

# The Ultimate Guide to Pre-Listing Presentations

How to create a compelling seller presentation  
that converts more leads to signed listings.

**GREGLYLES**



# What's in this e-book?

Pretty much everything you need to know about creating a winning pre-listing presentation and using it to get more leads and listings.

## Chapter 1

### Introduction to pre-listing presentations

The research behind the pre-listing presentation.

## Chapter 2

### Organizing your presentation

Presenting your track record, testimonials and approach to selling homes.

## Chapter 3

### Resources for creating your presentation

Where to find graphics, designers and more.

## Chapter 4

### Using the presentation to obtain more listings

How to use the pre-listing presentation to convert more appointments to signed listings.

## Chapter 5

### My pre-listing presentation

The exact version of my pre-listing presentation.

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## WRITTEN BY GREG LYLES

Greg is a real estate trainer, strategist and speaker. He has built three multi-million dollar businesses in his career following the same formula - focusing on a niche market, understanding the unique wants and needs of your target audience and having a competitive advantage that is difficult for others to copy.

As a real estate broker, Greg went from \$0 to \$1,240,000 in annual income in only two years - and maintained that pace until he retired 11 years later - selling over \$440 million in 12 years.



# Chapter 1

## Introduction to pre-listing presentations

Many years ago, I had a chance meeting at a fundraiser with a guy who owned one of Atlanta's most well-respected market research firms. We started talking and when he asked what business I was in, the conversation took an interesting turn.

He asked if I had ever considered doing any research on what motivates homeowners to choose one agent over another. I politely told him that I had a pretty good idea, but his next comment hit like a lightning bolt!

“What if we could help you determine what content and layout of your listing presentation would result in the most signed listings?”

Now he had my attention.

When he told me the fee for the research I about dropped my drink.

After a few days, the shock wore off and the idea of having that level of insight was too tempting.

If you know anything at all about me, it's that I test everything. I'm always looking for a better way and I simply couldn't resist the opportunity to find out.

So I called him. We discussed the project and I gave him the go-ahead. Several weeks, and over \$18,000 later, I had my pre-listing presentation.

Was it worth it? Yes.

I saw my conversion rates of listing appointments to signed listings increase to well over 90% and they stayed there until I retired.

This e-book will show you how to create a pre-listing presentation based on that exact research.

## Benefits of using a pre-listing presentation

- 1** A pre-listing presentation enables you to get your proven approach to marketing homes in the hands of homeowners before they are ready to talk with agents.
- 2** You are able to communicate your unique value proposition, or why sellers should hire you.
- 3** The pre-listing presentation enables you to present sensitive information about price and condition before meeting with the seller face-to-face, allowing the seller to absorb the information.
- 4** A pre-listing presentation shortens the amount of time required for the in-person presentation.
- 5** A pre-listing presentation makes closing the listing much easier.

## Using a pre-listing presentation to educate and inform

What we found through our research was that most real estate agents' listing presentations presented too much information about the company, the agent and the marketing they will do.

When our finished pre-listing presentation was presented side-by-side with presentations from other agents and companies, ours was overwhelmingly chosen by the survey participants as the more compelling presentation.

Here's why:

- We followed the responses that survey participants shared regarding wanting to understand the process and how we would help them achieve a successful sale.
- We found that our track record and testimonials were more important than anything we could say about ourselves.
- We focused on using the presentation to educate and inform the seller - not to sell our services. Oddly enough, that's what helped us sell our services the best!

# Chapter 2

## Organizing Your Presentation

The research revealed that the layout of the pre-listing presentation mattered more than we thought.

What we found was that, before we presented our approach to marketing the seller's home, we had to establish our credibility. And nothing we could say carried as much weight as our track record of results and client testimonials.

When this layout was shown to the survey participants, their belief in our ability to sell their home increased dramatically.

Furthermore, while we believed that most homeowners understood the process of selling their home, the truth was many of them were intimidated and did not understand what steps to take.

As a result, the design and layout that had the most significant impact on the survey participants favorable view of our approach and services was as follows;

- An attention-grabbing name
- A brief introduction letter
- A brief personal bio
- Our track record of results compared to the market
- Client testimonials
- An explanation of how buyers search for, and evaluate homes.
- An explanation of how we would prepare the homeowner, and their home, for a successful sale.
- A brief description of how we would generate interest and showings.
- A list of the items the seller was to provide

## Naming your presentation

Naming your pre-listing presentation correctly is one of the most important aspects of its design.

If you want people to become interested in your services, you have to focus on their needs, not your own. There's an old saying in marketing that goes, "To sell Jane Brown what Jane Brown buys, you have to see the world through Jane Brown's eyes."

So calling your pre-listing presentation *Annie Agent's Listing Presentation* isn't going to elicit much excitement on the part of the homeowner.

Put your homeowner hat on. What do *they* want? What is important to them?

Try something like, *Preparing for a Successful Sale*. That's the title I used and it worked. Sellers want to know how hiring you will benefit them. Another example is *How to Outperform the Market When Selling Your Home*. Wouldn't you be more interested in reading these titles than *Annie Agent's Listing Presentation*?

Imagine that you are advertising your pre-listing presentation both online and off. The title must get the reader's attention and communicate immediate benefits if you want prospects to download or request a copy.





## Naming your presentation

**Tip:** People are motivated more by fear of loss than by the expectation of gain. Naming your presentation to take advantage of this may result in more interest. An example would be *10 Things Homeowners Do When Selling That Cost Them Thousands of Dollars!* Be careful to write your presentation in a positive light that helps sellers avoid the potential pitfalls and shows them how you will save them money.

## Introductory Letter

Your introductory letter should briefly state your appreciation for the opportunity to present your proven approach to marketing homes.

Additionally, you should use the letter to identify the four or five primary services the seller can expect you to provide, such as;

- helping them to prepare their home for sale,
- determining an appropriate price,
- providing additional services such as staging and professional photography, and
- attentive one-on-one service

There are two options for creating this letter. The first is to create a standard letter and insert it into your pre-listing presentation. The second option is to attach a personalized letter to the presentation after speaking with a homeowner so that you are able to identify their unique goals or concerns. Obviously, the second option would not be feasible if you are making your pre-listing presentation available for download.



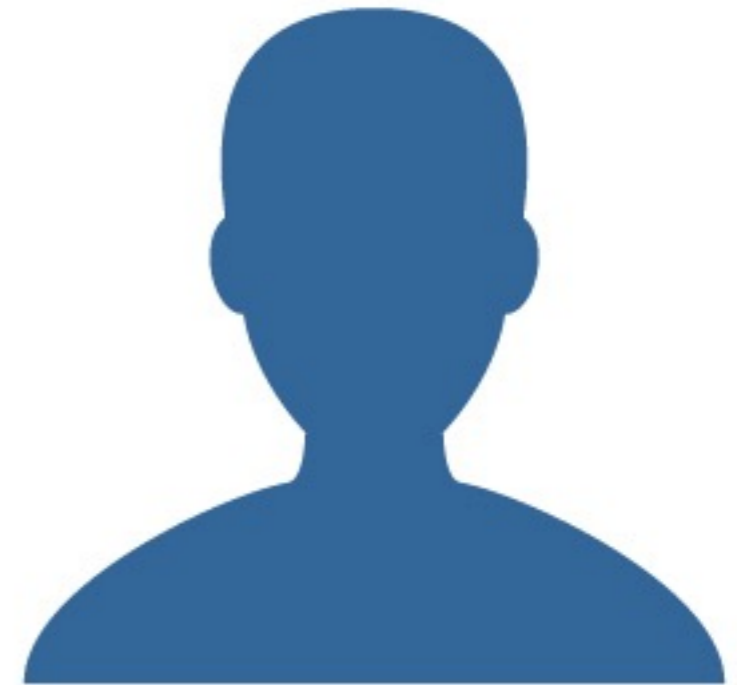
## Personal Bio

Your personal bio should be short, yet informative. A well-written bio lets the reader know;

- who you are,
- why you got into the real estate business
- what makes you unique, and
- what benefits they receive should they hire you

This is the opportunity to state your unique value proposition - or what makes you different than other agents in a way that benefits the seller.

Your bio should include a recent photo of you. Try to avoid “glamour” photos or stiff, formal head shots. If possible, locate a lifestyle photographer to take a photo that reflects your unique personality.



## Track Record of Results

Your track record of results, along with your client testimonials, will do more to establish your credibility and expertise than anything you can communicate with the seller.

When presenting your personal statistics, limit them to a single item per page. Following this design will make each statistic more impactful and eliminate the confusion of multiple charts or graphs per page.

If you are new to the business and do not yet have an established track record, talk with your broker about obtaining the statistics for your office as they relate to your specific niche market.



## Track Record of Results

The statistics you want to present include;

- Your total sales volume vs. the “typical” agent in your niche.
- Your total completed sales within your niche compared to the typical agent in your niche.
- Your percentage of listings that sell during the first, or initial, listing period compared to the market average.
- Your average days on market compared to the market average.
- Your percentage of the original list price to the final sales price compared to the market average.

Tracking and presenting your own stats enables you to show how your approach delivers better results for the homeowner than they would achieve by hiring the typical, or average, agent.





## Track record of results

**Tip:** When you are able to present a superior track record of results that you have achieved for your clients, you are also able to;

- Command a higher commission for better results
- Eliminate, or reduce, seller objections to your approach and fee
- Convert more listing appointments to signed listings

## Testimonials

The power of well-written testimonials to persuade potential clients cannot be underestimated. Also called “social proof”, testimonials provide potential clients with the assurance that other homeowners, like them, have hired you and have realized excellent results.

