



Who Are Today's Sellers and How to Reach Them

PART 3



In this third and final part of a three-part series, we'll explore how **Allison** the agent plans to leverage the Listing Appointment to convert her seller Sam as a lead into a listing.

Early in the buyer-seller journey, Allison was able to attract the attention of Sam and his partner by leveraging Zillow research to identify who today's typical seller is and what motivates them. She then raised awareness for Sam and his partner and other top-of-funnel listing prospects by consistently posting content, hosting local events in her community and building community through social media.

As Sam and other leads became more familiar and engaged with Allison's products and services, she nurtured the middle-of-funnel seller clients with personalized communication and Zillow® Showcase's Pre-Listing Home Sellers Guide template, a free, customizable template designed to help agents get more listing appointments.

Her efforts paid off. Sam and his partner are now ready to take the next steps and set up a listing appointment. At this stage in the journey, Allison knows that these homeowners have high intent to make a move and are most likely looking for an agent. Her listing marketing strategy will now focus on converting Sam and his partner into active listing clients, using her listing presentation.

At the listing presentation appointment, Allison plans to listen to Sam and his partner's questions and highlight her listing marketing strategy. Knowing that the Zillow Showcase listing was a big selling point for them, Allison plans to concentrate on the Showcase listing and how it can help them sell their home quickly and at the best price possible.



CREATING AN EFFECTIVE & PERSUASIVE LISTING PRESENTATION

Allison has found great success converting leads into listings, using the Zillow Showcase listing presentation template, which includes:

Her Agent Bio

Allison's listing presentation opens with a large color portrait of herself and bold numbers demonstrating her years of experience, yearly average transactions and sales volume. Her bio is short but impactful, followed by all of her contact information.

A Personalized View of Sellers' Listing

During the listing presentation, Allison always inserts a page with a photograph of her prospects' home and a brief description of what she knows to be the property's top selling points. At this point in the appointment, she'll engage with Sam and his partner to learn more about what they love most about their house. They'll discuss any previous renovations or repairs and start crafting a story to use in the listing description.

Listing Marketing Strategy

This is the part of the presentation in which Allison can really differentiate herself from her competition. She'll promote the fact that she uses Listing Media Services photography to help sellers' listings stand out with hi-res photography and rich media offerings, including a virtual tour and interactive floor plan. She'll also talk about how Zillow Showcase listings help sellers like Sam sell their home faster* and for more money** while receiving prioritized ranking in consumers' personalized search results on Zillow.

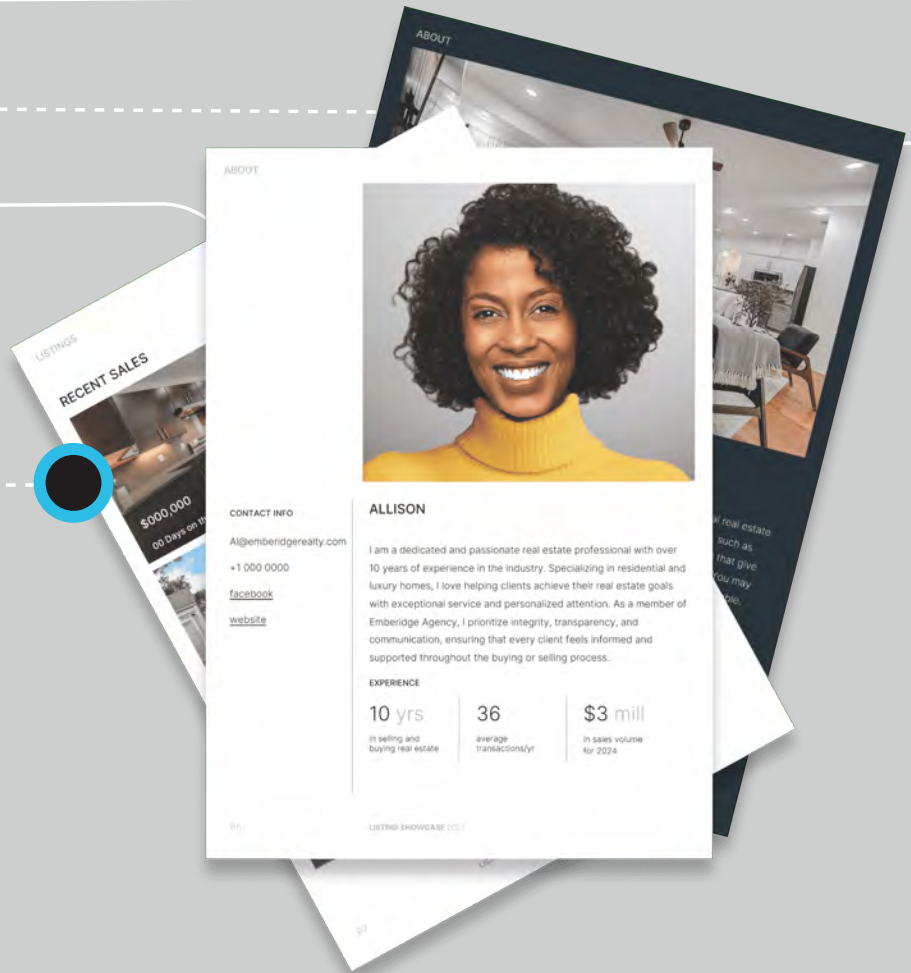
In addition, she'll review her best practices for helping her clients prepare their home for the photo shoot and how to create a successful open house, including Showcase's new feature, a listing tag displaying the open house day and hours on the Showcase detail page.

