The Berkshire Hathaway HomeServices Homeselling Proposal and Homeselling Tutorial are tools that will help you obtain more salable listings and satisfy the needs of your sellers.

This Homeselling Tutorial has been designed with your success in mind. It explains how to use the tools to help work more successfully with sellers in your market. Included are ideas for customization, suggested discussion points, and practical tips for presenting a dynamic plan to help the seller sell the home.

Contents for the Homeselling Tutorial are prepared using the Homeselling Proposal PowerPoint landscape version.

*The effort you devote up front to mastering the Homeselling Proposal can pay off in more “Sold” listings and more satisfied sellers.*
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Homeselling Proposal

The Berkshire Hathaway HomeServices Homeselling Proposal constitutes the core of your listing presentation. It provides information the sellers need to make wise decisions about listing their property, and it builds their confidence in you.

With the Homeselling Proposal you can:

- Discover the sellers' objectives, priorities, expectations and concerns.
- Explain the services you and your company provide.
- Educate the sellers about the homeselling process, and explain their role in it.
- Discuss the important issues of market value and home enhancement.
- Demonstrate your professionalism and differentiate yourself from the competition.
- Begin to build a strong working relationship with the sellers.

When to use the Homeselling Proposal

Pre-listing package
Send to the sellers prior to your presentation, or leave with them after the initial visit of a two-meeting listing approach. This is an opportunity for you to:

- Present background information about yourself, your company and your services, and to establish a professional image.
- Gather essential information about the sellers and the property.
- Pre-condition the sellers to the realities of pricing, marketing and home enhancement (which you will discuss in depth during the listing presentation).

Presentation visual aid – use during the listing presentation.
The Homeselling Proposal:

- Helps keep your presentation "on track."
- Focuses the sellers’ attention and provides visual reinforcement for the key points you explain.

A leave-behind package – give to the sellers as a reference throughout the homeselling process. The sellers’ copy of the Homeselling Proposal will:

- Reinforce the marketing, pricing and home enhancement information you discussed with them.
- Remind the sellers of their vital role in preparing and showing their home.
How the Homeselling Proposal is arranged

Sellers often dread that a listing presentation will be a high-pressure sales pitch - a fear that is confirmed when sales professionals talk too much and too early about themselves and their companies. The focus of a listing presentation must be on the sellers and their property - how you, your company, and Berkshire Hathaway HomeServices are the best choice to meet their needs.

The Homeselling Proposal is arranged in a recommended sequence that places the sellers and their interests front-and-center:

- In the “Identifying Your Goals” section, you discover the sellers’ needs and expectations, and begin building a solid working relationship. We recommend keeping this section first, as it shows you are concentrating on the sellers’ needs.
- In the “Marketing Your Property” section, you describe your marketing resources and recommend a specific Marketing Plan for the property.
- The “Establishing a Pricing Strategy” section explains how market value is determined, provides the sellers with accurate data on current real estate activity, and helps them decide on a realistic listing price.
- The “Preparing Your Property for Sale” section focuses on the physical appearance and condition of the property and identifies specific steps the sellers can take to enhance their property’s salability.
- In the “Who We Are” section, you can tell the sellers more about yourself, your company and how you can help them achieve their real estate goals.

You are free to rearrange this sequence in any order and use just those slides that work best for the individual seller.

How to develop an effective Homeselling Proposal

You can customize many of the slides of the Homeselling Proposal:

- Include information about yourself and your local company.
- Reflect local real estate practices and terminology.
- Add personal touches, such as the sellers’ names and a photo of their house.
- Keep in mind that an effective listing presentation is a two-way interactive dialogue, not a one-way sales pitch.
- The key is asking questions that encourage the sellers to give you candid information about their concerns, objectives, and priorities, and then showing them how you can meet their needs.
- Many examples of interactive questions are found in this Tutorial. Although samples of what you might say are provided for each slide, you do not need to memorize the material. Use the suggested words and ideas as a starting point for building your own unique listing presentation, based on your personality and style, and tailored to the needs of your sellers.
- Practice really does make perfect. By consistently applying and practicing the suggestions in this Tutorial, the Berkshire Hathaway HomeServices Homeselling Proposal can be your key to a powerful and effective listing presentation.
Title
How to use this slide
The title slide provides the first impression the sellers’ will have of your presentation.

Suggested presentation points
- “I really appreciate this opportunity to discuss the marketing of your property. My aim is to make the homeselling process as comfortable and successful for you as possible.”
- “As you think about selling your house, you’ll have several important decisions to make, so I’ve prepared some information that can help you in this process.”
- “You’ll be able to keep this presentation to use as a reminder of the information we discuss. I’d like to take a few moments now to go over it with you.”

Welcome
How to use this slide
The welcome slide adds a personal touch from you. It establishes a service-oriented tone and helps set the stage for the rest of the listing presentation.
- Addressing the presentation to the sellers and including the current date demonstrates the personalized attention you will be giving them throughout the homeselling process.
- Customize the slide with your name, contact information and photo and the name of your local company. Including the sellers’ names, property address, and photo lets the sellers know you have prepared a presentation that is tailored to them and their property.
- Add your name, local company DBA, contact information, and photo.

Suggested presentation points
This slide is designed to speak for itself when the sellers read it, either prior to the listing presentation or afterwards. It needs no comment during your face-to-face meeting; you can just move directly to your presentation of the Homeselling Proposal.
Menu

How to use this slide

The menu slide is the jumping point to the various sections within the Homeselling Proposal. When presented in Slide Show view, each section listed on the slide will directly link to that section of the Homeselling Proposal, making the presentation interactive and flexible.

In Slide Show view, move your mouse and hover over each section. The cursor will be replaced by a hand indicating a hyperlink exists. Click on the section you want to navigate. The hyperlink will take you to the section divider slide within the presentation. Clicking the “Quality Seal” logo at the bottom of any content slide takes you back to the Menu slide, allowing you to navigate to another section of the presentation.

Suggested presentation points

- “There are many things to discuss and decisions you need to make regarding your move and the sale of your home. I would like to begin by making sure I understand your needs and goals. Afterwards, we will discuss the marketing options and the plan I have to sell your home, a pricing strategy, how to prepare your property for sale so that you make the most of every showing, and I would like to end by telling you a little more about me and my company.”
- “I want this to be a flexible two-way discussion, working together to find the best solutions for you. If you’re ready, let’s get started.”
Identifying Your Goals

This section of the Homeselling Proposal can be the key to building a strong professional relationship with the sellers. It helps you lay the foundation of a successful homeselling experience by discovering the sellers’ needs, determining the unique features of the property, and clarifying agency relationships.

This initial phase of the listing presentation builds the sellers’ trust and confidence in you - they will see that you sincerely want to serve them and that they are not going to be the victims of a high-pressure sales pitch.

Adjust the content of this section to reflect the sellers’ experience level and their specific questions and concerns.