Dr. Robert Cialdini, the author of “Influence - The Psychology of Persuasion” states that, “We view behavior as more correct to the extent that we see others performing it. As a rule, we will make fewer mistakes by acting in accordance with social evidence (testimonials) than in contrary to it.”

What this means to you is this; the more well-written testimonials you can provide, that demonstrate how your services helped the seller realize their goals, the easier it will be for you to convert appointments to signed listings - and obtain higher commissions!



## How to Get Well-Written Testimonials

There's a big difference between a testimonial that simply states, "*Annie was a great agent. We highly recommend her.*" and a testimonial designed to convert appointments to listings.

To get the most powerful testimonials, follow these steps;

### **Step 1: Define the seller's situation.**

What were their goals or concerns with regards to selling their home? For example, perhaps your client had not sold a home in the last 20 years and was overwhelmed at where to begin.

### **Step 2: Identify the steps you took.**

Have the client state how you helped them achieve their goals or alleviate their concerns. To continue with the example above, your client may state that, "He/she recognized our anxiety about selling and helped us focus on only those items that would directly impact a buyer's interest level.

### **Step 3: State the outcome.**

The last step in obtaining a well-written testimonial is to have the client state specifically what you helped them achieve. For example, "His/her recommendations not only saved us time in preparing our home to sell but also generated substantial traffic and several offers. We were able to sell our home much faster than we thought and got an excellent price.



## Explain How Buyers Will Search For, And Evaluate, Homes

We tend to believe that homeowners are familiar with the process of marketing and selling a home. In my 30 years of experience, I have found that most of them are not. Through the research that was conducted on my pre-listing presentation, the design feature that generated the most positive response was first explaining how buyers evaluate homes and then explaining how I would help the seller position their home to stand out from the competition.



## ***“Simplicity is the ultimate sophistication”***

**Leonardo da Vinci**

It is critically important that you keep your explanation of the home marketing and selling process as simple as possible. Anyone can make the process sound overwhelming and complex and present themselves as the only agent capable of understanding how to navigate through the sale.

The research revealed that when the process was described in very simple terms sellers understood it more completely and were more receptive to my approach to preparing them for a successful sale.



## Explain How Buyers Will Search For, And Evaluate, Homes

Below is the exact text I used to explain how the process works;

*The marketing I will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.*

*Once the buyer reaches your front door, the job of marketing is over.*

*Your home must now compete with the other homes on two areas;*

*Features and Price.*

*If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.*

*Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.*

*To be effective, your home should stand out as one of the top two to three best values in your immediate market place.*



## Explain What Does, And What Doesn't, Impact Price

Explaining what factors influence price in your pre-listing presentation enables the seller to digest, and hopefully accept, the information prior to your in-person meeting.

My explanation was limited to the following;

*Pricing your home accurately is the most effective way to ensure a successful sale.*

*No amount of marketing can sell an overpriced home.*

*Many sellers are tempted to list their home with the agent who quotes the highest price.*

*Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will determine the price - or value - for your home based on recent similar sales and other active listings.*



## Explain What Does, And What Doesn't, Impact Price

I also included two lists; One of the factors that would influence the market value, or price, of the seller's home and a list of factors with little or no influence.

### ***Factors that influence market value***

- *Supply & demand*
- *Economic conditions*
- *Asking & selling prices of comparable homes*
- *Your home's condition*
- *Buyer's perception of your home*

### ***Factors with little or no influence on market value***

- *The price the seller paid for the house*
- *The seller's expected net proceeds from the sale*
- *The amount spent on improvements*



## Optional: The Pre-Listing Appraisal

I explained to sellers that there were two primary reasons sales fell apart; The first occurs when the home doesn't appraise for the contract price. (we'll cover the second reason in the section on Condition)

Having a pre-listing appraisal provided several benefits to the seller;

- First, it provided the seller with an unbiased, third-party opinion of the market value of their home.
- Second, it enabled the seller to select an agent based on the agent's track record of results and the seller's comfort level, rather than choosing an agent based upon the price they quoted.
- Third, it enabled the seller to recognize a market offer when one was made and respond accordingly.
- Fourth, and most important, it enabled the seller to challenge a low lender's appraisal and win.

I offered to reimburse the seller for the cost of the appraisal, at closing, provided they retained me through the closing.



## Explain How Condition Influences Buyer Perception

I explained that the second reason sales fall apart is that once the seller and buyer are under contract, the buyer will hire an inspector to scrutinize every aspect of the home. Oftentimes, the home inspection reveals repair items that the seller did not anticipate.

You, at your option, may also want to offer a pre-listing inspection. This positions your seller to discover and repair problems early in the marketing process, eliminating the stress of making repairs on the buyer's schedule. If your seller is not financially able, or willing, to make the repairs, you can assist them in obtaining bids. I suggest adding the estimated cost of the repairs to the seller's bottom-line price. Doing this will enable your seller to negotiate the cost of the repairs without dropping his or her overall net proceeds.

Additional benefits to obtaining a pre-listing inspection include demonstrating that the home is well-maintained. This can help your seller to stand apart from the competition and command a higher asking price.





## The Importance of Condition

**Tip:** Include the following statistic from Maritz Research in your pre-listing presentation;  
*63% of buyers responded that they would pay more for a house that is move-in ready.*



## Explain How Staging Creates a Positive First Impression

Communicate that once you have had the seller's home inspected and the repairs made that you will focus on presentation. You will only get one opportunity to make a positive first impression. I mentioned that once the potential buyer arrived at the seller's home, approximately 80% of the buyer's criteria had already been met including, the location and size of the home, the price, the amenities and features, the schools - all of the items that are included in the MLS description.

With 80% of the buyer's criteria satisfied, we did not want to jeopardize a potential sale over the remaining 20%! And that 20% was the condition of the home as well as some items that could not be changed such as the floor plan. Of that remaining 20%, 72% of the first impressions could be controlled. Those included;

- Cleanliness, clutter and odor - 35%
- Decor - 21%
- Condition and lighting - 16%





## The Importance of Staging

**Tip:** Include the following statistic from an AOL Money & Finance Poll in your pre-listing presentation;  
*87% of buyers responded that home presentation makes the difference in most sales.*

Also mention that staged homes photograph better, show better and sell faster than non-staged homes.

## Photographing the Home

Explain that after the home has been staged you will have it photographed. Whether you do the photography yourself or hire a professional, great photos are critical!

With 95% of buyers using the Internet to search for homes, great photography is essential to any comprehensive marketing plan.

More people will view the home online than will ever view it in person. Capturing, and holding, their attention online with great photos is one way to increase the probability of an in-person showing.





## The Importance of Great Photography

**Tip:** Include the following quote from The Wall Street Journal in your pre-listing presentation;

*“Buyers perceive homes with professional photography to be worth, on average, 12% more than the asking price.”*

## Generating Awareness and Traffic

Explain the tools you will use to promote the seller's home to the public as well as to the agent community. Options include;

- Your company web site
- Your personal web sites
- Syndicated web sites
- Your MLS
- Signage
- Social media
- Direct mail
- E-mail
- Open houses
- Agent caravans





## Generating Awareness and Traffic

**Tip:** When it comes to marketing, you don't have to promise the moon and stars! Accurate pricing and great photography will get the attention of agents and potential buyers. Condition and staging will create the positive first impressions once they are in the home.



## List of Seller-Supplied Items

Provide the seller with a list of the items you will need to market their home. Options include;

- A completed seller's disclosure statement
- A lead-based paint exhibit (if used in your market)
- A copy of a recent survey, if available
- Copies of utility and property tax bills
- A copy of neighborhood covenants, if applicable
- Keys
- Alarm codes, if applicable
- Copies of any transferable warranties
- Copies of user manuals for major appliances, alarm systems, irrigation systems, etc.



# Chapter 3

## Resources for Creating Your Presentation

Your pre-listing presentation can be created using the following programs;

- Keynote (mac)
- Powerpoint
- InDesign - note: Indesign is available to “rent” from Adobe. You can rent it as long as you need it. There are great video tutorials available at [lynda.com](http://lynda.com)
- Pagemaker
- Word
- Pages (mac)

I recommend saving your pre-listing presentation as a .pdf file so that you can share it easily.





## Selecting Colors for Your Presentation

To create a visually pleasing presentation you will want to start with your company colors and then select complimentary colors for accents. The key is to be consistent in your use of color by keeping the color of your headings, subheadings, text and highlights the same throughout your presentation.

