketing program, for example. The plan is covered in more detail in Power Session 16: Market and Service Your Listings.

Focus on benefits

In covering your Value Proposition and marketing plan, here’s a tool (on the following page) you can use to illustrate that the features of what you do for sellers are all about delivering specific benefits—benefits that will help them achieve their goals:
**Tie Service Features to Seller Benefits**

This exercise is meant to get you thinking benefits about every service you offer—whether you offer it in writing or verbally.

1. Use the diagram to write out at least two benefits to the seller tied directly to features you offer in your Value Proposition.

2. Find a partner and take turns sharing features and benefits you identified. Critique one another. Are the connections between the feature you offer and the benefit your seller receives crystal clear?

**Time: 5–7 minutes**
### Seller Objections – Your Experience

Learn to show sellers why your experience will work for them, and that you are supported by a motivated Market Center agent team.

**Time: 3 minutes**

*Your presentation has been good but we think we need an agent with more experience.*

Keller Williams Realty is different. I’m a partner with others in my office and we share in the profits. When one makes money, it benefits the rest of us too. So I have lots of motivated agents and many years of experience working for you.

*We think we’ll get more help with an experienced agent.*

Agents who have been in the business a long time have already made it. They don’t keep the hours that I do. Your business is way more important to me. I can give you all the attention you deserve, and if I don’t know the answer, I am smart enough to get it for you.

Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let’s move ahead now.

Are you as excited today about your job as when you first started? I have so much enthusiasm and excitement, and I have all this experience in my office to rely on.
You're convincing, yet we're just not sure. We need to think it over and get back to you.

I hear you saying you want to be confident. If you were 100 percent confident in me, you wouldn’t bring this up. If you knew I was going to do everything possible, you’d sign. The truth is you can never know that. Let’s sign the agreement and know that you can cancel with me any time you are not satisfied.

Regardless of your experience level, sellers are likely to pose some challenges about your commission rate—asking whether it isn’t too high, or whether you are willing to negotiate it downward.

Another agent said they would charge less than that and money is tight for us.

I can appreciate that there’s someone who will work for less, but your agent negotiates for you. If they can’t negotiate with you about their own money, how likely will they be to fight for your money when buyers make an offer?
**Why won’t you reduce your commission?**

Let’s say your boss came to you and said, “I want you to do the same job for less pay and you’ll have to work harder.” Would you be motivated? No. Well that’s like me. I’ll need to work hard for you; that’s what you want, isn’t it?

You want the most money possible, right? Agents who discount their commission will offer buyer agents less money too. You want to give the biggest incentive possible to buyer agents, don’t you?

**Why should we pay our agent any more than the lowest commission we can get?**

Has there ever been a time when you bought something for less—thinking it was a great value, only to find out it was not and you had to replace it and spend more? Quality lasts. It delivers value. Is this time like that time? It is.

---

**Seller Objections – Commission**

With a partner, take turns role-playing the scripts from the video.

*Time: 7 minutes*
Leverage eEdge: online transactions

As you present your Value Proposition during either your buyer consultation or listing presentation, let customers know that you conduct transactions online—and how that benefits them.

Benefits of eEdge online transactions

When you work with a Keller Williams associate, you’ll have the opportunity to conduct your entire real estate transaction online. We use a paperless transaction management system called DotLoop.

Overview of eEdge online transactions

When you conduct your transaction online, it means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents. With DotLoop, the traditional paper trail is online and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

eEdge online transaction security

Do you bank online? Do you file your taxes online? DotLoop offers the same level of security with your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years.

Additional benefits of eEdge online transactions

You’ll reduce your environmental impact. Online transactions are 100 percent paperless. Negotiations and closings can happen faster, because signatures can be obtained without having to meet in person. Online transactions are more convenient because no travel is required.

TIP

If the buyer or seller is just not comfortable conducting their transaction online and prefers a pen-and-paper process, assure them that you are happy to accommodate their preference. You can still keep track of all paper transactions online in eEdge, by scanning and uploading the paper copies into your buying and offer loops.