This section contains the following slides:

- Your Needs Come First
- Understanding Your Expectations
- Appreciating Your Property
- Homeselling Process
- Homeselling Process (continued)

Your Needs Come First

How to use this slide

This slide introduces the “Identifying your goals” section of the Homeselling Proposal. It helps the sellers understand why it is essential for you to learn about their real estate needs before plunging into a discussion of pricing and marketing.

Suggested presentation points

- “In working with people, I realize that every seller’s expectations are unique and are influenced by their own individual needs and experiences. So it’s important to me that I understand what it is that you would like to accomplish in this process.”
- “Clarifying your real estate objectives and the unique characteristics of your property will help us develop a marketing plan and pricing strategy that achieve the results you want.”
Understanding Your Expectations

How to use this slide
Focusing on the sellers' interests' right from the start helps you build rapport, understand their concerns, and demonstrates that you really care about them. This slide explores the sellers' needs and expectations through a series of key questions.

- If possible, include this slide as part of the pre-listing package allowing the seller to think through the questions prior to your meeting.
- During the listing presentation, simply ask the questions in a conversational tone - this is not meant to be an interrogation.
- Each of the questions on this slide can lead to additional discussion that further clarifies the sellers' interests.
- Your job is to listen carefully, take thorough notes, and ask follow-up questions in order to get a total picture of the sellers' needs and expectations.

Suggested presentation points
- "I'd like to ask you some questions that will help me understand your interests and priorities, so please be open and candid as you share your thoughts with me."
- "My job is to market your property successfully. To do that I need a clear picture of your goals, expectations and priorities."
- "The more I can learn about your needs and objectives, the better position I'll be in to implement a marketing plan that leads to a successful sale."

Typical follow-up questions and comments
- "Why is that?"
- "Could you tell me a little more about that?"
- "It sounds like [frequent communication] is important to you."
- "When you say you're looking for an agent who will 'handle all the details,' could you explain a little further what that means to you?"

Appreciating Your Property

How to use this slide
This slide shifts the focus of the discussion to the property, and especially to the sellers' perceptions of it.

- If possible, include this slide as part of the pre-listing package, allowing the seller time to think through the questions prior to your meeting.
- During the listing presentation, ask the questions in a comfortable, conversational style that encourages the sellers to share their candid views about the house.
- The sellers' insights into qualities of the home that have been important to them may indicate features that could be emphasized in advertising and marketing.
- If the sellers' understanding of their property's value is distorted by sentimental attachment or misinformation, this discussion helps bring their views to the surface.
Suggested presentation points
- “Your property is unique, and we want to tailor our marketing plan to accentuate the features that make it special.”
- “A home is not just room dimensions or the number of bedrooms and baths. It includes intangible qualities as well, and no one understands what makes this home special more than you.”
- “The qualities of this home that stand out for you are also likely to be important to potential buyers.”

Homeselling Process
How to use this slide
Sellers are often unfamiliar with the complex sequence of events involved in a successful home sale, and they may be unaware of how hard you have to work for them to make that sale happen. With the next two slides, you can walk the sellers through the steps of a typical transaction, and at the same time educate them about the many responsibilities you fulfill as their representative.

You do not need to discuss every detail of the homeselling process in depth at this time. The important thing is to listen for the sellers’ questions and concerns, and adjust your presentation accordingly.

Suggested presentation points
- “I’d like to take a quick look at the steps involved in marketing a property and bringing a transaction to a successful conclusion.”
- “Even though you may have sold homes before, it can still seem to be a confusing process. This chart gives a brief review of the steps to a successful sale.”
- “Selling a house can be a complex process, and I want it to be as stress-free as possible for you. The main thing to understand is that I will be with you every step of the way to see that this process flows just as smoothly as possible.”
- “It may seem a little overwhelming right now, but we’ll just take it a step at a time. I’ll always explain what’s going on, answer your questions and clarify what your choices are.”
- “It is my responsibility to handle many of these details and keep the process moving with a minimum of inconvenience to you.”
Homeselling Process (continued)

How to use this slide
This slide is a continuation of the previous slide and focuses on the steps and services provided after receiving an offer. Take time to explain in greater detail what happens as a result of negotiating offers and closing the transaction. The sellers will obtain a clearer understanding of this phase of the homeselling process, and will appreciate your indispensable role in it. “For Sale By Owner” prospects may be particularly surprised and impressed by the amount of work required to reach a successful settlement. Adapt this slide to the specific practices that apply in your area.

If you are working in a market where multiple offers are relatively common, you might want to give the sellers a brief explanation of how multiple offers are handled.

Comments about negotiating offers:
- “All of our efforts to market your property have one aim - to attract offers from ready, willing, and able buyers. Let me explain what happens when we get an offer.”
- “When an offer comes in, I’ll explain it, answer your questions, and indicate the choices available to you. You’ll always have three choices - accept the offer as-is, reject it completely, or respond with a counter offer. I’ll be your contact with the buyers, through their agent, and I’ll work for you to negotiate an agreement that is satisfactory to you.”
- “Do you have any questions about how offers are negotiated?”

Comments about the settlement process:
- “After you’ve reached an agreement with the buyers, our one goal is to ensure a successful closing. This will be a busy time for me. Most of my work will be behind the scenes and involves a minimum of concern and hassle for you.”
- “I will work with the buyer’s agent and others involved in the transaction to make sure that everyone is doing what they’re supposed to, and that the sale is moving along on schedule. This includes monitoring progress of the buyer’s loan. If any unforeseen problems arise, it’s my job to help work out a solution that is in your best interests.”
- “Communication is a high priority with me. Be assured that I’ll stay in touch with you and keep you posted on everything you need to know throughout the entire transaction.”
- “Are there any areas of the settlement process that you would like to know more about?”

Comments about after-sale service:
- “Be assured, I will follow up with you after the transaction closes to make sure that everything has been accomplished to your satisfaction.”
- “You mentioned that you are relocating to [seller’s destination location], and I can provide information and relocation assistance for you.”
- “I’m be able to help you find a new home in this area, and coordinate that move with the sale of this house.”
Marketing Your Property

In this segment of the Homeselling Proposal you present your marketing plan, applying Berkshire Hathaway HomeServices programs and resources to the sellers’ specific needs and the unique attributes of the property.

This section contains the following slides:
- The Goals of Effective Marketing
- National Advertising
- The Internet
- A Marketing Plan for Your Property
- Scheduling of Marketing Activities
- Advertising and Promotion
- Important Ways to Promote Your Property

The Goals of Effective Marketing

How to use this slide

This slide sets the stage for the discussion of marketing and gives the sellers a general understanding of what your marketing plan will be designed to achieve, as well as an introduction to some of the specific marketing resources you will employ. Sellers will see that you intend to follow a well-thought-out process with clear objectives, not just a random collection of marketing activities.

As you discuss each item on the slide, be alert to those areas where the sellers ask questions or show special interest. You can then move directly to the slide that explains that point in greater detail.