For example,

**This is your heading**

**This is your subheading**

**This is your text**

**This is your highlight.**

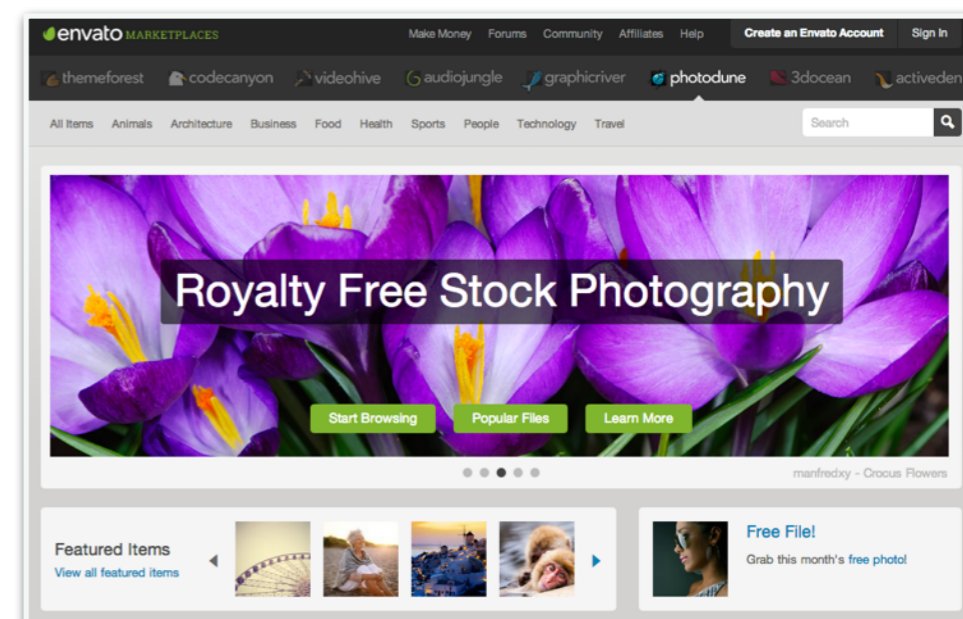
To find complimentary colors for your company or personal brand, I recommend checking out [colorshemesigner.com](http://colorshemesigner.com). You simply select the primary color you will use and then click on “compliment” or “triad” to see colors that will work well with your design.

## Selecting Images for Your Presentation

You will want to use images selectively throughout your presentation to enhance your message. The key is to minimize the use of “stock” images of people smiling as they hold up a set of keys. If that is the image that best communicates your message, it is far better to hire a lifestyle photographer to take photos of your actual clients and use a testimonial to enhance the message further.

If you must use stock images, I recommend the following sources;

- [photodune.com](http://photodune.com)
- [veer.com](http://veer.com)
- [istockphoto.com](http://istockphoto.com), especially their Vetta Collection
- Check out [creativecommons.com](http://creativecommons.com) to learn about using images from sources such as Flickr.com

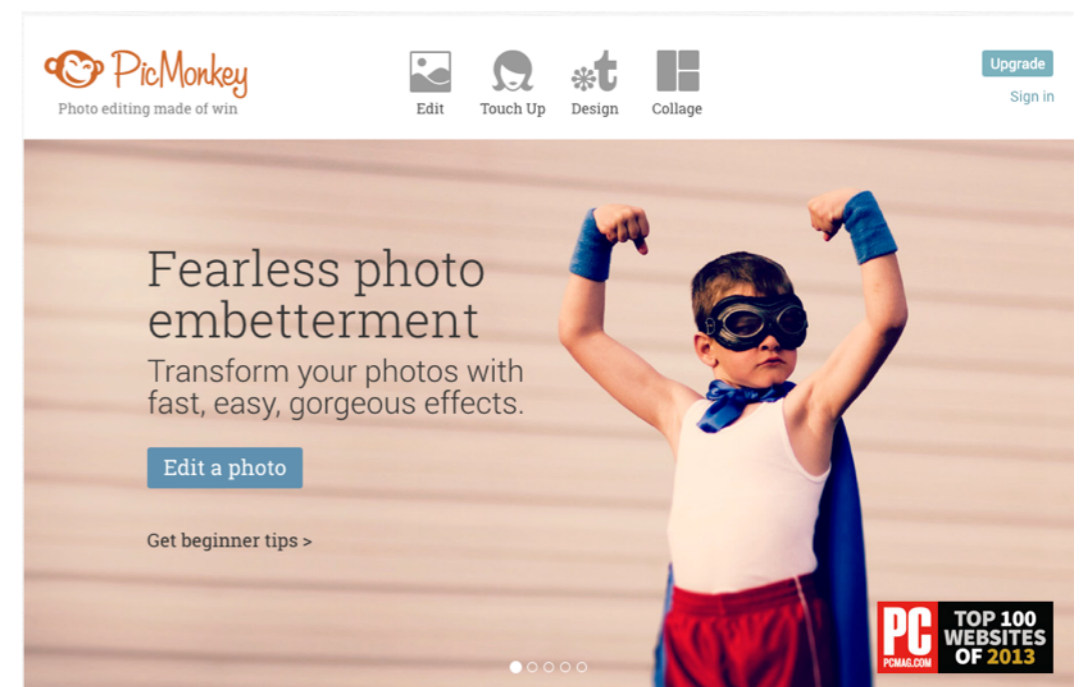


## Editing Images for Your Presentation

Not every image, whether stock or supplied by your own photographer, is going to be perfect. They'll almost always need editing to suit your needs. You have two choices when selecting software to edit your photos;

Your first option is to purchase software such as Photoshop or Lightroom from [adobe.com](http://adobe.com). There is a bit of a learning curve, especially with Photoshop, although there are great tutorials available at [lynda.com](http://lynda.com).

Your second option is to use online tools such as [picmonkey.com](http://picmonkey.com), [canva.com](http://canva.com), [ipiccy.com](http://ipiccy.com), [lunatic.com](http://lunatic.com) and many more.





## Editing photos for your presentation

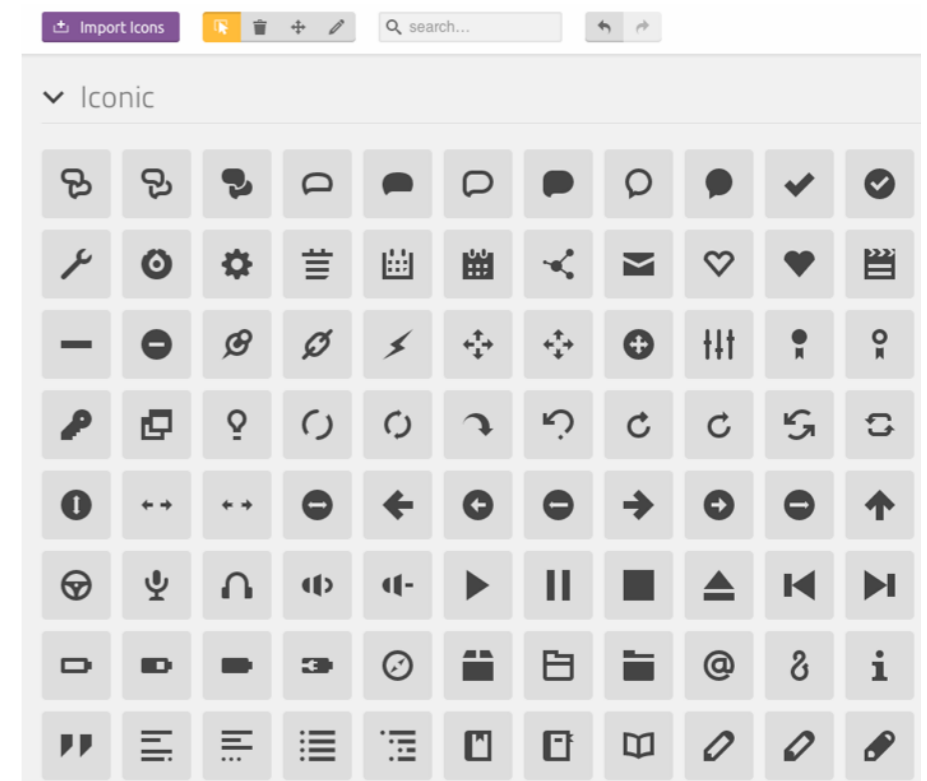
**Tip:** Most of the time you will be emailing your pre-listing presentation or making it available for download from the Internet. To keep your overall file size manageable, reduce the size of your images to fit your requirements. In other words, if an image is 2500x1250 pixels and you only need it to be 600x300 pixels, don't simply insert the larger image and then drag the corner of the image to resize it. Instead, use a photo editing tool to resize the image to 600x300 pixels.

## Selecting Images for Your Presentation

To create simple icons for your presentation, take a look at [IcoMoon.com](http://IcoMoon.com). You can select from thousands of icons and download them in the color you need to match your presentation.

You simply choose the icon, select the SVG option, enter your desired color using the hex color chart, set your height in pixels, include the PNG option and then download the icon. Once it has been saved to your computer, simply drag and drop it onto your layout.

Another source of icons is [Iconfinder.com](http://Iconfinder.com).



