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www.RealEstate1StopShop.com



Real Estate Pros: Take advantage of this **FREE** offer and study this 3-step eCourse...

P.S. There are 4 more, too!

Seanna S. Smallwood © 2012





Welcome to our online eCourse for Real Estate Professionals

Throughout this course, you will learn the first 3 steps (out of 7) how to control your listing appointments from start to end, manage questions, overcome dialogue issues, and become the absolute BEST listing agent – regardless of whether your expertise is in the field of residential or commercial... you don't want to miss a single step!



Table of Contents



Lessons 1(a) (b), 2, and 3

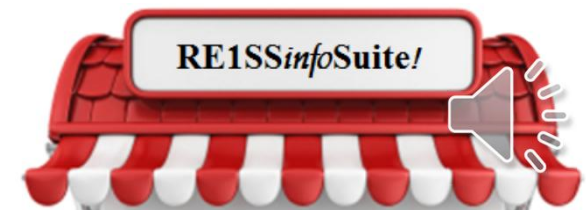
(FREE! with this subscription!)

- “ Lesson 1 – (a) How to make an intriguing introduction and (b) control the listing appointment with few interruptions
- “ Lesson 2 – Build rapport with the client and establish the trust necessary to win the listing
- “ Lesson 3 – Apply for the job, Interview and present your resume and experience

Lessons 4, 5, 6, and 7

(\$199 with this subscription!)

- “ Lesson 4 – Initiate your offer guarantee
- “ Lesson 5 – Explain necessary steps in merchandising review and the marketing plan to your client
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ing
on the To Do List?

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Intriguing Introduction



With over
\$85 Million SOLD
In 8 Years – Why Choose Anyone
Else?



Seanna S. Smallwood
REALTOR®
Listing Specialist, MSA
18 Years Marketing Experience!
Centurion® 2003, 2004, 2005, 2006, 2007

"What's Your Next Move?"

"I Run Circles Around My Competitors..."
...At least that's what I've been told by my current and past clients. Hello, my name is
Seanna Smallwood, REALTOR® with Realty World Preferred Properties, formerly

