Quick Start

Progress Check & Exam Questions

28 Lessons on 'The art of listing and selling real estate'

Quick Start

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Contents

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The Progress Check and Exam Booklet

Take the time to fill this out. Not for us, or even for your manager who will be critiquing what you have done. This is for you. Take the time to actually figure out your answers because that will be the difference between "doing" Quick Start, and actually "learning" Quick Start.

Every top performer I have come across loves the whole idea of training, learning and role playing.

So you can do this in 2 ways.

- Just flick the pages and write down the answers, or,
- Actually take your time. Learn it as you go, and do the exercises that I ask you to do.

I assure you that the longer you spend on this material and the more you actually take it in, the quicker you will get started. More importantly, for both you and your manager who has given you a start, you will get earning! This is the same material that some of the best sales people on the planet have started with!!

Manager's Part in this

The idea here is that you work through both the workbook and this progress check. Take this with you when you have time with your manager and get him or her to check it with you.

There are not just questions in here to see that you are doing the work, but other suggestions as well. If you see this through in its entirety you will be ready to go, ready to list, the first day on the job..

What we suggest you do is go through the whole module. Learn it. Make notes in your workbook. Do the role plays. Then, go to the progress booklet and answer the questions. If you do not know it well enough then go back through those areas you didn't get.

So good luck. The sky is the limit here in terms of the choices this business can give you in life.

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Lesson 1

Real financial success in Real Estate comes from ______________ not ______________

______________ of listings come from repeat business and ______________

______________ are the source of repeat business and the best source of ______________

Explain the following realities further:

There is a real estate market out there that is bigger than all of us.

____

____

____

Vendors follow companies...

____

____

____

Explain the three types of players in a residential market:

1. ______________
2. ______________
3. ______________

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Lesson 1

Explain what makes for a saleable listing:

What are the three basic parts of the market you need to know?

1.
2.
3.

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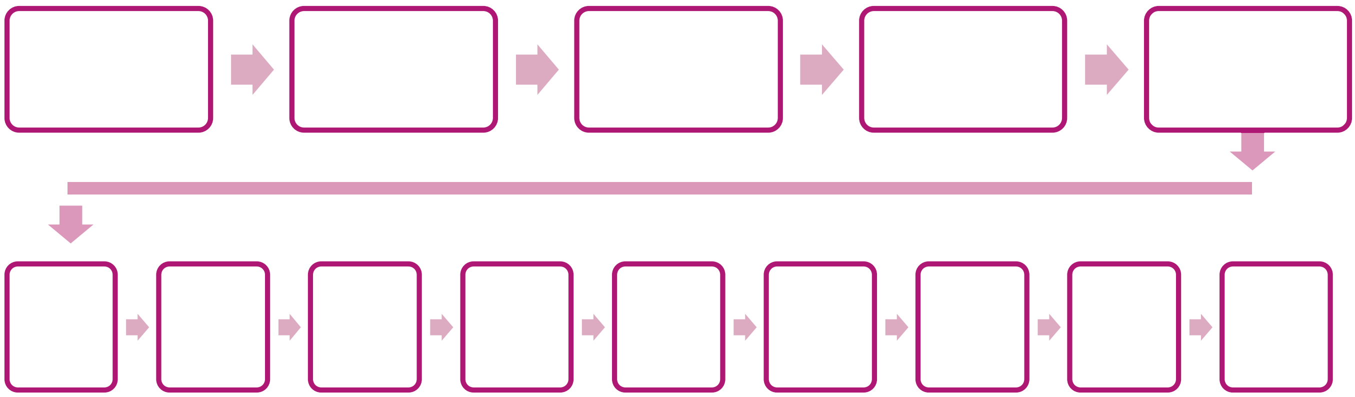
Lesson 2

Have you downloaded the presentation? ____________________

Have you got our presentation? ____________________

Do you know how to get it ongoing? ____________________

Name this sequence in each box.



The most important aspect of this presentation is the ____________________

Do you have a role play partner?

Yes, it is ____________________

Name four things to be mindful of when you are role playing

1. ____________________
2. ____________________
3. ____________________
4. ____________________

Knowledge gives you the ____________________ to ____________________

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Lesson 3

Have you role played the first contact yet? ____________________

Consultative selling means working ____________________ customers, not ____________________ them.

The eight parts to the first contact are

1.
2.
3.
4.
5.
6.
7.
8.