Suggested presentation points
- “In marketing your property, we’ll really have two audiences to reach - home buyers and other real estate agents. Our marketing resources allow us to reach both audiences effectively.”
- “Here are some of the methods I’ll be using to tell other real estate agents and their buyers about your property.”
- “We reach home buyers in this area through local marketing approaches such as our well-known yard sign, open houses, our dominant newspaper advertising and our website.”
- “Your property will be promoted to other real estate agents through the Multiple Listing Service, our referral and relocation resources, and my own extensive network of contacts within the real estate community.”
- “Frequent communication with you is a vital feature of our marketing plan.”
- “I will be in touch on a regular basis to go over the activities and results of our marketing plan as well as consulting with you to fine-tune our marketing efforts.”
National Advertising

How to use this slide
The seller is looking to you for innovative marketing solutions. They expect more than just a sign in the yard and an occasional ad. Your task is to demonstrate how Berkshire Hathaway HomeServices, your company and you are poised to take advantage of current technology in order to gain the widest exposure for their property.

Suggested presentation points
- “Internet marketing is a central component of our marketing campaign. One of the ways we attract buyers to your property is through our national website, www.BerkshireHathawayHS.com. The goal of our national advertising program is to drive consumers to our website and expose your property to the broadest market possible while making the consumer’s online experience pleasant, helpful and informative.”
- “While BerkshireHathawayHS.com remains the center of attention in our online consortium, we also partner with some of the best real estate websites and the most progressive online avenues to market your property. Our commitment to online marketing places us in all the hot spots on the Web in front of millions of consumers, offering the listings, resources, and information consumers want most.”
- “What questions do you have about our national advertising program?”

The Internet

How to use this slide
Many sellers base their decision to list with you on your demonstrated command of the latest marketing technology. This slide helps you describe how the Internet is an integral part of your marketing strategy.

Supplement your presentation with actual stories of properties that have sold as a result of advertising on the Internet. If you have your computer with you during the presentation, log on to www.BerkshireHathawayHS.com, or your local company website for a demonstration.

Suggested presentation points
- “At Berkshire Hathaway HomeServices [Company DBA] we go beyond traditional methods of promoting properties. Marketing on the Internet can ensure that your property is exposed to the maximum number of potential buyers locally and worldwide. The Berkshire Hathaway HomeServices website - www.BerkshireHathawayHS.com - offers a wide range of information to help buyers and sellers make informed decisions. Customers can register, create and save searches, select and save their favorite properties, and select to receive property and search notifications whenever a home within their parameters becomes available. In addition, they can also get instant access to maps and drive time information, making their search easy and beneficial.”
- “Information on every one of our listings is available around the clock to potential buyers worldwide through our company website [address of local company website]. When you list with us, your property will automatically be included here. With just a few clicks of the mouse, buyers throughout the world can learn about your property, any time night or day.”
• “We promote our website in all our advertising, inviting buyers everywhere to check out our listings.”
• “My personal website is one way I have of reaching out to buyers far beyond the local market. Anyone visiting my home page can simply click the button for instant information on all my listings, including yours.”
• “Wouldn’t you agree that this powerful alliance of websites is valuable in generating the interest of online buyers and getting your property sold?”

Seller Advantage®

How to use this slide
With so many consumers using the Internet as part of their home search, sellers want to be able to know in real time not only how their property is being viewed online but to be apprised of their online activity and the effect of other properties being marketed in their own market. Seller Advantage is the exclusive Berkshire Hathaway HomeServices tool that gives sellers this unique marketing advantage.

Use this page in conjunction with a customized Listing Presentation Report and sample Listing Activity Report created in the Seller Advantage program. Substitute the sample numbers provided below with actual data from your customized reports.

Suggested presentation points
• “With so much online competition, how we present and position your house online is going to be critical to the sale of your property. Our exclusive Seller Advantage program was created to distinguish your listings from competing properties and maximize exposure to qualified buyers. It’s like an open house with millions of potential buyers, sellers and properties. Let me show you how it works.”

Comments about the Listing Presentation Report:
• “One feature of Seller Advantage is our ability to capture the search activity of buyers from our national and local company website and share that information with you in our exclusive Listing Presentation Report. This report highlights the number of registered buyers who are looking for property in your area and who have requested to be notified the minute a property like yours goes on the market.”
• “The report also highlights how many buyers are monitoring other listings in your area, and how many times last week and in the last 30-days your property would have been presented to potential buyers on prospective property searches.”

Show the customized Listing Presentation Report prepared for the sellers. Replace the sample numbers below with the actual findings in your Report.
• “For instance, we currently have more than 51,000 registered buyers in your area and more than 166,054 home searches saved by buyers in your price range.”
• “Specifically, 20 buyers have asked to be notified when a new listing in your neighborhood with your price range is added to the MLS. There are also 67 listings in your neighborhood that are for sale right now, and we have 24 prospective buyers who are monitoring those properties.”
• “If your house had been listed with me, it would have appeared in 180 searches yesterday, 1,255 searches last week and more than 3,500 searches last month.”
Comments about the Listing Activity Report:
- “In addition to that, I will also send you a Listing Activity Report email every week that gives you detailed information about online buyer activity for your home and neighborhood.”
- “The Listing Activity Report includes information on new listings in your area, price or status changes, the number of times your home appeared in buyer searches and the number of times your home was saved in a buyer’s portfolio. In addition, I will set you up with your own account so you can login anytime and get instant updates on all the marketing activity and showing feedback.”
- “Seller Advantage can help attract more buyers to your property while keeping you informed of buyer’s online search activity.”
- “Do you see the benefits of incorporating the Seller Advantage program into your marketing plan?”

A Marketing Plan for Your Property

How to use this slide
This slide gives the sellers a comprehensive overview of your proposed marketing plan for their property. Use this template to create a unique, customized marketing plan for each property you list. In the “Marketing Tactic” column, specify the marketing resources and action steps to be used. In the “Implementation” column, indicate the time frame for each tactic, which might be a one-time event or an ongoing activity. Be certain to call attention to activities that continue throughout the marketing process.

To explain specific items in detail, or to respond to the sellers’ questions about them, go directly to the corresponding slide in this section of the Homeselling Proposal. If desired, use this slide together with the next slide, “Scheduling of Marketing Activities,” which presents the same information in calendar format.

Suggested presentation points
- “The successful marketing of a property is rarely the result of a single marketing activity. It requires a combination of actions and resources that work together to attract qualified buyers.”
- “I have designed a marketing plan that draws upon a comprehensive array of proven resources to promote your property to potential buyers and their agents.”
- “This marketing plan is tailored to your property and is designed to capitalize on its most desirable features.”
- “This marketing plan gives your property maximum exposure to our two key sources of buyers – those who are already right here in this market, just waiting for the right property to appear, as well as those who are outside the local area and are interested in relocating here.”
- “Of course, many of the actions you see here, such as promoting your house to other real estate agents, are ongoing activities that continue until the property sells.”
- “What questions do you have about our marketing plan?”
Scheduling of Marketing Activities

How to use this slide
This slide displays your proposed marketing plan in calendar format. Like the previous slide, “A Marketing Plan for Your Property,” it is a template used to create a unique, customized marketing plan for each property you list. Simply fill in the dates in the “Week of” column, and then specify the marketing resources to be used and the action steps for each day of the week. Be certain to call attention to activities that continue throughout the marketing process.