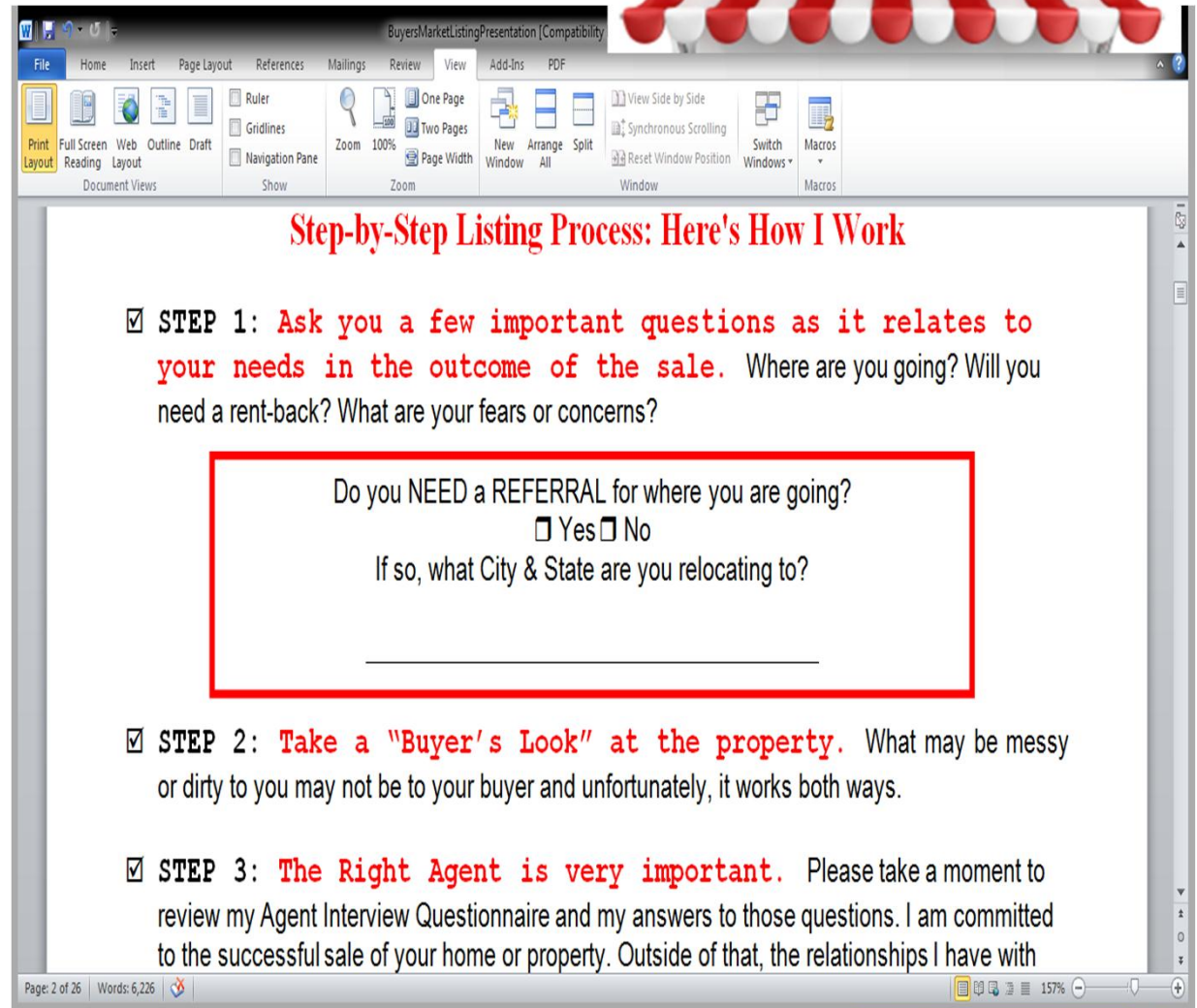
First things, first...

Write a brief introduction letter, include your picture in the top right corner and tell me why I should hire you. Why should I pick you over all of the other 3, 4 or 5 REALTORS that I plan on interviewing to sell my property. I've included a screen shot from my own Intro Letter.



I cannot stress it enough! It is very important (and lucrative) to include a visual aid in your listing presentation which outlines every step of your appointment to the seller – and gives them UP FRONT a glimpse of what to expect over the next hour. Further, this step-by-step, “this is how I work and this is what I’m going to talk about over the next hour...” gives you – the professional – the ultimate control over the appointment.

Think about it, when you go to the doctor’s do you tell the Doc how your appointment will be handled?



Step-by-Step Listing Process: Here's How I Work

- STEP 1: Ask you a few important questions as it relates to your needs in the outcome of the sale.** Where are you going? Will you need a rent-back? What are your fears or concerns?

Do you NEED a REFERRAL for where you are going?
 Yes No

If so, what City & State are you relocating to?

- STEP 2: Take a "Buyer's Look" at the property.** What may be messy or dirty to you may not be to your buyer and unfortunately, it works both ways.
- STEP 3: The Right Agent is very important.** Please take a moment to review my Agent Interview Questionnaire and my answers to those questions. I am committed to the successful sale of your home or property. Outside of that, the relationships I have with