TIP

To learn more about accessing myTransactions see the eEdge 101 Training Guide.
8. Check for commitment.

Consulting means checking to be sure you are bringing your sellers along with you as you present to them.

As you go, you want to ask questions that confirm that they’ve heard your key messages and are buying into them. Affirmative answers from them may mean you will be able to close early.

9. Present your pricing recommendation.

Having answered any objections to this point, you move into the much-anticipated recommendation on the list price of their home. (see Power Session 15: Price Right and Present Your CMA)

10. Set mutual expectations.

Having reached agreement on the initial list price of the home, you are about to enter into an intensive customer service phase. It will continue until the property is sold, and even beyond. This is the time—before they sign the listing agreement—to be clear about mutual expectations:

- **Theirs of you:** What kind of actions, communications, and service they should expect from you

- **Yours of them:** What you expect from them—what their job will be in the selling process (providing access to their home, maintaining it in great condition, staging essentials, etc.)

Cementing service expectations is an opportunity to present sellers with a service commitment statement, such as the “My 10+ Customer Service Agreement” on the following page. This is not a standard component of eEdge’s listing presentation, but it is available in your Ignite toolkit.

**TIP**

A reliable check for commitment is to playback things your sellers have said that support they’ve heard you and agree, for example, “I’ve heard you say you like the marketing plan I use …”

**TIP**

Top listing agents know there can be an opportunity to close for a listing agreement even before you make the price recommendation to them.

If they are showing high confidence in you, never wait to ask for their signatures on the listing agreement you brought with you.

It should already be filled out except for the price, which you’ll write in after consulting on your price recommendation.
# My 10+ Customer Service Agreement

1. Provide you with 10+ customer service during the entire selling process, including taking the time to understand your wants, needs, and expectations; returning your calls and emails the same day; and being honest with you at all times.

2. Help you obtain the highest possible price for your house in the shortest amount of time.

3. Advise you on pricing and assist you with staging your home.

4. Implement the Fourteen-Point Marketing Plan to market your house to as many channels and key target groups as possible.

5. Coordinate the home-showing process.

6. Present all offers in person and advise you on the terms and contingencies.

7. Negotiate offers on your behalf.

8. Schedule and coordinate completion of contingencies and inspections.

9. Monitor the buyer’s loan process.

10. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.

---

**Free Download**

This checklist is available in the toolkit on the Ignite course page at kwu.kw.com/ignite.
11. Handle any unresolved questions or objections.

Seller objections are to be expected, however you should have been able to address most of these (about what sells homes, about your commission, for example) in your prelisting packet.

Pricing objections will arise as you present your price recommendation—and your basis for it. Those objections, and scripts to answer them, will be covered in Power Session 15: Price Right and Present Your CMA.

Be sure all of their unresolved questions are answered.

Ask, using a tie-down script like this one:

- It sounds like all your questions have been answered, haven't they?
- What questions do you have that I can answer for you before we sign the listing agreement?

12. Close for the listing agreement.

You worked hard to get this appointment and prepare for it. The payoff you want is a signed listing agreement with the sellers. The biggest obstacle most newer agents have is difficulty closing—actually asking for the business.

It’s really a simple thing, and something you can do with complete confidence if you’ve prepared your data well and learned your scripts and objection-handlers.

We’re in agreement about the price and it sounds like all your questions are answered. Sign now and we’ll get your home on the market immediately.
Use an estimated net sheet with sellers

A net sheet is a simple but useful tool, a one-page form that you complete—to give sellers an idea what kind of net proceeds they may expect when their home sells at a given price.

It can be useful in helping sellers arrive at an agreement with you about the list price—and to understand the impact of the final selling price.

A net sheet is not in the toolkit, but it’s easy to create one that works in your market. That’s a good idea because some of the closing costs may vary locally.