Write out the directional statement you could use on the first contact:

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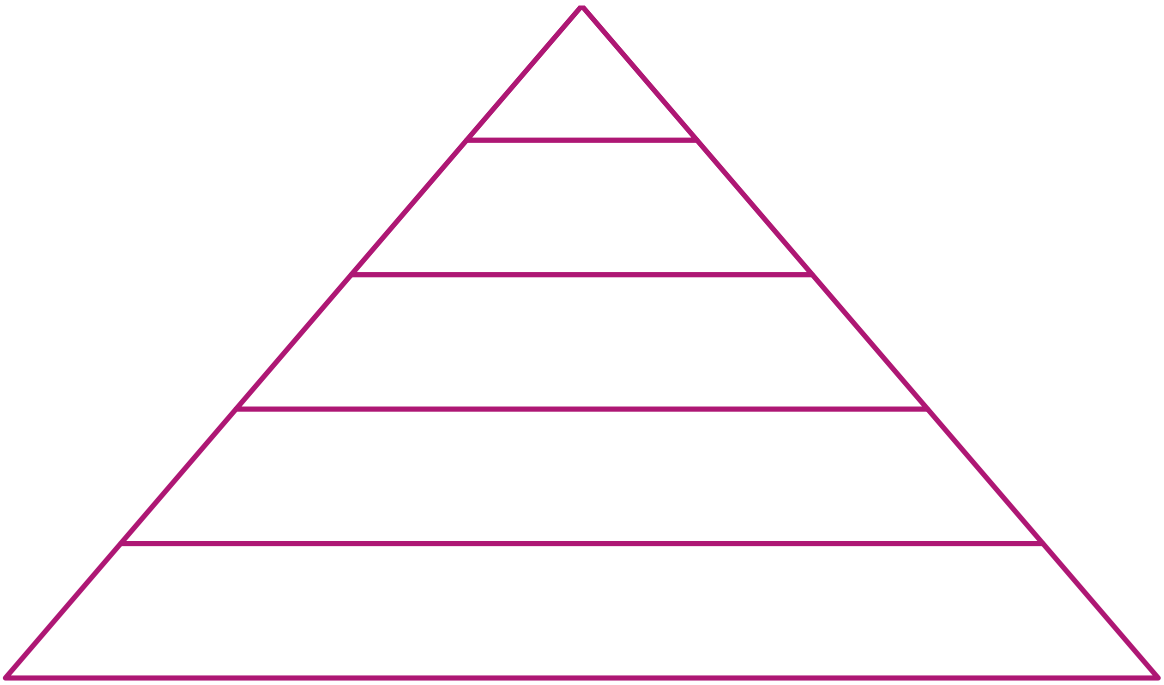
Lesson 4

The person in charge of the conversation is the one who is ____________________

Write out three question softeners

1. ____________________
2. ____________________
3. ____________________

Name each segment of this triangle



Have you put together your profile? ____________________

What help do you need with that? ____________________

Have you got a pre-listing kit? ____________________

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Lesson 5

Write in the 6 steps of the first visit strategy:

1.
2.
3.
4.
5.
6.

Write out a directional statement for when you first get to the house:

Write out questions you would cluster around these topics i.e. Write as many questions as you can. Go really deep.

We are moving to Sydney.

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Lesson 5

We have had a valuation.

They have a family.

Write three question softeners in here

1.
2.
3.

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Lesson 5

Exclusive listings.

Write an explanation of an exclusive listing.

What are the five benefits of an exclusive listing?

1.
2.
3.
4.
5.

Verbal Questions

You could be asked:

- The more companies we have working for us the better surely?
- But you won't have all the buyers will you?
- The more agents the more advertising surely?
- Give me a directional statement for just before you leave them on the first visit.

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Lesson 6

Write the eight steps to setting up the table presentation

1.
2.
3.
4.
5.
6.
7.
8.

What are the five things we believe are important to vendors before they list?

1.
2.
3.
4.
5.

Answer the following questions

What type of market are you in?

What are the characteristics of this market?

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Lesson 6

What is the average difference between the list price and sales price in your office?

Explain what that means:

How many houses are in your marketing area? (The offices)

How many houses are currently for sale in that area?

What is the average selling time in your market?

What is the value of sales made last year in the market you work in?

What is the average sales price (or the meridian)?

What is the trend in your market values and volume over the last 12 months?

Verbal Question

So describe our market to me then as though you were in a presentation.

Lesson 7

Pricing

Describe each of these times during the selling period.

1. Initial marketing period

2. Average selling time

3. Third stage.

Describe the axiom that cost does not equal value.

Do Peter's classic pricing diagram here:

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Lesson 7

Answer these questions in brief:

But we need this much to build our new house!

Can't we just test the market for a while?

Have you seen the last 20 sales made in this agency?

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Lesson 7

Briefly describe the six steps in the pricing strategy:

1.

2.

3.

4.

5.

6.

Verbal Questions that could be asked:

We have spent 25,000 on improvements.

We are in no hurry. We will just sit and wait.

Won't they make us an offer if we are too high?

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Lesson 8

Vendors Investment in Marketing

Name two main reasons why we should at least offer vendors a marketing package

1.

2.

Name three benefits for a consultant to offer vendor marketing packages.

1.

2.

3.

Write the six step strategy for letting the vendor decide on their investment.

1.

2.

3.

4.

5.

6.

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Lesson 8

Describe our company's vendor marketing packages. What is in each and what is the price.

1.

2.

3.

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Lesson 8

Verbal Questions and Role Plays

You might be asked to answer the following questions so learn the answers.

What about the commission? Why can't the advertising come out of that?

XYZ down the road says they will do this for half that!