To explain specific items in detail, or to respond to the sellers’ questions about them, turn directly to the corresponding slide in this section of the Homeselling Proposal.

Suggested presentation points
- “This calendar shows the initial steps we take to aggressively market your property. It employs a comprehensive array of proven marketing resources that work together to attract qualified buyers as quickly as possible.”
- “You’ll notice that I’ve included a reminder for us to get together after the first 30 days if the property hasn’t sold to review our progress and determine what else we might do to make it happen.”
- “What questions do you have about our schedule of marketing activities?”

Advertising and Promotion

How to use this slide
Sellers are usually anxious to know how you intend to advertise and promote their property. This customizable slide helps you explain the effectiveness of your local advertising and marketing programs. Be sure to supplement this slide with actual samples of your local advertising and promotional materials.

Suggested presentation points
- “At Berkshire Hathaway HomeServices [Company DBA], advertising is the cornerstone of our marketing program. Our local advertising is second to none, and helps attract buyers to your property.”
- “We dominate the Sunday real estate section of the [local newspaper], as you can see from this example in last week’s edition.”
- “The Berkshire Hathaway HomeServices [Company DBA] [title of Buyer’s Guide or Home Magazine] is the leading publication of its kind in the area, reaching thousands of readers every month. Your property will be advertised here, 24 hours a day, 7 days a week.”
- “Home sellers are often surprised to learn that their house doesn’t have to be the specific property that is advertised in order to benefit from the advertising. Let me explain. Buyers look for properties within a specific range of desired features and price points. When they find one that interests them, we often discover that it may not suit their needs. This gives us the opportunity to introduce them to other properties, like yours. When working with a purchaser online, we help them set up property searches within desired parameters. They are notified immediately whenever a property that meets their needs goes on the market, improving the likelihood of a showing and eventual sale.”
Comments about other local marketing activities:

- “We participate actively in [name of charity or other community event] that helps give Berkshire Hathaway HomeServices [Company DBA] added name recognition and respect among potential buyers throughout the area.”
- “Our yard sign is a ‘silent salesperson’ that works for you around the clock. Buyers respect our company and recognize our sign. They know that our For Sale sign indicates an outstanding property, and they feel confident contacting us to find out more about it.”
- “When I hold an open house, I treat it as a major marketing opportunity. I advertise, mail, and call around the neighborhood and put out additional signage in order to generate excitement and buyer interest.”
- “Neighbors can be an excellent source of buyer leads, because they often know people who are interested in moving into the area. To tap into this source of leads, I conduct a direct mail campaign in the surrounding neighborhood to announce that your house is on the market. I also expand those efforts through my Blog, eNewsletter, eCards and through social media.”
- “What questions do you have about our advertising and marketing programs?”
- “Would you like to have these marketing resources working for the sale of your house?”

Important Ways to Promote Your Property

How to use this slide
This slide groups together three common components of a home sale - written disclosure, home warranty, and professional home inspections. They share two vital qualities:
- They help make the property more marketable.
- They help protect the sellers’ interests in the transaction.

You can also include supplementary material, such as a brochure from a home warranty company that specifies exact coverage, or disclosure forms that are required in your area.

Suggested presentation points

- “Fortunately, the old days of ‘buyer beware’ are long gone in the purchase and sale of real estate. Now, the interests of both the buyers and sellers can be protected in a number of important ways. As an added benefit to you, these protections can help make your property more salable to buyers.”
- “Legally, of course, sellers and real estate brokers cannot hide any problems with the property that they are aware of. Sellers are required to complete a detailed property disclosure statement that explains any material defects the buyer needs to know about. I’ll sit down with you to review it so that you’ll know what type of information must be disclosed.”
- “It can be wise to have a professional home inspection up front to determine the current condition of the property. This gives you time to take care of any corrective work that might need to be done, can make your house more salable, and can help avoid unpleasant surprises and expenses later on.”
- “Just as people are used to getting warranties on many of the routine things they purchase, home buyers are finding that a home warranty gives them extra peace of mind regarding the major operating systems and appliances of the homes they buy. Here’s a brochure that explains how a home warranty works.”
- “You benefit by creating peace-of-mind and make the home more marketable to potential buyers. It also reduces the risk of unforeseen surprises that might otherwise be discovered later in the transaction.”
Establishing a Pricing Strategy

Pricing is usually uppermost on the sellers' minds. This section of the Homeselling Proposal helps you guide the sellers to a wise pricing decision by fostering a realistic mindset and providing accurate market value information.

This section contains the following slides:
- Understanding Market Value
- Determining a Market Sensitive Price
- Comparative Market Analysis
- Comparative Market Analysis Graph
- Dangers of Overpricing – Time and Activity
- Dangers of Overpricing – Fewer Buyers
- Progressive Value Range Marketing
- Fixed Price Marketing
- PVRM – Range of Affordability
- Helping Buyers and Sellers Connect

Understanding Market Value

How to use this slide
With this slide you introduce the subject of pricing, immediately affirm that you want the sellers to get top dollar for their property, and lay down the fundamental rule for a satisfactory sale: market-sensitive pricing. After discussing the ideas on this slide, the sellers should be prepared to take a realistic look at actual prices in the current market. Adjust your presentation to the experience level, concerns and attitudes you have detected so far in your meeting with the sellers.

Suggested presentation points
- There are two components to the successful sale of a house. One is an effective marketing plan. The other is a realistic pricing strategy. They are equally important."
- “You’ve made it clear that you expect to get nothing less than top dollar for your property, and that’s exactly what I want to help you do. My goal is to help you sell your house for the highest possible price, so that you’ll receive the maximum net proceeds.”
- “The challenge is how do we do this? The key is to determine a realistic asking price - a price that is high enough to bring you top dollar, but not so high that it discourages buyer interest.”
- “Strange as it may seem, sellers and the agents they hire to represent them, have no control over property values and no power to dictate sales prices. Market value is determined by what informed buyers will pay for comparable properties - houses with similar location, amenities and condition.”
- “Prices are influenced by the number of properties of a given type that are available to buyers at that given time. When there is a fairly large selection of homes available, a buyer is not generally inclined to offer as high a price as when properties are scarce. It’s what’s often termed a ‘buyer’s market.’”
- “It’s important to understand that a property priced at market value attracts more qualified buyers than one priced above market value, and therefore increases the chances of selling within a satisfactory time frame.”
“Through their agents, buyers have access to the same information I’ll be sharing with you concerning the prices of homes that have sold recently. They know what those prices are, and when they look at available properties, they do so with those prices in mind.”

“Buyers only consider the things that matter to them - the location and features of a home. Things that are important to the sellers such as how much effort they have put into building and decorating the home, or how much cash they need to realize from the sale, just don’t enter the buyers’ thinking at all.”