## Getting Professional Help for Your Presentation

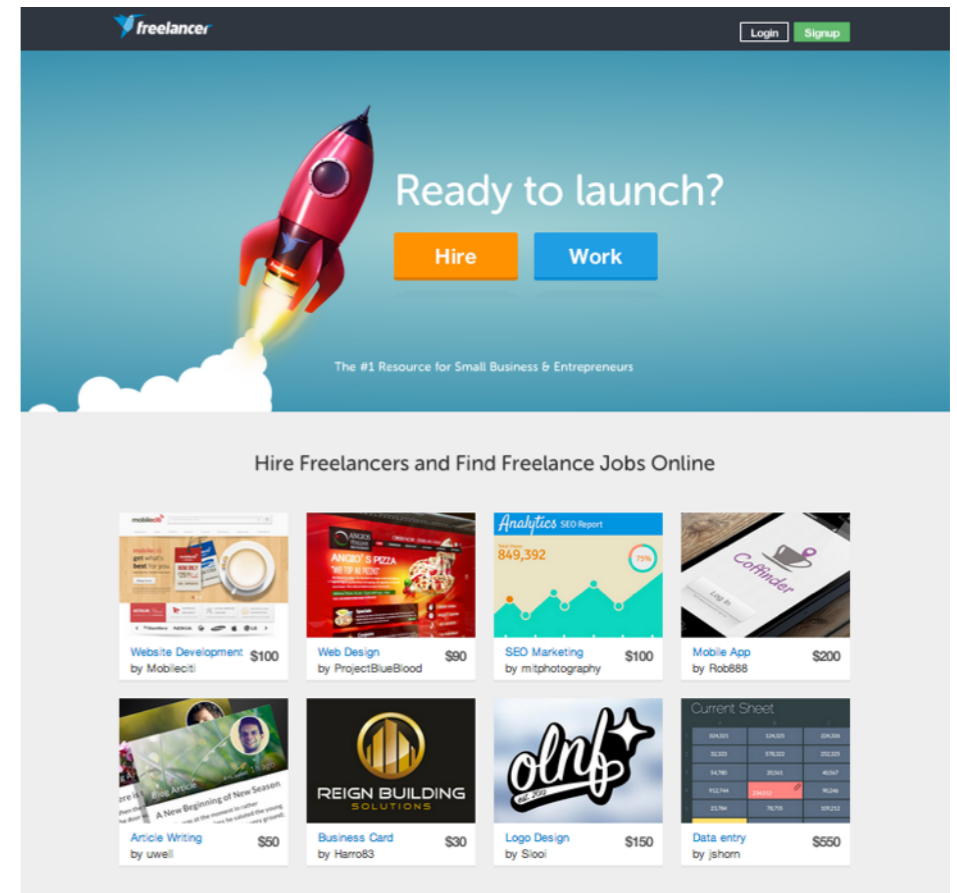
Let's face it; we're not all creative. Sometime we need the help of a person with lots of tattoos and piercings. They are the creative people who make our stuff look great! You can find them for cheap at;

[fiverr.com](http://fiverr.com)

[elance.com](http://elance.com)

[freelancer.com](http://freelancer.com)

It always helps to have an idea of what you want so you can provide direction to your creative helper. I suggest saving layouts and graphics that you see on the Internet that reflect the style you are hoping to achieve. It will save you money on design changes if you can provide the proper direction from the beginning.



# Chapter 4

## Using The Presentation to Get More Listings

The purpose of the pre-listing presentation is to present your proven approach and your track record of results in an effort to gain additional listings.

As an agent, you must make your pre-listing presentation available everywhere you think a potential seller would look so that you put yourself in the path of a possible listing.



## Hosting Your Presentation Online

To make your pre-listing presentation readily available for anyone who would like to view it, I recommend creating an account at [SlideShare.com](https://www.slideshare.com).

Slideshare enables you to upload the .pdf file of your presentation and make it available by;

- Providing links from:
  - Your email signature
  - Blog articles
  - Brochures
  - Online profiles
  - Web sites
  - much more
- Embedding the presentation within;
  - Web sites
  - Facebook pages
  - LinkedIn pages
  - and more

You can also change the setting requiring visitors to provide an email address to view your presentation.





## Additional Placement Opportunities

Once your presentation is on Slideshare, you can promote the link on:

- Postcards
- Letters
- Signage
- Business cards
- Koozies or water bottles given away at open houses
- In ads you place for community, sports or school directories
- On your social media profiles
- As a signature line for comments placed on Zillow or Trullia
- Guides or e-books
- Email to expired listings
- whatever you can imagine!



## Pre-Qualifying Potential Seller Clients

When you receive a call from a potential client, your first step is to qualify them as to their timing, motivation and ability to sell.

Typical pre-qualification questions include;

- Why are you selling?
- Where are you planning to go after your sale?
- When do you need to be there?
- Do you have a price in mind that you are seeking?
- How did you arrive at that price?
- Do you need the proceeds from the sale of your current home to purchase your next home?
- What are you looking for a Realtor to help you do?
- Is there anyone else we would need to include in our discussions about selling your home - a spouse, a parent, etc?

After you have pre-qualified the seller, you will want to set the appointment for a day or two after your initial contact.



## Let the Seller Know You Are Sending Important Information

Once you have established your appointment, let the seller know that you will be sending over some important information and that it is important that everyone who would be responsible for signing the listing agreement review it before your meeting.

Let the seller know that reviewing the information, in advance, could save an hour or more of time when you meet.

The important information you are sending over is your pre-listing presentation. You want to allow adequate time for all parties to review your track record, your testimonials and your approach to marketing homes before you meet face-to-face.

I highly recommend that you stick to the phrase, “sending over some important information” and not “I’m going to send you my pre-listing presentation”.

## The Day Of The Meeting

On the day of your in-person meeting, you will want to call several hours before the scheduled appointment to confirm a few items;

- First, that everyone is available and the appointment is being kept.
- Second, that everyone who is responsible for signing the listing agreement has reviewed the information you sent over.
- If the seller has not reviewed the information, ask if they could take a moment to do so before the appointment or ask if they would like to reschedule to another date until they have had time to review the material.





## Why You Want The Seller To Review Your Presentation

**Tip:** It is critical that the seller review your pre-listing presentation before you arrive at the appointment.

- It gives the seller an opportunity to absorb information about pricing and condition that may be sensitive issues, helping them to see the importance of those items without being defensive when discussed in person.
- It presents your credentials and establishes your expertise.
- It will save you time at the appointment.
- It will dramatically improve your ability to close the deal.

## The Appointment With The Seller

Once you have arrived at the seller's home your meeting should follow these steps;

- First, compliment the seller on their home and thank them for allowing you to come out and meet them
- If possible, go to the kitchen table to sit and get to know one another. The kitchen table is where many families conduct their family business and it is less formal than a living room.
- Spend the next few minutes chatting and getting to know them. If you see evidence of children or hobbies, inquire about those.
- Do not bring up real estate until the seller mentions it. At this point, the seller has signaled that they are comfortable with you and they are ready to talk business.
- Review what they told you on the phone about their reasons for selling, their timing and any concerns they expressed. This will demonstrate that you listened carefully and that their comments were important to you.
- Then let the seller know that you would like them to take you on a tour of their home and that, afterwards, you will answer any questions they have about your approach or track record.



## Touring the Home

Ask the sellers to take you on a tour of their home. As the tour progresses you would like to;

- Have the seller point out things they loved about the home.
- Make suggestions for staging the home
- Politely point out any repair issues you notice.
- Fill out your MLS data input sheet
- Ask a series of assumptive closing questions, such as;
  - “When I’m showing your home, should I tell buyers that the chandelier is staying with the home, or are you planning to take that with you?”
  - “What should I tell buyers about \_\_\_\_\_?”
  - “When I’m showing your home, could we leave these blinds open so that the view to the back yard is not blocked?”





## The Use of Assumptive Closes

**Tip:** As you are touring the home, your use of assumptive closes, those where you ask the seller how you should present their home to potential buyers, conditions the seller to believing that you are already working together. This subtle tactic will make it easier to close the deal and get the listing agreement signed.





## Questions About My Approach or Track Record

After you have completed the tour of the home, return to the kitchen table and make the following statement;

“You told me that you had reviewed the information I sent over earlier. Do you have any questions about my approach or my track record?”

Avoid asking if they have any questions. Narrow the discussion to your approach or track record.

If the seller does have questions, respond with, “Great question. I can see how that might \_\_\_\_\_.” May I show you \_\_\_\_\_?”

After you have answered their question, ask, “Wouldn’t you agree that \_\_\_\_\_?”, or “Can you see how \_\_\_\_\_? to gain their acceptance of your answer.



Close with this statement. . .

“I am confident I can sell your home.  
Are *you* convinced that I am the right person -  
because if you’re not, there’s really no need to talk  
about price, is there?”



Price

You

You want to separate price from you, the agent.

They have nothing to do with one another.

You should be hired based on your approach, your track record and your commitment to helping the seller reach their goals - not the price you quote.

## Guiding The Seller to Setting The Right Price

You do not want to give your opinion of the value of the seller's home.

Here's why.

If the seller does not agree with your valuation, they will want to seek another opinion. They will usually state this as "We'd like to talk with some other agents." That is seller code language for "We want to talk to enough agents until we hear a price we like."

If the seller sets the price, they will believe it is correct.

If you are not going to obtain a pre-listing appraisal, you will want to guide the seller to setting the right price for their home.

To do this, use the 5-5-5 approach.

The 5-5-5 Approach involves showing the seller 5 active listings, 5 sold listings and 5 expired listings - all comparable to their own home.



## 5 Active Listings

Before your listing appointment, identify 5 active listings that are as close as possible in terms of location, age, style and features to the seller's home.

Print out the complete details of each home, including full-color photos.

Highlight the key features that are different between the active listings and the seller's home.

Show the complete listing history - the complete price history, how many times the home has been re-listed and how long the home has been on the market.

Explain to the sellers that this is their competition.



## 5 Sold Listings

Identify 5 homes that have recently sold and are as close as possible in terms of location, age, style and features to the seller's home.

Print out the complete details of each home, including the color photos.

Highlight the key features that are different between the sold homes and the seller's home.

Show the complete listing history - the complete price history, how many times the home had been re-listed and how long the home was on the market before it sold.

Explain to the sellers that these are the comparable sales appraisers will use to value the seller's home for the buyer's lender.



## 5 Expired Listings

Last, identify 5 homes where the listing recently expired and was not renewed. Ensure these homes are as close as possible in terms of location, age, style and features to the seller's home.

Print out the complete details of each home, including the color photos.

Highlight the key features that are different between the expired homes and the seller's home.

