

Tools to help you put your best foot forward

Listing Presentation Toolkit



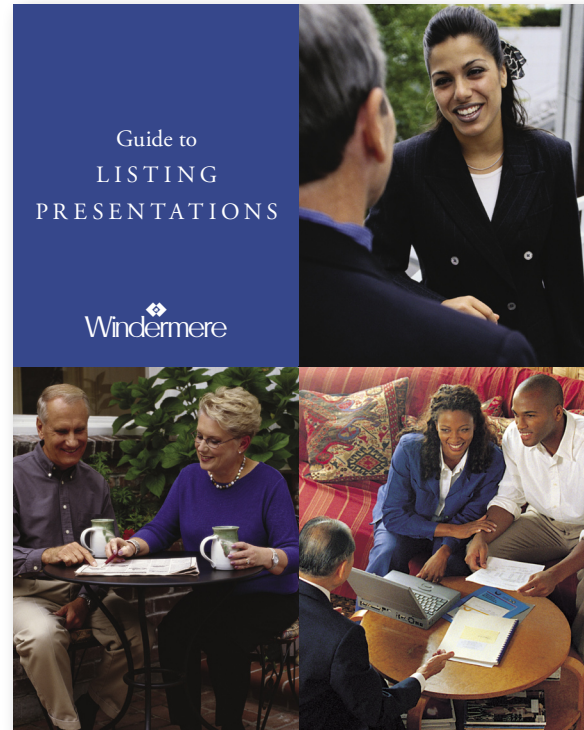
At Windermere, we recognize that your listing presentation is your first opportunity to make a great impression with prospective sellers. That's why we've created a one-stop online resource for our agents. The Listing Presentation Toolkit will help familiarize you with the many exclusive tools that Windermere has to build and tailor your listing presentations. The Listing Presentation Toolkit is entirely Web-based so you can access it from our intranet—the Windermere Online Resource Center (WORC)—and includes:

Guide to Listing Presentations

A resource manual with instructions for accessing and maximizing Windermere tools for every aspect of your presentation, divided into five manageable sections:

- Part I:** Intro and Listing Presentation Building Blocks
- Part II:** Prospecting and Pre-Listing Preparation
- Part III:** The One-Visit Listing Presentation
- Part IV:** The Two-Visit Listing Presentation
- Part V:** Five Steps to a Successful Listing Presentation and Wrap-up

This comprehensive *Guide to Listing Presentations* provides you with suggestions for creating custom presentation sheets, items to include in your Prospecting and Pre-Listing Packets, the difference between a one-step and a two-step listing presentation and what to take with you when you go. Also included are tips for managing client anxiety about the presentation, using visual aids and publications to help clients understand the listing and marketing process. You're guided through the stages of a listing presentation from start to finish and provided with lists of appropriate materials to use in each segment.



Useful Forms and Questionnaires

Selected helpful documents and forms have been conveniently posted to the Listing Presentation Toolkit on the WORC, allowing you to easily access and use them over and over again. This includes:

- ❖ Home Facts Form
- ❖ Professional Profile Questionnaire
- ❖ Seller Needs Analysis Questionnaire
- ❖ Article: The High Cost of Overpricing

PowerPoint Presentation Slides

MS PowerPoint slides have been adapted from the popular printed listing presentation sheets for you to use in your laptop computer presentations to your more tech-savvy clients.

Whether you're new to real estate, new to Windermere, or even if you're an agent with years of experience, the Listing Presentation Toolkit will have something for you.