



The Collaborative Agent

Setting Your Seller Up for Success

Created & Presented by:



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The Maverick Motivator

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About Monica Neubauer

As a Maverick Motivator, Monica Neubauer's content driven programming is about entrepreneurial focus, intentional choices, decisive and strategic problem solving which she delivers in a highly engaging and fun format. A maverick is an independent-minded person who believes in the freedom to choose their own definition of success and Monica incorporates that philosophy in her programming as she motivates her audiences and clients to apply what they learn directly to their own business and personal lives.

Monica has traveled to 48 states and 20 countries. Because of her broad base of education and experiences, her energy and dedication is directed towards creating a highly interactive learning environment so the audience leaves wanting more. Her topics include communication, modern selling practices, negotiation, problem solving and maintaining a healthy life balance throughout.

Monica Neubauer is a practicing and award-winning REALTOR® which continually allows her to provide relevant and current information in her educational programs. She has earned multiple real estate certifications, hosts the Center for REALTOR® Development Podcast for the National Association of REALTORS® and has been a contributor to REALTOR® Magazine, The Residential Specialist Magazine, The Tennessean Newspaper and various state publications. She is the author of *Straight Talk for Real Estate Success – 80 Tips for Structuring, Organizing, and Promoting your Business*.

Monica Neubauer's personal mission is to live life "Funtentionally" – always paying attention to what is and isn't working and making the necessary changes for a successful life. She encourages people she connects with to acknowledge where they are, where they want to be and to make intentional choices about their use of time, money and relationships.

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What is your goal in a listing appointment?

Seller Expectations

The Initial Phone Call – Pre-Work

- Why are you selling?
- When do you need to move?
- Have you made any improvements or additions? What are the estimated dates?
- What is the size of their house?
- Do they have any idea of what price they want for their house?
- Are they interviewing other agents?

Research

Where are you looking? What do you need to know?

CMA Basics

Pre-Listing Package – Possible Options to Include

- Cover Letter - Personalize
- Bio – Resume - Testimonials
- Company Profile
- Communication Guidelines
- Key Market Factors – Price, location, condition, competition
- Pricing guidelines
- Expectations of who does what
- Basics and more about getting a house ready for sale
- Pet Checklist
- Home Warranties
- Presentation of offers
- Multiple offers
- Termite, septic, flood zones, insurance – challenge points
- Negotiation Process
- Closing Process
- Moving Checklist
- Items we need from the Seller
- Customer Information Sheet – Personal information, birthdays, hobbies
- Items the Seller loves about their house
- Property Condition Disclosure information
- Contract with watermark

Conducting the Listing Appointment

- Be 5 minutes early. Do NOT be Late! - Take the time to build rapport.
- Walkthrough the home briefly.
- Listen, Listen, Listen to their story
- Timing
- Process
- Pricing
- Seller Net Sheet
- Disclosures, Paperwork
- What sold you on your home when you bought it?
- What is the amount owed on their house?
- Agency
- Preparation of the house – Stuff, Staging, and Showing

Show Your Value! Tasks You Do...

Write down 20 things you do when working with the Seller

1. _____
2. _____
3. _____
4. _____
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19. _____
20. _____

Seller's To Do List to Prepare the House to Sell

Absolute Basics

1. Start by airing out the home. Most people are turned off by even the smallest odor. Strong odors come from cigarettes, pet smells, diapers, garbage and cooking. Clean the house and remove the sources. Use Febreze to help remove odors, not Plug ins. Excessive "good smells" can turn off buyers as well.
2. Wash all the windows in the home, inside and out.
3. If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
4. Put bright light bulbs in every socket made for a bulb. Buyers like bright & cheery. Clean light fixtures.
5. Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling. Rent a storage bin, if necessary.
6. Make sure rooms are not overcrowded with furniture. Select pieces which look best and store the rest.
7. Keep the kitchen sparkling clean. Remove all items from the counters that are not used daily. Make sure all appliances are clean at all times. Straighten cupboards which appear cluttered and keep floors gleaming.
8. Bathtubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.
9. Keep children's toys out of the front yard, sidewalks and front porch. Pack away all but the most necessary ones.
10. Remove any clutter from halls and stairways. This includes "occasional" tables.
11. Take the time to oil hinges, tighten doorknobs and faucets.
12. Clean the ashes out of the fireplace.
13. Make sure that the pull-down staircase to the attic is working correctly. Be sure there is an operating light in the attic.
14. The pool needs to be sparkling and free of leaves.
15. Use Mr. Clean Erasers to clean up the walls.