“I appreciate what you’ve shared with me about the other sales professional’s opinion of value. However, I’d like us to set that figure aside for a moment, and take a look at the actual sales activity that has been happening recently in the local housing market.”

“When we want to know how market value is determined, there’s really only one question to ask - what are real-life homebuyers willing to pay right now? Our job is to discover the value buyers have placed on properties more or less similar to this one, in order to anticipate what a buyer will be realistically willing to pay for it.”

“Does that make sense to you?” “What questions do you have about our market?”

**Determining a Market Sensitive Price**

**How to use this slide**

It can be helpful to explain what a Comparative Market Analysis (CMA) is before going into the details of the form itself. This slide introduces the CMA. It explains how the CMA presents pricing information, and it establishes the CMA as the authoritative resource for determining market value.

**Suggested presentation points**

- “In order to know what value buyers are placing on properties, we need to take a ‘snapshot’ of the local real estate market. And that’s exactly what we do with what is called a Comparative Market Analysis, commonly known as a CMA.”

- “We can rely on the Comparative Market Analysis because it discloses hard facts - the actual list prices and sales prices of properties similar to yours in this market. The Comparative Market Analysis is the most reliable indicator we have of what a qualified buyer is probably going to be willing to pay for your house.”

- “The Comparative Market Analysis shows us real-life market activity involving properties that are more or less similar to yours. It reveals other houses that have recently sold, those that are on the market right now, and those that were on the market but failed to sell. It’s the same data that appraisers and financial institutions use in evaluating property values.”

- “To see what a buyer will be likely to pay for your house, our best indicators are the actual prices buyers have already paid for similar properties.”

- “By looking at similar properties that are currently on the market, we see what your competition is. They are the very properties that buyers are comparing to yours.”

- “The Comparative Market Analysis also shows us properties that failed to sell. I call this the ‘Don’t let this happen to you!’ category. It reveals the pitfalls for us to avoid.”
Comparative Market Analysis

How to use this slide
To present pricing data, use your company’s local “Comparative Market Analysis” form, or your favorite CMA software that downloads market data. This form can be updated during progress reviews with the seller while the home is on the market. The goal is for the sellers to accept the data in the Comparative Market Analysis as accurate and authoritative, and with your guidance, to base their pricing decision on this information.

Suggested presentation points
- “I have prepared this Comparative Market Analysis for you. It shows similar properties that have sold recently, those that are active on the market right now, and those that failed to sell.”
- “In selecting properties to include in the Comparative Market Analysis, I have used the ones that match yours as closely as possible, and that would appeal to the same set of buyers.”
- “Of course, every property is different. As we look at other properties in the Comparative Market Analysis, we will need to allow for those differences.”

Comments about properties that sold recently:
- “[Address of property that sold recently] compares very closely with your home. That means that the price the buyers paid for it is probably a good indication of what someone will be willing to pay for your property.”
- “[Address of property that sold recently] sold for [selling price], but notice that it has a number of upgrades and unique features that allowed it to command a relatively high price.”
- “It’s true that [address of property that sold recently] is very similar to yours. However, in spite of what your neighbors told you, it didn’t sell for the [list price] they were asking. It actually sold for [true selling price], as you can see here.”
- “These two homes are very similar to each other, and to yours. They sold within [dollar amount] of each other last month, so they serve as good indicators of the probable range of market value for your property.”
- “As you can see, there was over [dollar amount] difference in the selling prices of these two homes, which represent the high and the low ends of the price range. Although they are roughly comparable to your property and to each other, we can see some important differences between them that account for the disparity in prices. And that can help us see where your house should be priced.”
- “This property has a sale pending. It’s very similar to yours, and we can see here what the listing price was. Although we won’t know the actual selling price until it closes, this does show us that a property comparable to yours - and listed in this price range - can generate enough buyer interest to sell.”
- “The days on market information shows us that the properties that were listed on the high side took longer to sell. With your time crunch, you have to decide if you can afford to keep your house on the market as long as it took these homes to sell. If you want quicker results than you see here, a more aggressive pricing strategy will be necessary.”
Comments about properties currently on the market:

- “The houses that are on the market at any given time are in competition with each other for the attention of a limited number of qualified buyers. This section of the Comparative Market Analysis shows us your competitors.”
- “Here are three properties that are currently on the market. When you list your house, a buyer will be able to choose between it and these three other properties in the neighborhood. Let’s consider the choice from the buyer’s point of view and imagine how they would compare the properties.”
- “Our challenge is to price your property so that it will jump out as the clear choice when buyers compare it to these others.”
- “It’s true that [address of competing property] is the same basic model as yours, but it offers buyers a [unique feature] that yours does not. That extra feature is reflected in a slightly higher asking price.”
- “It’s important to remember that these listing prices are what other sellers in [name of market area] are asking for their homes. None of these properties has sold yet, and there is no guarantee that the sellers will really get what they are asking.”

Comments about properties that failed to sell:

- “Here are two very nice homes, similar to yours that failed the ultimate market test. No one bought them, and the reason is plain to see. Look at those prices!”
- “Here is a listing that failed to sell. The house is very similar to yours. I previewed it and showed it a few times myself. It is an excellent property. What hurt it was the price. You can see it right there, just way out of line, too high to attract serious buyers.”
- “Just look at what happened to the expired listings. They sat on the market for an average of [average days on market of properties that failed to sell], and they never sold. Given your time frame, we have to be certain this doesn’t happen to you.”
- “Let’s make sure of one thing. Six months from now, your house must not be the one people use as an example of a listing that expired.”

Summary and reaching agreement on price:

- “Do you have any questions about the information in the Comparative Market Analysis?”
- “Based on the data in the Comparative Market Analysis, what do you expect the selling price of your property to be?”
- “According to the actual sales information we’ve just looked at, buyers have established an average selling price of [realistic price range based on data in the CMA] for properties similar to yours. Do you agree that your property will probably sell in this range?”
- “Since homes in this neighborhood have been selling for about [percentage as indicated by the CMA] percent of list price, it would make sense to list no more than [realistic percentage] above the average selling price. That means listing no higher than [realistic list price]. That will put you in a very favorable position with your competitors. How do you feel about that?”
- “So you agree, then, that we can start marketing your home at [realistic list price]?”
**Comparative Market Analysis Graph**

**How to use this slide**
This easy to prepare graph can help you clarify and explain the Comparative Market Analysis by summarizing pricing information in an easy-to-understand visual format. Since it can dramatically illustrate the disparity between the prices of the three categories of properties on the CMA, the graph can be an especially convincing tool for sellers who want to list too high.

Refer to the Sample slide to help complete your graph. Refer to the instructions in the Notes view of the PowerPoint presentation.

First, determine the CMA’s price range, from the very lowest price (usually a property that has sold) to the very highest (usually an expired listing).

**Example**
Lowest price on the CMA: $149,500
Highest price on the CMA: $168,500

The next step is to fill in dollar amounts in each of the twelve spaces on the scale (the scales for each of the three categories of properties will be identical). Select a value below the lowest price on the CMA for the box on the left end of the scale, and a value above the highest price on the CMA for the box on the extreme right, with each box between the two extremes separated by an equal increment.

