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The Commercial Classroom: Your listing presentation

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One of the most critical skills we must learn to be successful is how to give an effective listing presentation. Presentations need to be well prepared - you can't just "play it by ear." Our clients are busy business people, your listing presentation must be brief and to the point (15-20 minutes). The good news is most parts of your presentations can be prepared in advance and be ready to go when opportunity knocks. We need different presentations for sale and lease, but the "bad" news is, today we also need different styles for different age groups.

Some clients will expect a high-tech lap top PowerPoint presentation; others would appreciate the presentation printed out in booklet format. For others perhaps a placemat format will be best.

Create a "placemat" (11 x17 size) composed of 6-8 of your slides, images or messages, and just use this to guide your client through your listing (presentation) discussion.

Technology has given us another tool; "Google" or otherwise look up on the Internet the target company and the client, CEO, or president, etc. Learn something about them and the company, things you may have in common; a way to "break the ice" and start a conversation.

Our goal in the listing presentation is to get an exclusive agreement signed, but it is also to set a realistic price and get agreement on our compensation. Practice your presentations; also practice overcoming the anticipated objections to value and fees.

The key point for the agent today is to demonstrate what makes them unique and specifically what they will do for the client. It is OK to talk about your Company history and your past deals.

But, make it short or better; disseminate that information in printed format. It is a good idea to drop off a "pre-framing kit" - information about you, your company and general market conditions in advance of your meeting.

Today's consumer wants to know your action plan - how will you market their property? This needs to be the primary focus of your presentation. Think "show me" have samples of marketing and promotional pieces you have produced for others. Don't just say I will post your property on XYZ website, show them what that will look like.

During the listing process you have an opportunity to set the stage for pricing. Include discussion of "comps" or "comparables." Today's competition; what is on the market? What properties will this property be competing with for that buyer or tenant customer?

The listing process must be interactive. This is a communication, a discussion, not a lecture. Ask questions based upon what you said, to be sure your client understands and agrees. When you describe your marketing plan: "Are you familiar with these web sites?" (Where you will be posting the listing) Discussing competition; "Were you aware this space was available?"

The presentation must conclude with a call to action. "Based upon current market conditions" or "Based upon what is on the market I recommend we price your property at _____." Then close! A

common error with agents is we talk too much! We keep presenting and never close. Plan to end your presentation with an action directive. "Now in order to proceed we need to fill out this agreement."

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