Current Housing Market Snapshot

Allison has also found it highly effective to demonstrate her market knowledge by using a dynamic graph illustrating the median sales price and current home values in her city. As a ShowingTime customer, she'll leverage the Pricing Benchmark Report to help guide her pricing strategy conversation with Sam and his partner.

Testimonials

Allison has discovered that one of the most effective ways to convert a "warm" lead into a listing is by sharing testimonials from previous customers who had positive experiences using her as their agent. Therefore, her listing presentation bio is followed by a page dedicated to quotes from satisfied previous customers.*



Recent Sales & CMA

Allison knows that clients who are at the decision stage and are seriously considering using her as their agent are curious about her track record. Now is the time for Allison to boast a little about her previous achievements as a tactic to persuade new sellers to list with her. She'll devote significant time to previous sales success stories, displaying their professional photography, number of days on market and sales stats. By displaying her Zillow Showcase listings, Allison knows she's already helping differentiate herself from the competition.

In addition, Allison will include a page dedicated to comparative market analysis (CMA) listings to show Sam and his partner what the competition is selling for in their area. This will help inform pricing conversations and move the conversation closer to a listing.

Asking for the Listing

Allison has learned from experience that using plain, direct language to ask for the listing typically works best. Her listing presentation contains a section with a call to action to set up a photography session and to ask the prospect what their best days and times are for an open house. She'll ask Sam and his partner how much time they may need to prepare for showings and if they have any pets in the house.

At this stage, Allison will also give her new clients a list of documents and records they'll want to start gathering in preparation, including termite treatment receipts, repair receipts, inspection reports and HOA documents.

CREATING A BOTTOM OF FUNNEL LISTING MARKETING STRATEGY

Sam and his partner were impressed by Allison's abilities as a listing agent after reading her blogs and watching her videos, but now that they've heard her listing pitch in the presentation, they're sold on using her as their agent.

However, in today's market especially, there are many sellers who are sitting on the sidelines, waiting for interest rates to come down or, for one reason or another, they're just not ready to plant the "for sale" sign quite yet.

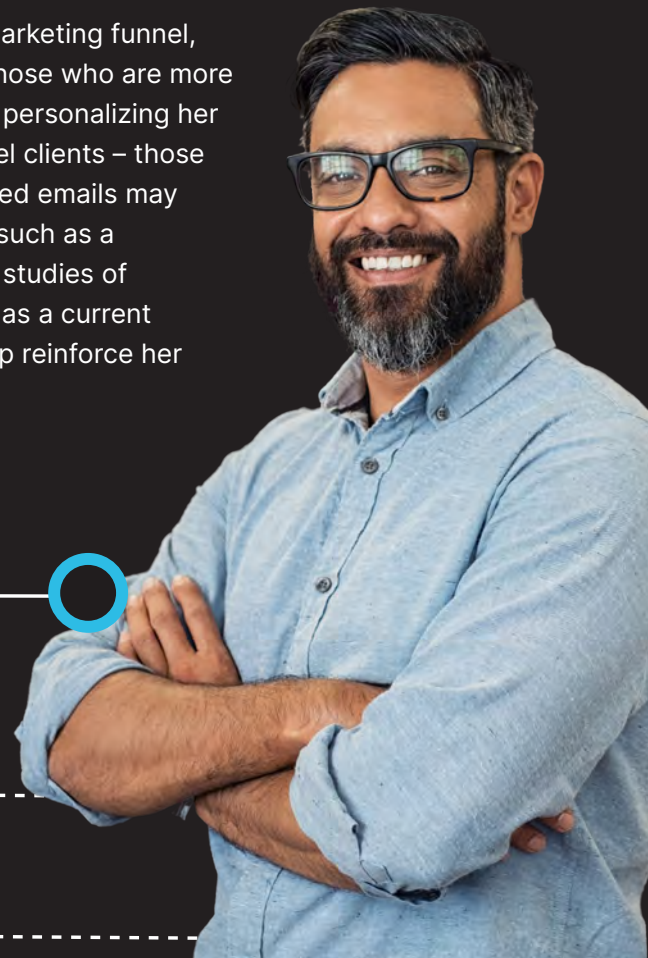
For those prospects, Allison has a number of listing marketing strategies that she uses, including:

Opt-in Forms

Allison keeps a form on her website to assess her listing prospects' readiness. This opt-in form is a special landing page that collects potential sellers' contact information. The opt-in form helps Allison gather names, email addresses and phone numbers of potential sellers so she can reach out to them in the future with personalized email communication.

Personalized Email Campaigns

While Allison uses email at every stage in the marketing funnel, from building awareness among new leads to those who are more familiar with her services, she makes a point of personalizing her email campaigns especially for bottom-of-funnel clients – those who are close or ready to list. These personalized emails may include customized product recommendations such as a Showcase listing with aerial photography; case studies of previous customers who had a similar situation as a current prospect; and customer testimonials, which help reinforce her expertise and track record.



Market-wide Branding

Allison also knows that to be successful in her market, she needs to keep her brand relevant with branding at multiple touchpoints. For instance, all of her Showcase listings now feature an enhanced agent branding profile, which displays her Zillow ratings and reviews, her website and social media links, and her Best of Zillow badge. This new online branding tool not only helps make it easy for potential buyers to contact her directly from the listing but also for potential sellers to find her.

Follow-up Post Sale

Like all top agents, Allison has learned from experience that the client relationship continues beyond the sale. First, she makes a habit of tracking lead sources for her successful sales. She also keeps in touch with her previous listing clients through email, social media and personalized communication, all of which helps her generate referrals and repeat business in the future.



***NOTE**

Regarding testimonials, make sure to get an honest account. You may also consider contacting a marketing attorney, who can be a great asset to make sure you're getting the most out of your testimonials.