**Example**
Box on left end of scale: $148,000
Box on right end of scale: $170,000
 Increment between each box: $2,000

Next, for every property in each of the categories (Sold, Now Active, Failed to Sell) place a mark on the scale above the corresponding price. (You might want to use green for properties on the Sold Recently scale, yellow for those on the Now Active on the Market scale, and red for properties that Failed to Sell.) Typically, the prices of properties that have sold are clustered at the low end of the scale; houses currently on the market are priced in the middle of the scale; and expired listings show up at the high end.

**Suggested presentation points**
- “This graph summarizes in a visual way the pricing information that we have been discussing on the Comparative Market Analysis.”
- “Here are the properties that sold recently. We can see that buyers have established the market value for properties similar to yours in the range of [price range of Sold Recently properties].”
- “On this scale we can see where your competition is. They are asking [price range of properties Now Active on the Market]. It’s important to remember that they have not sold yet. We'll be competitive with these properties if we stay in the middle to low end of this group.”
- “Now way over here we have the properties that buyers rejected, and it’s no wonder why. They were asking [price range of properties that Failed to Sell] - way beyond what buyers have determined to be realistic market value for this type of property in today’s market.”
- “Now we could list over here at the high end of the scale, but that puts your house right in the middle of the properties that failed to sell. You don’t want your house down here with the other expired listings, do you?”
The Dangers of Overpricing – Timing and Activity

How to use this slide
This slide is a resource for you to use in the all-too-frequent event of sellers who are stubbornly unrealistic about the listing price. You may want to leave a copy of this slide behind after a listing presentation if you list on the high side and anticipate a probable future price reduction.

Suggested presentation points
- “I know you want to get top dollar for your property. The way to do that is to price it right at the market, right from the start.”
- “Setting too high a price will fail to get you what you want, and in fact it may cause you to end up with less. Overpricing inevitably leads to grief.”
- “When showing properties to their buyers, some real estate agents will seek out homes that are priced too high and use them as ‘bouncers.’ That means they’ll show them to their buyers to help sell another home that is more favorably priced. You don’t want your house used as a bouncer, do you?”
- “A high price is generally interpreted to mean the seller is not too motivated to sell, and that often attracts buyers who are not very motivated to buy. Tire-kickers, lookers, and nosy neighbors won’t help you achieve your goals.”
- “There is a relationship between list price and the time it takes a house to sell. Generally speaking, the higher the price, the longer the market time.”
- “You could start high and then drop the price later. But, you will miss out on an opportunity that only comes once in marketing a property. When a house is priced well, it generates immediate interest and enthusiasm in the real estate community with more broker previews, buyer showings, and frequently, more offers. And the momentum carries on through the following weeks. But if a property is perceived as ‘overpriced,’ that window of opportunity is lost, and it cannot be recaptured by reducing the price later on.”

The Dangers of Overpricing – Fewer Buyers

How to use this slide
This slide is a continuation of the previous slide. Use this to illustrate the relationship between asking price and level of buyer interest and activity.

Suggested presentation points
- “This graph illustrates what happens when a property is priced too high. The pool of available buyers drops off quickly, and there are comparatively few buyers willing to pay higher prices. It takes more time to locate these buyers, so it takes longer for overpriced properties to sell - if they sell at all.”
- “The reality is that there is an inverse relationship between price and buyer interest. The higher the price, the fewer the buyers who will be interested in your property. One of the biggest mistakes sellers make is to price their house so high that it scares potential buyers away.”
- “If a property is regarded as ‘overpriced,’ buyers and their agents lose interest in it, and it sits on the market, stale and shopworn. All too often, we see sellers in these situations having to drop the price below market value to rekindle interest and get it sold.”
“Even if your house should attract an offer at the price you have in mind, the sale might run into trouble when the buyer tries to get a loan. Lenders require an independent appraisal, and if the appraiser finds that the sales price exceeds fair market value, the lender will not approve a loan based on that price, and the sale will fall through.”

Progressive Value Range Marketing

How to use this slide
As a Berkshire Hathaway HomeServices professional, you can employ a unique marketing advantage - Progressive Value Range MarketingSM (PVRMSM). This slide helps explain this innovative pricing and marketing approach. This is an opportunity to display PVRM advertising and marketing materials and to share statistics that demonstrate the actual results of the program in your company. Make sure PVRM is permitted by your local MLS rules and discuss PVRM with your manager before offering the service to sellers.

Suggested presentation points

- “I’m excited to be able to discuss the sale of your home today, because I’m able to offer you an alternative to the traditional way of marketing homes. It’s called Progressive Value Range Marketing (PVRM) and it has some advantages over the traditional fixed pricing method. May I explain them to you?”
- “With Progressive Value Range Marketing, we still list your property at a fixed price, but market the property within a set price range. Our goal is to expose your property to as many qualified buyers as possible. By marketing within a price range, we cast a broader net than if we were to focus narrowly on buyers at a single price point. The result is that it gives you more market exposure to attract more buyers, which can accelerate the sales process with more offers.”
- “For the buyer, PVRM gives a wider range of properties to select from in a market range they’re comfortable with. Our sellers are finding that PVRM actually encourages offers from buyers who would have missed their property if it had been marketed narrowly at a fixed price.”
- “In a competitive market such as this one, can you see the advantage PVRM would give your property?”

Fixed Price Marketing

How to use this slide
This slide helps the seller see the benefits of Progressive Value Range Marketing. Use this slide to discuss the limitations of fixed price marketing and gain agreement on the dangers of overpricing.

Suggested presentation points

- “Progressive Value Range Marketing removes the challenge of deciding at what price to list your home. As I’m sure you realize, many homes fail to sell because the list price is too high. Equally, no seller wants to list their home too low and risk leaving money on the table. Let me demonstrate the difference in fixed pricing and PVRM as shown on this chart.”
- “Every seller wants top dollar for their property and a buyer’s target price is usually well below that price. Somewhere in between the two is the market price; the price where the buyer and seller meet with a
negotiated sale. By listing your property at the top of the range, you actually limit the number of buyers that might be exposed to your property, which can slow the process of selling."

**PVRM – Range of Affordability**

**How to use this slide**

Use this slide in conjunction with the previous slide. This slide helps the seller see how Progressive Value Range Marketing can attract a broader range of buyers.

**Suggested presentation points**

- “Properties marketed using Progressive Value Range Marketing, allow the purchaser to view properties within their “range of affordability” that corresponds to one of our 80 PVRM ranges. Your property can appear in more “range of affordability” searches, exposing your property to more prospective buyers.”
- “Do you see how PRVM can attract more buyers to your property?”

**Helping Buyers and Sellers Connect**

**How to use this slide**

This slide gives the seller the opportunity to determine the best price range to market the property. With the benefits of understanding the dangers of overpricing and how to determine the best price, sellers tend to be more realistic. Use your skills to help the seller make a good decision on pricing.