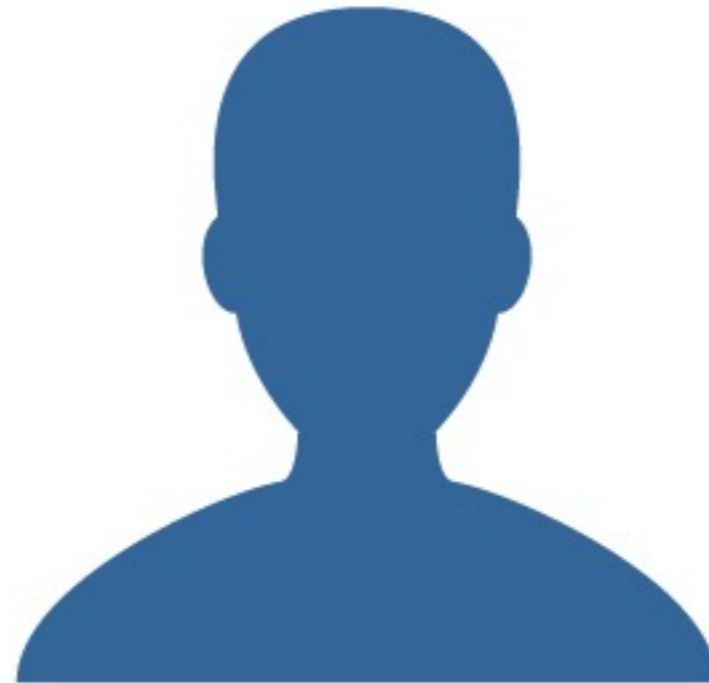
Show the complete listing history - the complete price history, how many times the home had been re-listed and how long the home was on the market before it expired.

Explain to the sellers that this is what you don't want to do. If the homes went through a series of price reductions, explain that overpricing hurt their ability to sell.



Close with this statement. . .

“Now that you know as much as any Realtor about the market for homes such as yours, where do you think you should be priced to sell?”





**Then be very quiet.**

**Let the seller think.**



**More often than not, the seller will make the right decision.**

**If you agree, get the listing signed and get out.**

**If you don't agree, seek the seller's commitment to a price adjustment after a certain amount of time or number of showings.**



# Chapter 5

## My pre-listing presentation

I have included a copy of the exact pre-listing presentation I used in my business to generate leads, educate potential clients and convert leads to signed, salable listings at better than a 90% rate.

Feel free to use my presentation as a template. I ask, however, that you not use the graphics as they are professionally managed and copyright protected. The management firm will prosecute unlawful use of the images.





# Greg Lyles

SERVING ATLANTA FAMILIES SINCE 1983

PREPARING FOR A SUCCESSFUL HOME SALE

  
**HARRY NORMAN,**  
REALTORS<sup>SM</sup>  
Since 1930



Welcome,

I realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present my proven approach and the results I've achieved for my clients. As your agent, there are several services you can expect me to provide, including:

- Accurately pricing your home.
- Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price.
- Providing unmatched marketing including professional staging, photography, video and custom property web sites.
- Securing a qualified buyer within your specific time frame.
- Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Regardless of the price of your home, when you hire me as your Realtor, both you - and your home - will be prepared for a successful sale.

Warm Regards,

Greg Lyles  
Associate Broker  
Harry Norman Realtors

# About Greg



Greg Lyles has been a widely respected member of the Atlanta real estate industry since 1983. After more than 700 successful sales, his track record remains spotless, a record he attributes to always placing his clients' interests ahead of his own, providing attentive one-on-one service and knowing the contracts and procedures extremely well.

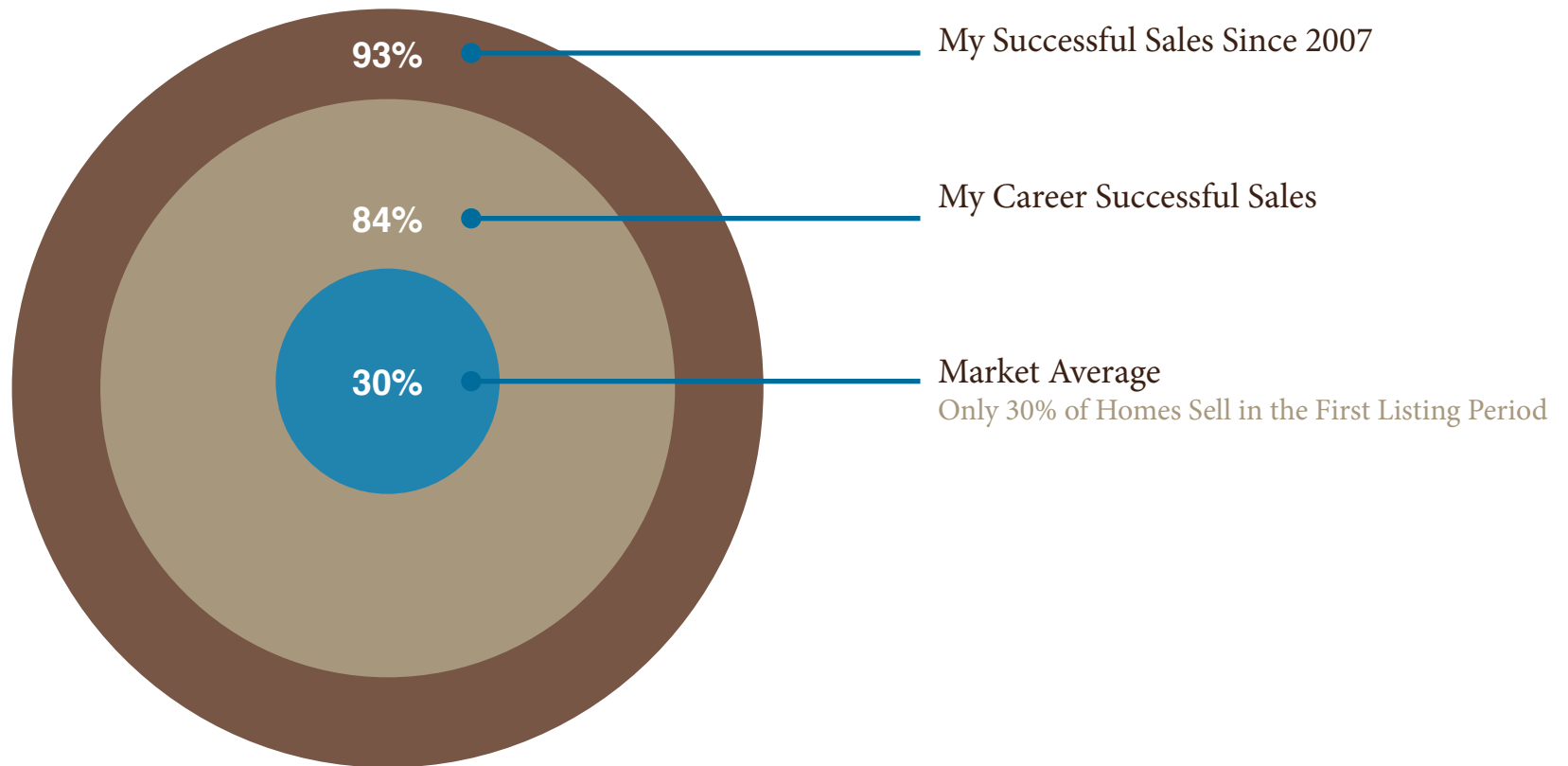
Greg's real estate career includes considerable experience in brokerage and as a developer of multi-family, retail and residential properties throughout the South.

As an adjunct to his brokerage and development business, Greg was founder and President of Geometrix, an advisory firm that counted real estate developers, national retailers and members of the Fortune 100 among its clients. The company was sold in 1997. During his tenure at Geometrix, Greg was a columnist for numerous trade publications and a regular speaker at industry events.

Greg attended Auburn University where he studied Architecture before earning a degree in Finance. An active member of the community, Greg serves on the Board of Directors of the Atlanta Humane Society and the Mount Paran-Northside Citizens Association. He is a member of Peachtree Presbyterian Church and is active in the Holy Innocents' Episcopal School.