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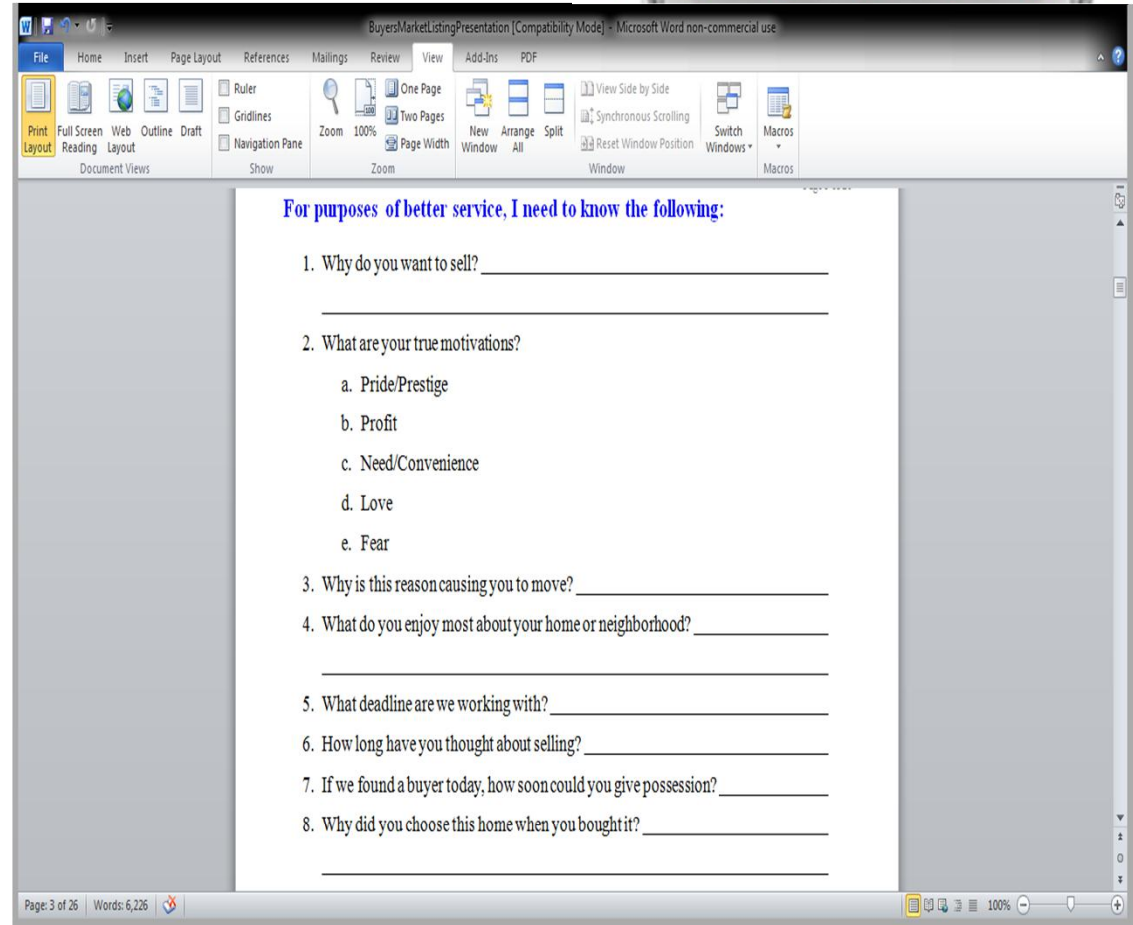
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Trust