**Suggested presentation points**

- “From testing and research, Berkshire Hathaway HomeServices has created 80 ranges to use across the nation. These ranges overlap in price points, giving flexibility in determining which range will attract the most buyers. For an example, let’s say a seller’s ideal price for their property is $250,000.” (Give a price that would not be considered by your seller.) “There are two ranges the seller could select within the PVRM system; number 31 and 32.” (Show the chart, demonstrating how these two ranges overlap the seller’s ideal price of $250,000.) “Depending on the market and the seller’s motivations, either one could be used and still give the seller his optimal price. Which range do you think would attract the most buyers?” Allow the seller to respond by saying “the low end.”
- “It’s important to remember that the low end merely represents a starting point that you will entertain offers. It does not require you to accept any low offer within the range, but that you would agree to consider any offer written within the range. What I mean by “consider the offer” is that you would respond to the offer by either accepting the offer as written, writing a counter to the offer, or in the case of multiple offers, rejecting one of the offers.”
- “The greatest dilemma most buyers face is what price to offer at the beginning of the negotiations. Many successful sales begin with a low offer which is better than the alternative, which is no offer at all.”
- “Buyers who start low and come up in price through a smooth negotiation process are much less likely to feel that they paid too much for the property or to feel buyer’s remorse.”
- “How do you feel about Progressive Value Range MarketingSM and what would you like to do next?”
Preparing Your Property for Sale

This section of the Homeselling Proposal helps you explain how the sellers can bring their home up to showcase condition and carry out their role in achieving a successful sale.

This section contains the following slides:
- You are the Key Player on the Homeselling Team
- How Will Buyers See Your Property
- Show Off Your Home Every Time

You are the Key Player on the Homeselling Team

How to use this slide
Sellers need to understand the vital role they play in a successful sale. This slide can help you clarify the sellers’ role, including some common sense precautions they should be aware of.

Suggested presentation points
- “All of our marketing efforts have one goal in mind - to attract real estate agents and their buyers to your property. Once that happens, it's absolutely essential to make each showing count. This is where you play a crucial role.”
- “I'd like to share some common sense guidelines that will help ensure a successful selling experience for you.”

Specific comments about property accessibility:
- “The most obvious element in a successful showing is sometimes overlooked - a property can only be shown when real estate agents and their buyers can get in to see it. If you’re going to be at home when an agent brings the buyers to see it, then of course you can let them in. But if you’re away, they need to have access.”
- “A lockbox is a simple and safe way to be sure your property never misses out on a showing.”
- “One of the necessary challenges of being a homeseller is to be flexible in scheduling showings. It may be an inconvenience to drop everything at a moment’s notice for a showing, but remember – that showing may turn into an offer!”
- “Sometimes it may seem that buyers always want to see your house at the most inconvenient times. But please remember that many buyers - especially those from out of town - may have very inflexible schedules, and the time when they want to view your house may be the only time they can see it. So try your best to accommodate any reasonable request to view your property.”
- “One nightmare we want to avoid is the situation where a real estate agent comes to me with an offer on your property, and I can't get in touch with you to present it. So please be sure I always have a phone number where you can be reached.”
Specific comments about leaving during showings:

- “Buyers tend to feel more comfortable when the seller is not present. They’re more relaxed, and they find it easier to think about the property instead of the impression they’re making on the sellers. So it’s usually best to be gone when your property is being shown.”
- “When buyers are alone with their agent they’re more likely to ask questions and mentally ‘move in’ than when the sellers are around. So if you have some shopping to catch up on, or other errands to run, this would be a good time to do it.”
- “You can be confident that a real estate agent will do a good job of showing your house in your absence. They’re skilled at demonstrating a property’s features and answering buyers’ questions, and if they need any information, they’ll contact me.”

Specific comments about pets:

- “I love playing with your dog, Pugsly, but some of the buyers who view your home may not be as fond of dogs as I am. In fact, some people are afraid of animals and might actually be scared off.”
- “We want buyers to concentrate on your home and not be distracted by pets. Since you will try to leave whenever the property is shown, it would be a good idea to take Pugsly with you.”
- “Whenever the property is going to be shown it would be advisable to leave Pugsly in his kennel.”

Specific comments about limiting conversations:

- “If you are present when the house is being shown, just stand aside and let the real estate agent do the showing. This is not a social call, and you are not expected to entertain them. If buyers have questions, they need to ask their agent. And if their agent has questions, they know they should contact me.”
- “It’s best not to discuss the property with other real estate agents and buyers. You’ll especially want to avoid mention of any confidential information that could weaken your negotiating position, such as your flexibility on price and terms, or your urgency to sell.”
- “It’s important to maintain a strong negotiating position with potential buyers. Sometimes buyers interpret the sellers’ enthusiasm for their home as over-eagerness to sell, and the result is a lower offer.”

Specific comments about personal safety:

- “It’s wise not to lose sight of some fundamental cautions. By no means should you allow people claiming to be buyers into your home if they are not escorted by a real estate agent. Just give them my card and ask them to contact me or my office.”
- “Always insist on obtaining the real estate professional’s card, then pass it along to me for follow up.”
- “Whenever your house is available for showing be sure to put away all valuables such as money, jewelry, and prescription medications.”
How Will Buyers See Your Property

How to use this slide
A successful sale may depend as much on the property’s condition and appearance as on the marketing plan or pricing strategy. Sellers can be extremely sensitive about their home, and pointing out areas that need attention requires tact as well as candor. This slide helps you deal with this important but sometimes difficult topic.

Try to help the sellers see their property from the buyers’ point of view. If possible, be prepared to share some real-life stories of the advantages of fixing up a property, or of what can go wrong when a property is not prepared for market.

Suggested presentation points

- “When a property is on the market, it’s like any other product that is offered for sale. It needs to be packaged in a way that shows it off best to potential buyers.”
- “The old saying, ‘You don’t get a second chance to make a good first impression,’ was never truer than in the marketing of properties. A home’s appearance can have a dramatic effect on how quickly it sells, and on the price you receive. Here are some specific areas that can influence a buyer’s impression of a property.”
- “It’s important to step back and take an impartial look at your house, as if viewing it through the eyes of potential buyers.”
- “The very first thing buyers see will be your home’s exterior. Minor clutter, like toys on the walkway or newspapers on the driveway, can distract a buyer’s attention from the positive features of your home.”
- “Unfortunately, lawns and weeds keep growing when a house is on the market, so it will be essential to keep the landscaping trim, green, and beautiful.”
- “Sunlight will work in our favor to show off the beautiful interior of your home, so it will be important for the windows to be crystal clear to let the sunshine sparkle.”
- “A carpet’s appearance can dominate the entire room. Buyers tend to be particularly sensitive about carpets, so here is an area we’ll want to pay some attention to.”
- “Even though you have decorated extensively, you may find that the taste of some buyers doesn’t necessarily match yours. A more neutral approach usually has the widest appeal.”