# Greg's track record of success

PERCENTAGE OF HOMES I'VE SUCCESSFULLY SOLD DURING THE INITIAL LISTING PERIOD



# Greg's track record of success

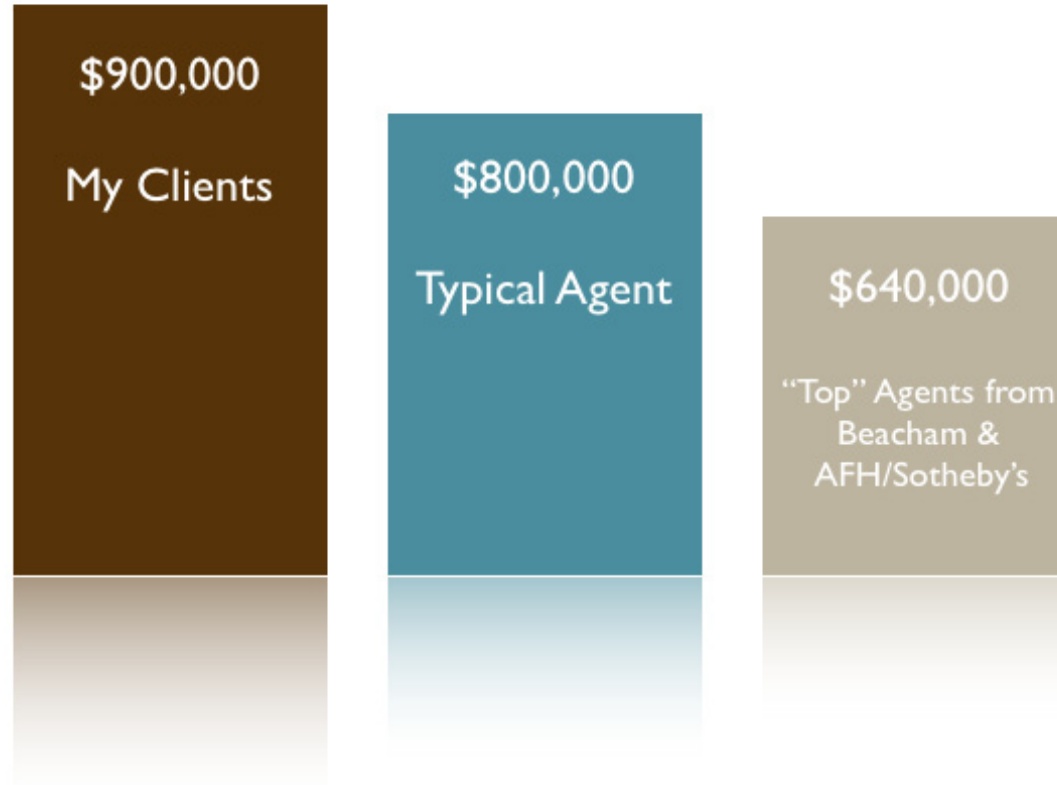
MY CLIENT'S HOMES SELL 40% FASTER THAN THE COMPETITION





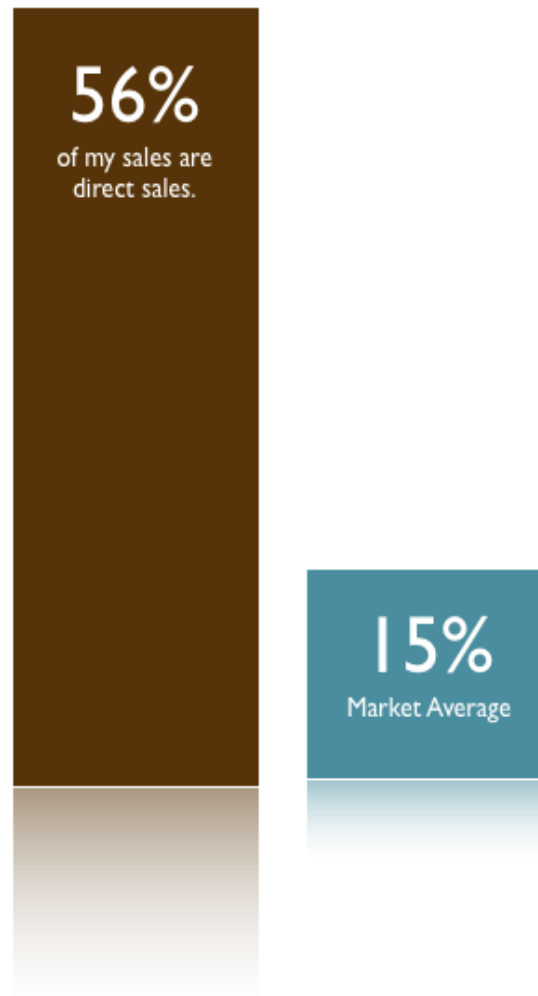
# Greg's track record of success

AVERAGE PRICE A SELLER WOULD RECEIVE FOR A HOME WITH A \$1 MILLION ASKING PRICE



# Greg's track record of success

DIRECT SALES ARE AN EXCELLENT INDICATOR OF AN AGENT'S ABILITY TO ATTRACT BUYERS THROUGH THEIR OWN MARKETING EFFORTS - RATHER THAN RELYING ON ANOTHER AGENT TO BRING THE BUYER



Source: First Multiple Listing Service

# Testimonials

“I had homes that sales teams from Coldwell Banker and Keller Williams could not get sold. Based on the success I’d had with Greg in the past I decided to break away from the project sales team and list the homes with Greg. It was the best decision I could have made. He accomplished in a few weeks what two teams of salespeople could not.”

– AL KELEKCI, HASK CUSTOM HOMES

“Greg thinks out of the box. I have never seen real estate marketing material like his and he is everywhere... print and online. Having lived in different states and regions of the country, I have seen different broker marketing material and find Greg’s to be the best!”

– MRS. JOSEPH TRIPODI

“After a bad experience with another agent, a neighbor suggested I call Greg. He was very up-front about what I should expect. I just never expected he’d sell my house in one day!”

– JANET JENKINS, 4411 LAKE FORREST DRIVE

“Greg’s personal one-on-one approach is great. We have sold several houses and never had the service that Greg provides. Greg was there to meet every agent and their client and he followed up consistently to get comments to further advance the marketing effort and refine the perception of the house to potential buyers. When negotiations became strained, Greg could calm us down and bring reason and balance in the negotiation process. Two thumbs up!”

– BILL & LAURIE EDWARDS, 630 RIVER CHASE RIDGE

“My home had been listed with another agent for over a year. Greg quickly identified why it hadn’t sold, changed the marketing and secured a near full price offer in less than three weeks. Needless to say, I was impressed!”

– CHRIS YOUNG, 5103 POWERS FERRY ROAD

“Greg understands the business in a way very few agents do. He helps me make critical business decisions that always result in successful sales. I count on him for my lot purchases, all of which are private sales, and to market my homes. Having worked with Greg for years, he has demonstrated he is one of the most qualified and competent brokers in Atlanta.”

– TONY REAVES, INTOWN BUILDERS GROUP

# Testimonials

“I wanted to thank you for your outstanding professional service as our listing broker with regard to 4767 Lake Forrest Drive. Your help on the front end, particularly your suggestion that we obtain an appraisal to help us set our asking price and expectations, as well as your help in staging and marketing the home, was instrumental in getting us off the ground. Once on the market, we had substantial traffic through the home - far more than I expected given market conditions and our price point. And when we received offers, your guidance and experience on how to respond and negotiate helped tremendously. Quite simply, we couldn't have done it without you.

On a personal level, I have always found you to be very professional, available, happy to answer questions and be of help, and enjoyable to work with. You have a great “bedside manner” that helped us through this process. I would, and will, heartily endorse and recommend you and your services to my friends and colleagues.”

Doug Hinson  
Partner  
Alston & Bird, LLP

“Dolores and I want to thank you for your remarkable service, professionalism and responsiveness regarding our recent purchase of 4995 Powers Ferry Road.

Due to your vast experience, you were instrumental in guiding us through all of the critical steps that led to our offer, the negotiations and then the post-purchase plans we had.

I will gladly recommend you, and your services, to my friends!”

Javier Goizueta  
President, McDonald's Division Worldwide  
The Coca-Cola Company

# How Homes Sell

## UNDERSTANDING HOW BUYERS EVALUATE HOMES

The marketing I will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas;

Features and Price.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate market place.

# Price

## PRICING YOUR HOME FOR A SUCCESSFUL SALE

### Factors that Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

### Factors with Little or No Influence on Market Value

- The Price the Seller Paid for the House
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that - pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price.

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price, or value, for your home.

# Price

## PROFESSIONAL APPRAISAL

The most effective method of pricing your home is to have a professional appraisal. When you list - and close - your home with me, I'll pay for a pre-listing appraisal by Atlanta's most respected appraisal firm.

Benefits of having a professional appraisal:

- You receive an unbiased, third party opinion of the market value of your home by a trained professional.
- You are positioned to quickly recognize and respond to a market offer.
- You are positioned to effectively challenge a low lender's appraisal of your home, maintaining your higher contract price. A lender will consider a well-known appraisers valuation - they will not consider an estimate provided by a real estate agent.
- You avoid the common practice of a real estate agent "buying your listing" by suggesting a higher price than can be achieved. Because the agent would then be reluctant to suggest a price reduction early in the marketing process, you lose valuable time during those critical first several weeks on the market.

*"Having a pre-listing appraisal not only helped us to sell faster, but we saved over \$40,000 by using our appraisal to successfully challenge the low lender's appraisal. That savings more than covered Greg's fee."*

*Bill & Laurie Edwards  
630 River Chase Ridge*

# Condition

## PREPARING YOUR HOME FOR A SUCCESSFUL SALE

With the typical agent, you only discover potential deal-killing repairs *after* you are already under contract - when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list - and close - your home with me, I'll pay for a pre-listing inspection by one of Atlanta's most experienced, and respected, inspection firms.

Discovering and repairing problems early in the marketing process places *you* in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home - not what they would have to repair.

Additionally, your house will stand out from the competition as a better value and command a higher price.

I will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.

**In a Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready.**



# Condition

## HOME STAGING

*“Greg recognized that our lack of a usable back yard and our location on a busy street would not appeal to buyers seeking privacy and a place for children to play. We followed his suggestions and redesigned the landscaping. An equivalent price reduction would have had no effect at all. And we sold a few weeks later for our full asking price.”*

*Trey Pounders & Ben Giles  
Builders of 4991 Powers Ferry Road*

Once we have had your home inspected and made the necessary repairs we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers. Well staged homes look better, photograph better, show better and sell faster than non-staged homes.

When you list - and close - your home with me, I will pay to have it staged by one of Atlanta's most experienced professional stagers.

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home. An AOL Money & Finance poll revealed that **87% of respondents said home presentation makes the difference in most sales.**

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether perceived or real, still exist.