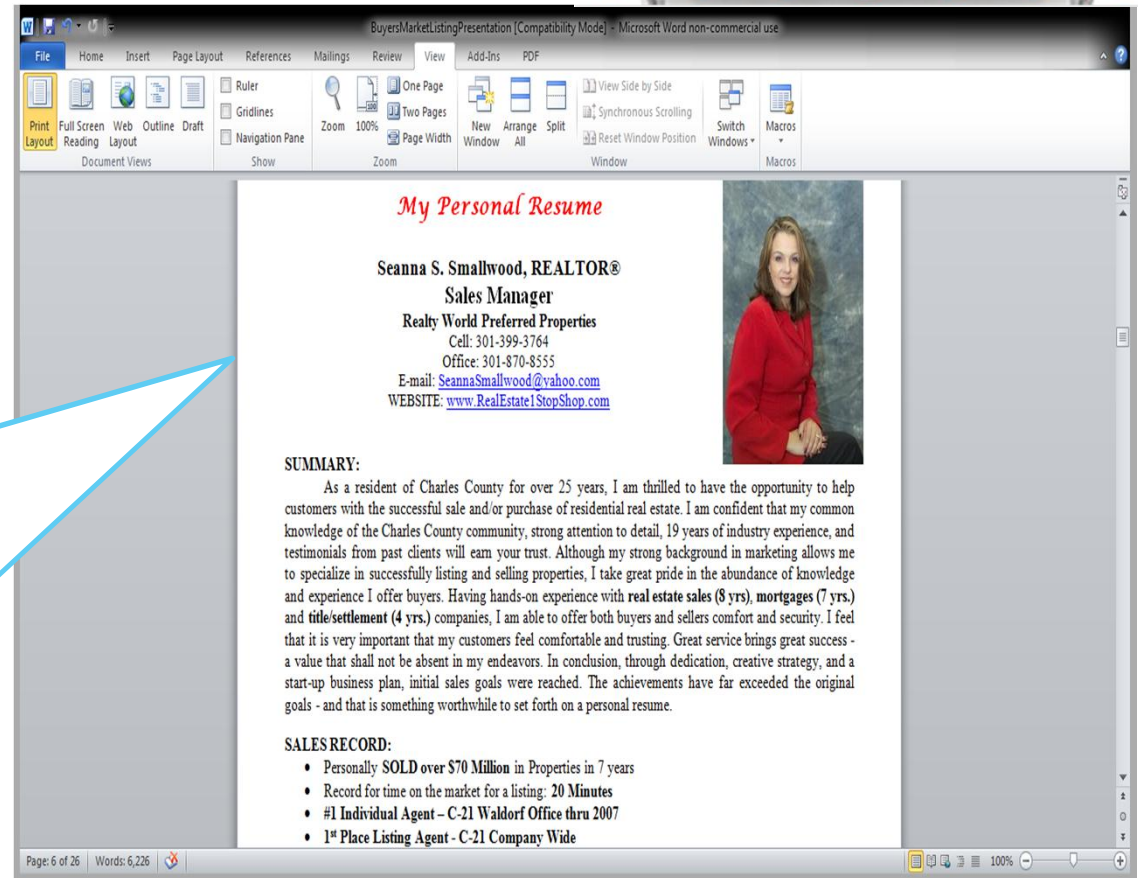
This is where the fun begins... you will engage the client with questions that are of concern to them; and without even trying you are obtaining – in advance – their objections before they have the opportunity to ask “interrupting questions”, where you ultimately lose control over the appointment.

Of course this is where you will get their relocation plans, maybe a referral to give, but the most important part of this series of questions is you professionally procure the motive of the client. When we know the motive of our clients, we know how to handle almost any objection they may have.



YES! You are applying for the job of marketing and selling the clients property. This is where it becomes necessary to “blow smoke”. I have even said the following dialogue during every appointment:

“Please excuse me while I take just a few brief moments to blow my own smoke, as I strongly feel that sharing my professional experience and sales record with you is necessary so that you are comfortable hiring me.”



Need more!

Okay, okay... I get it! Let me guess, you not only *need* more, you want more...

I'm giving you a BONUS – just because you subscribed to our group. BUT, there's a catch... I want you to invite every single one of your real estate buddies to this group... Do we have a deal?

Here's the [Facebook Fan Page link](#) Or copy and paste this URL: <http://www.facebook.com/#!/pages/Real-Estate-1-Stop-Shop/131348890269916>

I understand what you go through in the real estate business EVERY SINGLE DAY! To be honest, we should start our own Mob!

Just kidding – But I have certainly thought about it!



So what's the
bonus? - you ask...
Simple
[Follow this Link](#)