A net sheet usually shows the following:

- Gross selling price
- Deductions for various administrative and fee costs administered by title or title and escrow companies
- Deductions for prorated items like insurance payments or HOA dues required for settlement
- Deduction for real estate commission
- Deductions for any other items that the contract has established will be paid at closing
## Estimated Seller’s Net Proceeds

**Address:** 3811 Wheatsville Way  
**Date:** September 19, 2011

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<th>Description</th>
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<tr>
<td>Estimated Sale Price</td>
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<tr>
<td>1st Mortgage Balance</td>
<td>$395,000</td>
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<td>2nd Mortgage Balance</td>
<td>$15,000</td>
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<td>Buyer’s Downpayment</td>
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</tr>
<tr>
<td>Total Seller’s Mortgage</td>
<td>$410,000</td>
</tr>
<tr>
<td>Buyer’s Total Mortgage</td>
<td>$585,000</td>
</tr>
</tbody>
</table>

### Seller's Expenses

- Broker Compensation (Fixed $ or %): 0.00% of Sell Price + $31,735  
  - $31,735
- Property Tax (Amount varies based on Payments Made and Time of Year): 0.00% of Se  
  - $0
- Homeowner’s Association Dues (varies): + $57  
  - $57
- Transaction Coordinator Fee: + $595  
  - $595
- Refundable Misc.Pad ($350): + $350  
  - $350
- Home Owners Transfer Fee: + $500  
  - $500
- Other Bonds and Liens:  
  - Title Policy - ALTA (Varies - Call for Quote): + $1,657  
    - $1,657
  - County Transfer Fee: 0.10% of Sell Price  
    - $585
  - Flood Certificate ($25-$50): + $50  
    - $50
  - Seller Paid Buyer Costs (Varies per Contract): + $8,000  
    - $8,000
- Survey (if applicable):  
  - Reconveyance Fee ($50-$75): + $65  
    - $65
  - Sub Escrow Fee ($50 - $100): + $100  
    - $100
  - Document Processing Fee ($200-$450): + $300  
    - $300
  - Home Warranty ($300-$500): + $500  
    - $500
  - Courier/Express Mail (Loan Payoff) ($50 per Side): + $50  
    - $50
  - Special Assessments (if applicable):  
    - Escrow Fee (Base Sales Price X2 Plus $200 Per Side): 0.20% of Sell Price + $200  
      - $1,370
    - Wood/Pest Report ($50-$100): + $75  
      - $75
    - Wood/Pest Corrective Work (To be Determined):  
      - Title Policy for Large Subdivisions (10% ALTA) (Varies Call for Quote):  
    - Lender Requirements (FH/VA/ - per contract):  
    - Natural Hazard Disclosure Report: + $123  
      - $123

**Total Estimated Seller Expenses:** $46,212

**Estimated Sale Price:** $585,000

**Less Estimated Seller Expenses:** $46,212

**Less Sellers Mortgage:** $410,000

**Estimated Net Proceeds:** $128,788

### Signature

**Seller:**  
**Date:**

**Agent:**  
**Date:**
What’s next: seller service starts now

Having passed the critical “moment of truth” by signing the listing agreement, sellers are naturally eager to know what will happen next.

Don’t get so excited by your success that you forget to lay out the next few things that will happen—when the property will be listed in the MLS (depending on the timing you and the seller have agreed), when signs will go up, and when a first open house (if agreed) will take place.

Make sure you have agreement with the seller on how often—and in what form—you will be communicating with them about progress. Will it be two phone calls a week on certain days at certain times, or two emails a week? In communication, like all other service basics, the rule of thumb is “under-promise and over-deliver.”

Listing consultation checklist

The eEdge Listing Consultation Guide documents are a great starter set to build your listing consultation—however, they don’t directly call out each consultation step. Save this checklist as a handy reference piece for your office wall. Make an electronic copy too, for your laptop or computer desktop screen.

Take BOLD Experience and one of many benefits you’ll receive are insights from Dianna Kokoszka and your BOLD instructor about how to streamline your listing consultation—while simultaneously raising its impact.
Listing Consultation Checklist

☐ Greet Sellers: Confirm you are here for the scheduled appointment and that the decision makers are present. Enter.