# Condition

## HOME WARRANTY



While your home is listed with me, it will be covered by a nationally-recognized home warranty from American Home Shield. The benefit to you is that many of the normal day-to-day repairs are covered under this plan while your home is listed.

When you list - and close - your home with me, I will pay to have an American Home Shield warranty transferred to your buyer.

By advertising a comprehensive warranty for your home, we increase buyer confidence in your home and set you apart from the competition.

# Marketing

## MARKETING YOUR HOME FOR A SUCCESSFUL SALE



Your home is now priced accurately and looks great.

Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase, homes.

- 95% of buyers use the Internet during their home search.
- 85% of all home sales in Atlanta are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing and great photography.

# Marketing

## PROFESSIONAL PHOTOGRAPHY

After your home is staged, I will pay to have your home photographed by a nationally-recognized photographer.

With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

More people will view your home online than will ever visit it personally. Getting, and holding, their attention online with professional photography is one way to increase the probability of an in-person showing.

**“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”**

*The Wall Street Journal*



# Marketing

## HI-DEFINITION VIDEO

In addition to professional photography, I will create a high-definition video of your home. A well-scripted, and produced, video gives potential buyers a feel for what living in the house could be like - long before they make a personal visit.

Video enables us to “tell a story” about your home - why you loved living there - making an emotional connection for buyers. We are able to address the emotional needs for comfort, family, relaxation and more that photos alone cannot communicate.

While many agents create “video” slide shows with the pictures of your home, I have made a significant investment in video cameras, lighting equipment, editing software and training from world-renowned videographers such as Philip Bloom. I think you’ll see the difference - I know your buyer will.



[Click here to view a sample video](#)

# Marketing

## INTERNET MARKETING

The screenshot displays the Realtor.com website. At the top, the logo and navigation menu are visible. The main search area is titled "Find a home" and includes a search bar with "Homes for Sale" selected and "ATLANTA, GA, 30327" entered. Below the search bar are filters for "Price Range", "Beds", and "Baths", all set to "Any". A "Search" button is prominently displayed. To the right of the search bar, there are links for "Search by MLS #", "Search Assist", and "Advanced Search". Below the search bar, it indicates "354 Listings Found" and "Listings last updated 10 minutes ago".

On the left side, there are sections for "Home Values", "Top Rated Mobile Apps", "Foreclosures", and "Celebrity Homes". The "Foreclosures" section is highlighted, showing a list of cities: "San Diego, CA", "Las Vegas, NV", and "Fort Lauderdale, FL". A "FORECLOSURE" banner is overlaid on the image.

On the right side, there are two promotional banners. The top one says "Check out our new International site!". The middle one says "Get new listings when they hit the market." and "Sign Up for Free" with a "SEARCH ASSIST by REALTOR.com" logo. The bottom one is titled "Phone. Home." and features a smartphone displaying the app interface, with the text "Search the most homes for sale wherever you are." and a "Get the App" button.

Your home will be prominently featured with a showcase listing on Realtor.com, the top real estate web site in the nation.

Features of your showcase listing include:

- Up to 25 oversized photos
- High-definition video tour
- Detailed descriptions of your home.
- Interactive maps
- Open house notices
- Lead generation forms for potential buyers

# Marketing

## INTERNET MARKETING

I will place your home on 500 of the world's leading real estate web sites for unmatched exposure.

Here are just a few of the sites where your home will be found. . .

**Aol Real Estate.**



EXCLUSIVE AFFILIATE OF  
**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE



**HomeFinder**  
com



HGTV's  
**FRONTDOOR**

THE WALL STREET JOURNAL | **REAL ESTATE**

**FMLS**

FRONTDOOR'S  
**openhouse**

**Zillow.com**  
Your Edge in Real Estate



**ajhomefinder**

**RealtyTrac**

GEORGIA  
**MLS**  
Multiple Listing Service

**cyberhomes**

# Marketing

## INTERNET MARKETING

The screenshot displays the Harry Norman Real Estate website. At the top, there is a navigation bar with links for Home, Contact Us, Change Language, My Portfolio, Login, and Register. Below this is a secondary navigation bar with links for Find a Property, Find an Agent/Office, Superior Services, Careers, and About Us. The main content area features a large image of a dining room with a table set for a meal. To the left of the image, the text 'FEATURED PROPERTIES' is written vertically. Below the image, the address '3850 Tuxedo Road' is displayed. To the right of the image is a 'Quick Search' form with fields for Region, Address, Zip, MLS Number, Price Min, Price Max, and Agent First or Last Name. Below the form are 'SEARCH' and 'RESET' buttons, and links for 'Advanced Search' and 'Interactive Map Search'. The bottom of the page is divided into four columns: 'Open Houses' with a 'SEARCH NOW' button, 'Market Tracker' with a 'LEARN MORE' button and a sample report image, 'Luxury Homes' with a 'LEARN MORE' button and a dining room image, and 'Stay Connected' with social media icons for Facebook, LinkedIn, and Twitter, and a 'VISIT OUR BLOG' button.

Your home will be featured on our Harry Norman web site where it can be seen by thousands of daily visitors.

Your home is also directly accessible by more than 600 Leading Real Estate Companies of the World affiliates with offices across the country and around the world.

Additionally, all open houses are promoted on our web site, increasing the exposure of your home.



# Marketing

## SOCIAL MEDIA MARKETING

Your home will also be marketed extensively on Facebook, the world's leading social media site.

I will market your home using several proven approaches, including highly-targeted ads, video, photos and more.

Facebook represents an opportunity to reach tens of thousands of local Atlanta residents on a site where they already spend a lot of time.

**Greg Lyles - Atlanta Real Estate**  
226 likes

Real Estate Agent - Real Estate Service  
3523 Northside Parkway, NW, Atlanta, GA.  
(404) 841-9634

4767 Lake Forrest Drive  
Call me for details! (404) 261-2700

164 Friends  
Like Greg Lyles - Atlanta Real Estate

**Greg Lyles - Atlanta Real Estate**  
Thursday

Busy week - new listings, Lake Forrest under contract and more listing appointments scheduled for next week! Maybe all these people watched the debate last night!

Like - Comment - Share  
5 people like this.

**Kay Birdsong** Candler Mortgage rates are incredible. Jack can take care of 'em!  
Thursday at 8:17pm - Unlike - 0 1

**Michelle Olsen Hinson** Thanks, Greg!  
Thursday at 8:19pm - Like

**Greg Lyles - Atlanta Real Estate** No Michelle, thank you. Y'all have been great to work with!  
Thursday at 8:27pm - Like

Write a comment...

126 people saw this post

**Recent Posts by Others** See All

**Greg Lyles**  
Another Happy Client! Tony Reeves of Intown Build ...  
July 26 at 12:15pm

**Dan Edwards**  
Thank you My Friend for the b'day wishes, I missed yo...  
July 27 at 3:10pm

More Posts -

**Likes** See All

**Patricia McLean Interiors, Inc.**  
11 friends also like this.

**Atlanta Humane Society**  
9 friends also like this.

**Houston's Restaurant (West Paces)**

# Marketing

## E-MAIL MARKETING

Your home will also be marketed using the latest video email technology, enabling agents and potential buyers to watch a hi-definition video of your home directly from their email.

Sent to more than 6,000 active real estate agents and area residents, these emails have generated a tremendous response for my clients - leading to increased awareness and showings! I am one of the only agents in Atlanta to offer this advanced marketing service.

Here's what just a few agents have said about a recent video they received;

"Greg, what a GREAT video. I so enjoyed the personal touch of the homeowners. I would show this house in a heartbeat! Thanks so much for sharing!"

*Michelle Dios*

"Greg, what a wonderful marketing tool. I love having your clients in the video - great touch! Best of luck with this remarkable home."

*Jennifer Greenway*

"Hi Greg, thank you for sending the video tours. . .they are awesome! Please keep me on your mailing list!"

*Gale Long*

## GregLyles

SERVING ATLANTA FAMILIES SINCE 1983



Example,

I wanted to share with you a fantastic new listing I have in West Vinings. This luxury home features 5 bedrooms on four finished levels and is within walking distance to South City Kitchen, Muss & Turner, Lime Tavernia and numerous shops.

Built in 2003, and offered at \$705,000, 2206 Zermatt Court offers low-maintenance living as the grounds are maintained through the neighborhood association. That leaves more time to enjoy the active social calendar or the many area attractions. If you know of anyone who this home would be perfect for, please forward this email to them!

If you've thought about selling your home, please click on the following link to take a look at my guide, "[Preparing for a Successful Sale!](#)". Built on more than 30 years experience and over 700 successful sales, you'll learn how to sell your home faster and at a higher price.

As always, let me know if I can help you.

