



BlackStar Equity Group
REAL ESTATE



**Marvin's
Listing
Presentation
Ninja
Playbook**

www.MarvinOrieh.com

Research the Property

Gather information about the property, including its location, size, features, and any recent upgrades or renovations. Take ALOT of notes and encourage the seller to overshare on anything MATERIAL that a buyer would need to know to make an informed purchase.

Review any available documentation, such as property surveys, title deeds, and permits (if available).



Prepare a Market Analysis

Conduct a comparative market analysis (CMA) to determine the property's value based on recent sales of similar properties in the area.

USE your local MLS for resources that you may already be included in your membership.

Consider factors like location, condition, and market trends.



Set Goals and Expectations

Discuss with the seller their goals and expectations regarding the sale.

Understand their desired timeline, pricing expectations, and any specific needs or concerns they may have.



Assess Property Condition



Evaluate the property's condition and identify any potential areas that may require improvement or staging to enhance its market appeal.

Provide recommendations to the seller on repairs or updates that can maximize the property's value.

Determine an Optimal Listing Price

Based on the market analysis and property condition assessment, suggest a listing price that aligns with the seller's goals while also reflecting the current market conditions and competition.

Be honest with your client if they go against your suggested list price





Discuss Marketing Strategies

Outline your marketing plan for promoting the property. This may include professional photography, virtual tours, online listings, open houses, social media campaigns, and targeted advertising.

Review Listing Agreement

Explain the terms and conditions of the listing agreement, including the duration, commission structure, and any exclusive rights or marketing restrictions.

Address any questions or concerns the seller may have proactively.





Prepare Listing Materials

Create high-quality listing materials, such as brochures, flyers, and online listings, that effectively showcase the property's features and highlight its unique selling points.

Discuss Showing and Open House Procedures

Explain the process of scheduling showings and conducting open houses. Provide guidance on how to prepare the property for showings, including decluttering, staging, and enhancing curb appeal.



Communication and Feedback

Establish a communication plan with the seller, outlining how you will keep them informed about showings, offers, and market updates. Emphasize the importance of feedback from potential buyers and share strategies for addressing concerns or adjusting the listing if necessary.



Addressing Offers and Negotiations

Discuss your approach to handling offers and negotiating on behalf of the seller. Provide insights on market conditions, buyer trends, and strategies for maximizing the seller's position while achieving a mutually beneficial outcome.





Discuss Transaction Process

Walk the seller through the transaction process, explaining the steps involved from accepting an offer to closing the sale.

Discuss timelines, contingencies, inspections, and potential hurdles that may arise during the process.

**REMEMBER, THIS CHECKLIST SERVES
AS A GENERAL GUIDE.
YOU CAN ADAPT IT TO MEET YOUR
SPECIFIC NEEDS, STATE
REQUIREMENTS, AND PREFERENCES
AS A REAL ESTATE AGENT.**

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