They also said if it didn't sell we would not have to pay!

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Lesson 9

Give us three ways to get strategic advantage.

1.
2.
3.

NOW THIS IS IMPORTANT:

What are the best answers you have for exercise 1?

What are the best answers you came up with for exercise 2?

You will be asked to present this as though you are talking to a vendor. Get ready for that.

In your own words, tell us what the Saleability form is for

In your own words, tell us what the marketing assistance form is.

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Lesson 10

There are four things you take into account when deciding how to handle the commission question.
Four things that make a great listing, what are they?

1.
2.
3.
4.

Four different types of listing, name them.

1.
2.
3.
4.

Name the nine points you need to be aware of in closing the listing out.

1.
2.
3.
4.
5.
6.
7.
8.
9.

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Lesson 10

Explain what you would do if they say we need time to think.

And, what would you say if they say they have another appointment with other agents?

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Lesson 11

Give a brief explanation of what you understand an auction to be.

Which properties can be auctioned?

List seven benefits of auctions for a consultant.

1.
2.
3.
4.
5.
6.
7.

List eight benefits for a potential vendor.

1.
2.
3.
4.
5.
6.
7.
8.

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Lesson 12

Write in the six step strategy for auction.

1.
2.
3.
4.
5.
6.

When in the first visit should we bring up auction?

Draw the auction three stage diagram here then give an explanation of what it means.

Explanation:

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Lesson 12

Give three examples of macro questions.

1.

2.

3.

Give three examples of micro questions.

1.

2.

3.

What is the difference between them?

Answer these objections in your own words:

Cash buyers can't buy at auctions can they?

What if we get an offer before auction?

So can you guarantee us a sale?

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Lesson 12

Verbal Questions you might receive.

What if they bid too low?

They don't seem to sell at auction

Why can't the commission cover the costs of auction? Can't we try a regular listing first?

Have you role played the whole auction presentation with anyone?

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Lesson 13

Explain your part in a reserve set meeting.

List the eight parts of a reserve set meeting.

1.
2.
3.
4.
5.
6.
7.
8.

Write the seven things you can do to close the price gap if it is necessary.

1.
2.
3.
4.
5.
6.
7.

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Lesson 14

Name the three axioms at the heart of marketing.

1.

2.

3.

Having done the exercise to look at yours and the opposition's advertising, write a brief overview of what you see are the differences between yours and the opposing companies advertising.

Are there any changes you would recommend to management?

Is there any information you are missing to be confident in presenting a marketing program?

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Lesson 15

When is it important not to drop something?

List the five parts to prospecting correctly:

1.
2.
3.
4.
5.

Make a list of four groups you can call here:

1.
2.
3.
4.

Write the script you will use here:

Describe four other ways you could start prospecting.

1.
2.
3.
4.

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Lesson 16

Explain the 5ga theory.

What categories do we have in our database system?

Have all your past and present clients been entered into our database system? What needs to happen to get this done?

What is the first mail out you will send to your client base?

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Lesson 17

Describe the call forward system here

Name all the five stages of prospecting through an open day.

1.
2.
3.
4.
5.

List five questions to ask at an open day.

1.
2.
3.
4.
5.

What do we give to attendees at every open day? List it here.

Name the four things we can offer prospective vendors who have houses for sale

1.
2.
3.
4.

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Lesson 18

Name the six benefits of farming.

1.
2.
3.
4.
5.
6.

Where is your farm area?

Print off, and fill out the form on Quick Start that works out how much $$$ are available in your farm area. Include it in the progress check when you give it to your manager.

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Lesson 19

Name the three reasons you could knock on doors.

1.

2.

3.

Give an opening script for each method here. Just the opening line.

1.

2.

3.

What else could you take with you door knocking? Consider the 5ga principle.

Lesson 20

Write the opening script you will use for telemarketing, when looking for listings.

Describe the three most direct ways to prospect in your area.

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Lesson 21

What information could you offer to private sellers?

1.
2.
3.
4.
5.
6.
7.
8.

Lesson 22

There are no questions to complete for this lesson.

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Lesson 23

Write out a list of things your company does to add value to a transaction.

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Lesson 24

List five things that change when the market slows down.

1.
2.
3.
4.
5.

List the fifteen rules here.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.

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Lesson 25 & 26

Attach your business plan to this progress check

Lesson 27

Having listened to lesson 27, note what blind spots your manager will need to look out for in you.

Your caliper profile will also be available now and there may be areas of growth to discuss with your (potential) manager.

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Congratulations on finishing Quick Start!

Your income will reflect how well you did the exercises.

If you have completed the online course, and have submitted both your assignments, you will now be required to upload this completed document to Lesson 28. When this is done, you will be able to download your certificate of completion.

The next learning for you will be to go to Scripts Club which you are a member of and start working through the 1000’s of pages on there. Scripts Club gives you access to training sessions scripts, letters, and my coaching café insights. All of this learning fits in with the learning you have just completed on Quick Start.

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A mind that is stretched by a new experience can never go back to its old dimensions