☐ Check on the Prelisting Packet: Check on whether sellers have looked at the prelisting packet, and whether they have completed seller paperwork.

☐ Build Rapport: Use scripts provided to establish a friendly, professional, and trusting relationship with sellers; this process will continue throughout the appointment.

☐ Consult with Sellers: Be sure they know this appointment is about them and achieving their goals, and meeting their most critical needs.

☐ Evaluate the Home: Tour the home. Whether you tour with or without the sellers is your choice. Your goal is to note any features that may impact pricing, note property condition, and demonstrate to sellers you understand what their home offers.

☐ Discover and Prioritize Needs: Use worksheets to walk through questions that establish their top goals and needs from the sale, and to prioritize those needs with their agreement about priority order. Take notes on the worksheets.

☐ Present Your Value Proposition and Marketing Plan: Walk through the features of your experience and service; show sellers how you will market their home to buyers and buyer agents.

☐ Check for Commitment: Be sure sellers have heard your key messages to this point, and they are buying into your messages.

☐ Present Your Price Recommendation: Present your CMA (pricing analysis) and your recommended list price. Walk them through the steps you went through to arrive at your conclusion.

☐ Set Mutual Expectations: Review what sellers can expect from you—from the listing agreement signing to the sale and closing—and what you need from them.

☐ Handle Any Unresolved Questions or Objections: Check to be sure the sellers have no unanswered questions. Tie up any loose ends on what will happen.

☐ Close: Ask for their business and get their signatures on the listing agreement.
A Note on One-Step vs. Two-Step Listing Appointments

Some agents believe in a two-step listing appointment; some believe in the all-in-one appointment approach. Here’s the difference:

In the two-step approach, the first appointment is about rapport building, qualifying for motivation and learning about the property. The second appointment follows shortly afterward and is where you present your price recommendation, clear away any seller objections, and get the listing agreement signed.

Both approaches work. Top agents say which one you choose depends upon your confidence, and also on your market.

<table>
<thead>
<tr>
<th>One-Step vs. Two-Step: Advantages of Each</th>
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</table>
| **One-Step** | Faster path to an agreement; less opportunity for competitor appointments.  
May be better suited to subdivision environment where many similar properties exist. |
| **Two-Step** | More time to build relationship and evaluate pricing; depends on agent confidence that sellers will keep a second appointment.  
Better suited to custom property or where comparables are tough to find. |
Aim High

Shorten Your Presentation Time

Getting good at listing consultations produces the same results as getting good at any business process. As you improve, you can save time—in ways that benefit both your seller and you.

In the beginning, it’s not unusual for a listing consultation to last an hour, or perhaps even a little more.

Your goal, however, should be to shorten the time. It will happen as you do the following:

- Gain overall presentation confidence.
- Memorize and practice your scripts and objection handlers.
- Get to know your market data better.
- Improve your skills at reading sellers’ personal styles—including how they like to receive a consultation.

Eventually, don’t be surprised to see the 60 minutes become more like 30 minutes, or sometimes even less if the seller shows signs they are ready for an “early close.”

Ask for Referrals

Top agents will tell you there’s no time like the present to ask for referrals—beginning with the successful conclusion of a listing presentation resulting in a signed listing agreement.

Win Two Sides of Their Business

In Power Session 3: Open Houses, you learned that buyers who visit may well be selling a home in order to buy. The reverse is true of sellers whose listing you are taking. Do they need to buy—in your area where you can help them, or out of town where you can refer them to another Keller Williams associate and collect a referral fee?
Sellers are staying in the area

That’s great. Would you like me to check the Multiple Listing Service for properties with the features you’re looking for?

When would be a good time to talk about the properties I find?

Sellers are leaving the area

Would you like me to refer you to a Keller Williams Realty associate in ____ who can provide you with a complimentary relocation package?

