



# Listing Presentation Ground Rules

Capture the Clients attention and interest in the listing choices

# Listing Presentation Ground Rules

To win a commercial property listing today, you need to cover all of the market issues and be prepared for all the situations and pressures the property and the client may present. The client has to see that you are the best choice of agent to move things forward productively.

Show your confidence in the property situation and say the things that will allow the client to trust your recommendations. That is the base strategy to start things off.

## **Understanding Client Needs: The Key to Securing a Listing**

Most clients want just a few things when they list their property for sale or lease; here are some everyday observations about that in today's market:

- Best price or best rent given the prevailing market circumstances
- Timely sale or lease strategies for today's market and the property
- Convenience in moving the property forward in a marketing campaign
- Getting lots of inspections underway soon at the property
- Spreading the message to the correct local buyers or tenants
- Attracting qualified buyers or tenants to the property
- Negotiating for a fair and reasonable outcome in a contract or lease
- A professional and legal way to document the contract or lease for the property so it moves the client forward to a satisfactory outcome

It's crucial that the client perceives you as the right agent to handle all aspects of the property. Therefore, your property presentation must be of the highest quality and tailored to the current market conditions for the property.

Talk about the property comprehensively. Show the client that you understand their requirements and their property. Talk about features of the property that can give you the edge in marketing and enquiry. Talk about the target market and how you are going to reach that audience.

## **Planning Your Approach**

The Power of Exclusivity: Securing Your Success

Here are some ideas to help you improve your listing presentations:

1. Look at the local area and the competing properties. Understand the listings you are up against and how you can adjust your marketing efforts.

2. Take plenty of photographs of the subject property and use those photographs in your presentation. Use a laptop or tablet computer with a 'scrolling' photo slide show to let the images run while you talk to the client. The client will always be interested in their property.
3. Use a Gantt chart suitably adjusted to the Sales, Leasing, or Property Management campaign process. The chart is a visual display that helps the client see what you will be doing to help them and how that will occur.
4. Make your presentation and proposal simple in formula and layout. Selling or leasing a property can be simple, even with complex properties. Make your processes simple for the client to see, understand, and accept.
5. Rehearse your comments and make clear recommendations for the property and the client. Provide timelines for each stage of the process.
6. Tell your client about the local property market and where their property sits concerning that. Show graphs and statistics to support your claims and recommendations.
7. Provide three different marketing campaigns so the client has a choice in proceeding (budget-driven decisions). Seek and exclusive listing appointment.
8. Participate in the marketing campaign so you become part of the property solution. Discuss your strategies and steps to progress the listing locally and regionally.
9. Have a listing document and partially completed for final client acceptance.
10. Have a shortlist of VIP prospects available that you can show the client (with suitable redactions) about how many people and who will be inspecting soon and explain why that is the case.



Market knowledge and personal confidence will help you with the above issues and solutions.



### *IMPORTANT INFORMATION*

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