All the best,

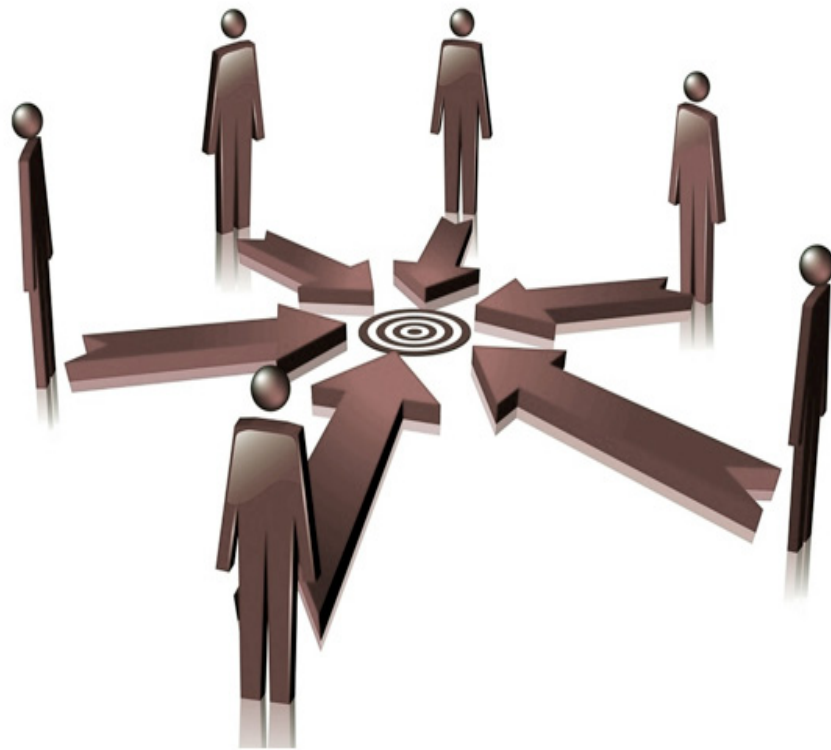
Greg Lyles  
Associate Broker  
Harry Norman Realtors  
(404) 261-2700

[GregLyles.com](http://GregLyles.com)



# Marketing

## A MARKET WITHIN A MARKET



Your home will not only be marketed through universal channels such as the Internet, print advertising, the Multiple Listing Service and signage. I will also market internally to our highly collaborative Harry Norman sales force of more than 1,000 agents - each with their own connections that forms a rich source of prospects, buyers and referrals.

This “market within a market” results in the most efficient transaction environment in Atlanta real estate. In fact, one out of every six transactions in the Atlanta area involves a Harry Norman Realtors agent.

Furthermore, Harry Norman Realtors has the highest market share in Metro Atlanta for every price category.

**Additionally, Harry Norman Realtors sells 30% more homes priced over \$1 million than Beacham and Atlanta Fine Homes/ Sotheby’s combined.**

# Marketing

## CHRISTIE'S INTERNATIONAL REAL ESTATE

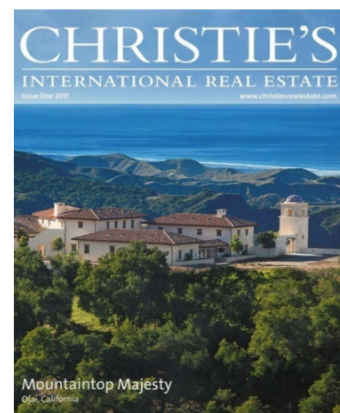
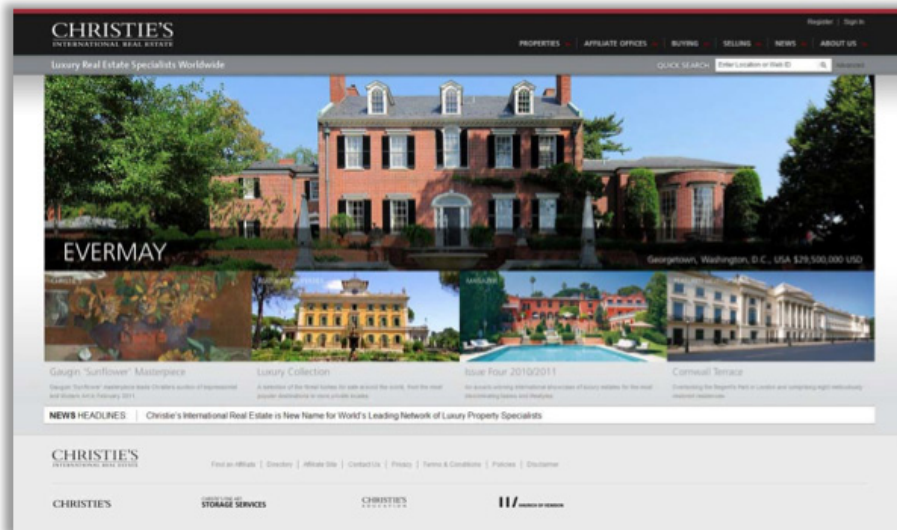
Harry Norman Realtors is the exclusive Christie's International Real Estate affiliate in Atlanta. The Christie's network is comprised of 134 companies with 1,000 offices in 42 countries. Admittance to the network is by invitation only to companies with proven track records of success in high-value homes.

[ChristiesRealEstate.com](http://ChristiesRealEstate.com)

For listings priced at \$1 million or above, it will be featured on the Christie's International Real Estate web site, attracting visitors from around the globe.

## Christie's International Real Estate Magazine

More than 70,000 copies of each issue are delivered to 60 countries. Magazines are distributed at Christie's auctions in such cities as Hong Kong, Dubai, London and New York, sold internationally at newsstands and bookstores and made available at first class and private airport lounges.



# Marketing

## ADDITIONAL NETWORK AFFILIATIONS



### Leading Real Estate Companies of the World

As a member of Leading Real Estate Companies of the World, we receive inbound clients from our fellow 150,000 network associates in 35 countries. As soon as I post your home on the Harry Norman web site, it is immediately accessible from the web sites of the top real estate firms worldwide through RELOHomeSearch.com.

### Luxury Portfolio International

Luxury Portfolio International is the elite property component of Leading Real Estate Companies of the World. Comprised of the very best independent brokerages in the world with locations in North & South America, Europe, Australia and Islands of the Caribbean, Pacific and Asia, it is designed to deliver unmatched national and international exposure for homes priced at \$1 million and above.



### Who's Who in Luxury Real Estate

LuxuryRealEstate.com is the most viewed luxury real estate website in the world and includes the largest database of properties priced at \$500,000 and above. It has been chosen "Best of the Web" and "Forbes Favorites" for eight consecutive years by Forbes Magazine. The Luxury Real Estate Magazine is published three times annually and distributed to 50,000 affluent individuals and participating brokerage firms.

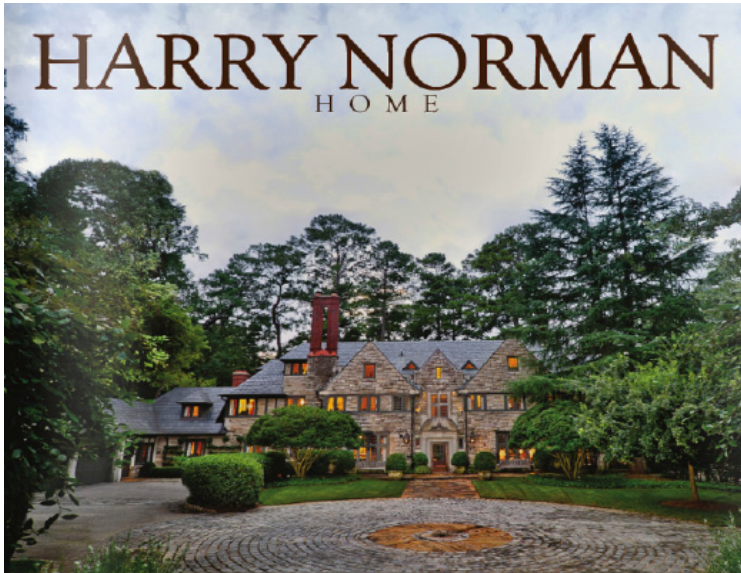


# Marketing

## EXCLUSIVE HARRY NORMAN PUBLICATIONS

The Harry Norman HOME Magazine, published bi-annually, features our most exceptional properties. 30,000 copies are directly mailed to select residents throughout Metro Atlanta, plus our nationwide network of luxury real estate affiliates.

The Harry Norman HOME insert, published three times annually, is distributed to 110,000 households throughout Metro Atlanta within the Neighbor Newspapers and the Atlanta Business Chronicle.



# Marketing

## INTERACTIVE MOBILE MARKETING



Want to give it a try?  
Text Try to 99699.

I will create a custom mobile web site for your home that can be accessed from any smart phone, replacing the need for paper flyers.

There are numerous advantages for you;

- Potential buyers are able to immediately access a detailed description of your home, along with beautiful photos and video. We can also make useful documents available such as your Seller's Disclosure, Inspection Report and more.
- Unlike paper flyers, I receive an immediate notification with the potential buyer's cell phone number, allowing me to follow up while the prospective buyer is still in your neighborhood. With a paper flyer, we have to wait until they call us - if they ever do.
- This technology is the flyer box that is *never* empty. Nothing is more frustrating to potential buyers - and sellers - than an empty flyer box!

# Marketing

## CORPORATE RELOCATION

More than 15% of Harry Norman, Realtors closed transactions originate in our Corporate and Consumers Business Services office. We work with over 200 companies in Metro Atlanta, including many of the top employers.

As a Certified Relocation Specialist, I personally work on the Coca-Cola relocation team and will expose your home to employees relocating to Atlanta from around the world - regardless of their employer.





# Service

## WHAT ELSE YOU CAN EXPECT FROM ME



In addition to the services we've covered, you can expect me to provide the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants. I am present for every showing to ensure your home is presented properly and to gather valuable feedback.
- Regular communications regarding every aspect of my efforts and the results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should re-position your property to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



# Thank you

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.

Greg Lyles  
Associate Broker  
Harry Norman Realtors  
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## Conclusion

I hope you found this e-book informative and will use it to gain more leads, listings, closing and commissions! If you have any questions, please let me know - I'm here to help.

To your success,



Greg Lyles

[greg@greglyles.com](mailto:greg@greglyles.com)