Great. I will get that name to you by tomorrow.

Customer Service Focus

Taking the sellers’ listing is just the beginning of what can become a lifetime relationship. Many top agents know and use the expression, “I want to be your real estate agent for life.”

When sellers sign a listing agreement with you, they are opening the door—not only to the sale of their home through you, but also creating an opportunity for a long-term relationship.

How do you accomplish this? Through the following ways:

• Exemplary service, always with the customer in mind
• High-quality and professional materials and delivery
• Consultation, listening, and focus on their needs
• Positive, complimentary, and ongoing communications
## Recap What You’ve Done

With the information and exercises in today’s session, you have accomplished the following:

<table>
<thead>
<tr>
<th>✓</th>
<th>Completed Lessons and Tasks</th>
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<tbody>
<tr>
<td>✓</td>
<td>Learned what a prelisting packet is—what it includes, and how to use it to prequalify sellers and prepare for a successful listing appointment.</td>
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<tr>
<td>✓</td>
<td>Learned the steps in a listing consultation (not including presenting your price recommendation—Power Session 15: Price Right and Present Your CMA.)</td>
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<tr>
<td>✓</td>
<td>Learned scripts to use in the listing consultation, and how to answer top objections sellers raise during the listing appointment.</td>
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### Your Action Plan

**Before your next Power Session:**

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<th>Done</th>
<th>My Action Plan</th>
<th>By When</th>
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<tr>
<td></td>
<td>Block time to assemble your standard prelisting packet, making note of any pieces you’ll want to customize later for specific sellers.</td>
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<tr>
<td></td>
<td>Block time to assemble your standard listing presentation, making note of any pieces you’ll want to customize later for specific sellers.</td>
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<td>Practice your listing consultation with an accountability partner, or perhaps someone from your Mets A+ list.</td>
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<tr>
<td></td>
<td>Practice listing consultation objection-handling scripts with an accountability partner.</td>
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<td>Prepare for Power Session 15; Price Right and Present Your CMA with the following items:</td>
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<td>• Your instructor will provide market data from MLS to do the pricing exercise</td>
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<td>• To be fully prepared please also bring</td>
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<td>- Your daily planner</td>
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<td>- Your Daily 10/4 tracking and results</td>
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Your Job Aids

- eEdge Prelisting Guide and Listing Consultation Guide
- Listing Consultation Checklist (toolkit item)
- 10+ Customer Service Commitment Handout/Checklist (toolkit item)

Your Daily 10/4 Assignment

In your calendar, time block and then complete the following activities before the next Power Session.

<table>
<thead>
<tr>
<th>Four Habits</th>
<th>Daily Goal</th>
<th>Done</th>
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</thead>
<tbody>
<tr>
<td>Build and Manage Your Database</td>
<td>Add 10 people to your database.</td>
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</tr>
<tr>
<td>Prospect</td>
<td>Connect with 10 people.</td>
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<tr>
<td>Follow Up</td>
<td>Write 10 notes.</td>
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<tr>
<td>Know Your Market</td>
<td>Preview 10 homes this week.</td>
<td></td>
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</tbody>
</table>
Aha’s

My Aha’s

1. Write down your three most powerful aha’s from this Power Session.

   1.  

   2.  

   3.  

2. Share one aha with the class.

   Time: 5 minutes
## Ignite Correction and Suggestion Log

**Instructor Name:** ________________________________  **Date:** ________________

**Market Center:** ________________________________  **Power Session #:** ______

<table>
<thead>
<tr>
<th>Content Type (instructor manual, student manual, job aid)</th>
<th>Page Number</th>
<th>Type of Correction (misspelling, wrong reference to resource, etc.)</th>
<th>Description of Correction or Suggestion</th>
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**Suggestions for this Power Session:**

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**Please send this completed form to KWU**

**email:** kwuhelp@kwu.com, attn: KWU Ignite  
**fax:** 512-328-1433  
**mail:** 1221 South Mopac Expressway, Suite 400 Austin, TX 78746