Show Off Your Home Every Time

How to use this slide
Every showing counts! Even if the sellers take care of all the home enhancement steps you recommend, a showing can be spoiled by dirty dishes or unmade beds. This is a checklist to remind the sellers of the fine tuning necessary for impressive previews and showings.

Suggested presentation points

- “We’ll want your home to be just as beautiful as possible whenever it is seen, whether broker previews, buyer showings, or open houses. First impressions really do matter, so your house will need to look its best on a moment’s notice.”
- “Experience has taught us that the simplest things can spoil a showing, and that can be very costly. Here are some basic items you’ll want to take care of when a showing is scheduled.”
“Whenever you’re going to leave the house, it’s wise to assume that it might be shown while you’re gone, so it’s always a good idea to put the house in prime showcase condition before you leave.”

“Real estate agents view properties day in and day out, and buyers typically see so many homes that they can’t tell one from the other. So our challenge is to make each showing truly impressive and memorable.”

“Buying a home can be an emotional process, so we’ll want to satisfy the buyers’ emotions when they preview your home. The way to do that is to create an inviting atmosphere of appealing sights, sounds, and aromas.”

“What questions do you have about preparing your house to go on the market?”

“What changes are you planning to make prior to putting the home on the market?”
Who We Are

This section of the Homeselling Proposal gives the sellers additional information about you, your company, and Berkshire Hathaway HomeServices. It will help build the sellers’ confidence and strengthen your professional relationship.

This section contains the following slides:
- How I Can Help You
- My Credentials
- About My Company
- Berkshire Hathaway HomeServices
- Homeselling Services Commitment
- Thank You

How I Can Help You

How to use this slide
Homesellers don’t necessarily understand how you can help them - in fact, they may not be convinced they need you at all! It is important that they understand the complexity and value of your work. This customizable slide clarifies your role as a reliable, service-oriented professional the sellers can rely on. Be sure to emphasize issues that the sellers have shown an interest in (such as frequent communication or handling important details).

This slide is an excellent introduction to the Homeselling Services Commitment, which explains in detail the specific ways you will help sellers.

Suggested presentation points
- “You’ll discover that I wear many hats. It’s my job to manage the marketing of your property, negotiate with the buyers when an offer is submitted, and coordinate all the details for a successful closing. Along the way, I’ll be available to consult with you whenever you have questions or concerns.”
- “My goal is to market your property successfully. Throughout this process, I’ll do my best to focus on your needs, interests, and priorities.”
- “I believe in frequent and open communication, and I’ll keep you informed every step of the way.”
- “I will provide information and advice, but the actual selling decisions are yours. If you have questions or concerns, please share them with me.”
- “My role is to work with everyone involved in the transaction to make sure that everyone is doing what they’re supposed to and that the sale is moving along on schedule. If any unforeseen problems arise, it’s my job to help work out a solution that is in your best interests.”
- “Do you have any questions about my services and how we will work together?”
My Credentials

How to use this slide
This slide is all about you. It is your résumé – an entirely customizable slide that spells out your qualifications.

As the sellers look over this slide, they will ask themselves, “So what? What’s in it for us?” It is more important to highlight selected points that demonstrate how you successfully serve sellers than to list every accomplishment of your career. You can supplement this slide with a selection of certificates, news clippings, and testimonial letters from satisfied sellers.

Suggested presentation points
- “We’re here today to talk about you, not me. But I do want you to know a little bit more about me. So when you have a minute you might want to review some of my professional accomplishments."
- “I want you to have the confidence of knowing that you are putting the marketing of your home in the hands of someone who is serious about the real estate profession."
- “Do you have any questions about my background or the services I provide?

About My Company

How to use this slide
This customizable slide tells the sellers about the history and distinctive services of your local company.

As with your personal slide, the sellers may ask themselves, “So what? What’s in it for us?” - So be sure to avoid real estate jargon, and present information in terms that are important to them. For example, a statement such as “According to MLS records, our company enjoys a 25% market share of listings sold” may mean very little to the sellers. They would be more likely to appreciate the idea that: “Berkshire Hathaway HomeServices [Company DBA] successfully markets the properties of approximately one out of every four homesellers in this community. We can help you sell yours, too!”

Suggested presentation points
- “I’m proud of the company I’m with. This slide tells you a little about us.”
- “One reason I can provide you with full service is because of the strong support of my company.”
- “Berkshire Hathaway HomeServices [Company DBA] has been the leading real estate firm in this area for many years. That means stability and reliability.”
- “Do you have any questions about Berkshire Hathaway HomeServices [Company DBA]?”
Berkshire Hathaway HomeServices

How to use this slide
Many people are probably aware of the leading role Berkshire Hathaway HomeServices plays in the real estate industry and the great reputation earned by our Brand. You can include this slide in the Homeselling Proposal to be sure that sellers know about the distinctive advantages of the Berkshire Hathaway HomeServices network.

Suggested presentation points
- “As a member of the Berkshire Hathaway HomeServices network, we share in the strength of one of the most respected names in business. The powerful name and reputation of Berkshire Hathaway HomeServices brings a definitive mark of stability, strength, quality and innovation.”
- “We provide the market awareness and expertise of a local company with the strength and resources of one of the largest real estate organizations in North America. Our resources will be working for you in the marketing of your property.”
- “I am proud to represent an organization that consistently strives to provide the most effective homeownership experience possible. I am committed to high standards of reliability and trust that will get your home sold.”
- “Do you have any questions about the Berkshire Hathaway HomeServices network?”

Homeselling Services Commitment
The Homeselling Services Commitment sets you apart as a dedicated, caring real estate professional. The Commitment:
- Affirms that the sellers’ needs drive the homeselling process, and that it is your goal to help the sellers feel as confident as possible through the entire transaction.
- Describes the specific services that you provide as the seller’s marketing professional.
- Demonstrates the quality and level of commitment you adhere to and lays the foundation for a strong working relationship with the sellers.

How to use the Homeselling Services Commitment
- As you discover the sellers’ concerns, priorities, and objectives during your discussion, you can point out the corresponding item in the Commitment. They will see that you are in tune with their interests and are prepared to address their specific needs.
- Note especially that the first item on the Commitment is communication. Lack of communication is often the biggest disappointment sellers have with their listing agents; this tells the sellers that communicating with them will be a top priority for you.
- Be sure to cover any additional services that you provide, and indicate them in the “Other services” section of the slide.
Thank You

How to use this slide

- Although this is the final slide in the Homeselling Proposal, it may not be the end of your consultation with the seller.
- Affirm your gratitude in being able to meet with the seller to discuss their needs and share the plan you have to help them get their home sold.
- Continue to probe and answer questions. Review information where needed, and gain agreement on solutions.
- Close by indicating your commitment to implementing a plan to help get their home sold.

Suggested presentation points

- “Thank you for the opportunity to meet with you and share my plan to help you sell your home.”
- “What haven’t I covered yet that is important to you?”
- Would you feel comfortable moving forward today?”
- “If you’re ready, I’d like to begin right away.”