



SALES MEETING VIDEO SERIES

BENEFITS OF A LISTING AGENT

Purpose:

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ Have you ever been scared to figure your hourly rate on a Buyer?
- ✓ Do you ever look at the ROI on your time when working Buyers?
- ✓ How about your Capacity?

Areas for Improvement:

Company Key Management Numbers:

- ☐ Average Price/Transaction
- ☐ Average Commission/Trans Side
- Percent of Business from Listings
- ☐ Listing Inventory Sales Rate
- ☐ Average Days on Market
- ☐ Percentage of Sales that Close

Listing Income Chain:

- ☐ Contacts
- ☐ Appointments
- ☐ Presentations
- ☐ Listings
- ☐ Sales
- ☐ Close

Buyer Income Chain:

- ☐ Contacts or Inquiry
- ☐ Appointment Process
- ☐ Credit Qualification
- ☐ Selection & Demonstration
- ☐ Contract
- ☐ Close

Next Steps and Reinforcement:

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Take some time to discuss why most agents work Buyers
- ✓ Discuss how to transition to a Listing Agent
- ✓ Discuss the Skills and Attitudes needed to make a Change

Recommendations for Additional Discussion and Reinforcement:

Ask your team to role play a skill mentioned in your Next Steps discussion. This will help you identify who “knows” the skill vs. who “owns” the skill.