

12 STRATEGIES TO A STELLAR LISTING PRESENTATION

April 4th, 2023

1. The most important factor in selecting an agent... T _____
2. W _____ through the home! Have your rehab board if necessary.
3. Establish yourself as a H _____.
 - a. Consider selling?
 - b. IRS
 - c. Tax deductions
4. Probing... whoever asks the questions, C _____ the sale!
5. Snapshot of your C _____. Your company vs. self management.
6. Rent amount
Rent range estimate is _____, higher than actual leases.
7. The ideal T _____. Compare your tenant to the typical tenant.
8. The L _____
Compare your lease to your state's lease or internet lease
9. Maintenance, inspections, pets, resident benefit package, guarantees.
M _____ - we have great handymen
I _____ are twice a year. They are not legal in California, however we put them in our lease.
A _____ is an asset to the owner and like family to the tenant.
R _____ benefit package - 16 benefits = \$39 per month
Five G _____
21 day leasing
Eviction
On-time payment
Pet guarantee
Month-to-month management agreement
10. M _____ agreement that sells! You want to review the agreement with the prospective owner in five minutes at the end of your presentation.
11. Overcoming O _____

- a. Eliminate “I’m going to think about it”
- b. Ben Franklin’s “pros and cons”
- c. If you sign today:
 - i. Discount fee
 - ii. Free month
 - iii. Cross pen

12. Follow up _____

- a. BombBomb video
- b. Rehab + prices
- c. One more close if they haven’t signed the agreement

If you want power point of all my slides email me at: **Mike@eastbaypmc.com**

Good luck and good business!

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