Curb appeal counts!

Here are some tips which will give a terrific first impression:

1. Trim trees and shrubs
2. Clean out flower beds and plant a few flats of seasonal flowers.
3. Add fresh mulch.
4. Paint the front door, trim work if necessary.
5. Make sure doorbell is working properly.
6. Wash the mailbox
7. Front porch needs to be swept; cobwebs removed. Purchase an attractive mat for people to wipe their feet.
8. Don't forget rear or patio doors and walkways.
9. Clean the exterior heating/cooling units. Change the HVAC filters inside the house.
10. If possible, clean oil stains from concrete driveways and patch or seal asphalt drives.

For those willing to put in some more work...

There are some things you can do which will really add flair to your home and improve your bottom line.

1. If your house is the least bit dated, remove wallpaper that is older or dated and paint.
2. Replace outdated light fixtures.
3. Replace older or dated bedding and shower curtains with neutral colors.
4. Remove old curtains.
5. Fresh paint on interior and/or exterior where needed. Full wall paint is better than a poor touch up.
6. Stretch carpet if necessary. Clean or replace carpet if really dirty.
7. Mini Kitchen Upgrade. Paint cabinets white, update hardware and appliances.

Showing your home...

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Keep good scents in the house, such as potpourri or diffuser sticks. Nothing heavy.
- Make sure all the lights are on and window treatments and blinds are open.
- Turn off the television.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your home during showings.

House and Grounds Checklist

Exterior

Cut grass (shovel snow)

Mend fence, gate, steps

Install house numbers

Plant annual flowers

Pick up toys, tools, etc.

Remove excess items

Trim shrubs

Close garage door

Store trash cans

Wash windows

Entrance

Tighten handrail

Replace light bulbs with higher wattage

Doorbell should be in working order

Buy new doormat

Repair or replace screens

Remove paw prints and fingerprints

Remove Cobwebs – Clean Thoroughly

Front Hall

Clean out closets

Remove clutter

Add plants, fresh flowers

Living Room

Remove knickknacks

Pack away distracting items

Clean out fireplace ashes

Clean carpet

Repaint interior if needed

Repaint ceilings if needed

Kitchen

Clean stove and oven
Clear counters
Scrub sink Remove fingerprints
Clean Refrigerator
Dust mini-blinds
Add a plant or fresh flowers
Clear Countertops
Replace faucet or knobs as needed

Bathrooms

Replace shower curtain
Freshen grout around tub
Change toilet seat
Remove personal items
Make sure sinks drain well
Clean cabinets
Buy new towels in white
Remove tub mat

Bedrooms

Store personal items
Remove valuables and medications
Clear dresser tops
Clean out closets
Remove excess furniture

Attic, Basement

Clear stairs
Check light bulbs
Vacuum floors
Dust away cobwebs
Straighten stored items

Garage

Hose down floor
Tidy stored items
Keep doors closed
Replace light bulbs (higher wattage)

Session Evaluation

Session Title: The Collaborative Agent Date: _____
 Presenter: Monica Neubauer

1. How did you find out about this program? (Select all that apply)

- ☐ Calendar handout ☐ College Bulletin ☐ E-Mail ☐ Fax
☐ Internet ☐ Mail ☐ MLS ☐ Newsletter
☐ Word of mouth ☐ Workplace ☐ Other

Session Evaluation

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
2. Session content (worth time and money invested)	5	4	3	2	1
3. Contribution to overall career knowledge	5	4	3	2	1
4. Likelihood of actual use of session material	5	4	3	2	1

Presenter Evaluation

5. Demonstrated material and subject knowledge	5	4	3	2	1
6. Use of visual aids and technology	5	4	3	2	1
7. Encouraged student involvement & participation	5	4	3	2	1
8. Handout organization & ease of use	5	4	3	2	1
9. Handling of student questions & feedback	5	4	3	2	1
10. Overall presentation style	5	4	3	2	1

11. What could be done to improve the session? (Please use the back if you need more room)

12. If you felt the session was worthwhile and beneficial, please write down your comments for the meeting planner. (Please use the back if you need more room).

I hereby give Monica Neubauer permission to use my comments in her advertising efforts utilizing any and all media (i.e., internet, newspaper, radio, brochures, etc.)

Sign Name _____

Date _____

Print Name _____