

# The Listing Presentation Mastery Course

● With Coach Ran Biderman





# RAN BIDERMAN

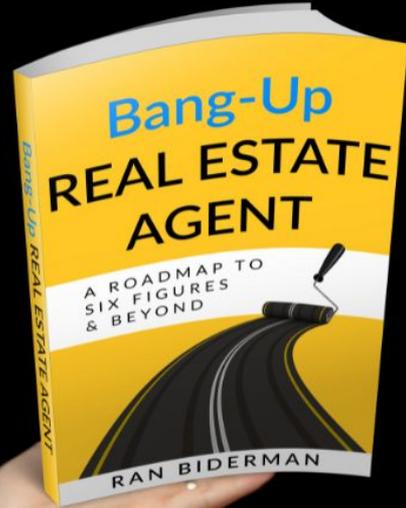
Top Producing Broker | Real Estate Coach & Mentor  
Helping Realtors Go to Six & Seven Figures Income

## My Experience:

- Over Two Decades in Real Estate
- 15 Years Coaching & Mentoring Experience
- Closed Over 1,000 Transactions
- Listed/Sold over 350 Apartment buildings
- Negotiated over 5,000 successful contracts
- Coach & Train thousands of real estate agents
- Author of “Bang-Up Real Estate Agent”
- Founder of Circle100 Real Estate Brokerage
- Real Estate Investor



Now Available On Amazon.com





# The Listing Presentation Mastery Course

**Part 1: The Foundation**  
January 25 & February 1st

**Part 2: Getting Started**  
February 8th & 15th

**Part 3: The Mastery Process**  
February 22nd & March 1st



# Your Personality Profile

- Driver (Direct Style)
- Expressive (Influencer Style)
- Amiable (Steady Style)
- Analytical (Conscientious Style)

# The Driver D Style



- Driven and Direct
- Decisive
- Strong-willed
- Self-confident
- Daring
- Determined
- Fast-paced

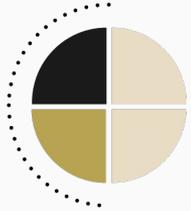
## Motivated by:

- Winning, competition and success.

## Values:

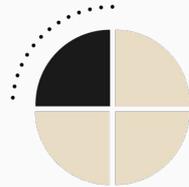
- Competency, concrete results, personal freedom

# The Driver Styles & Priorities:



DC

- Challenge
- Results
- Accuracy



D

- Results
- Action
- Challenge



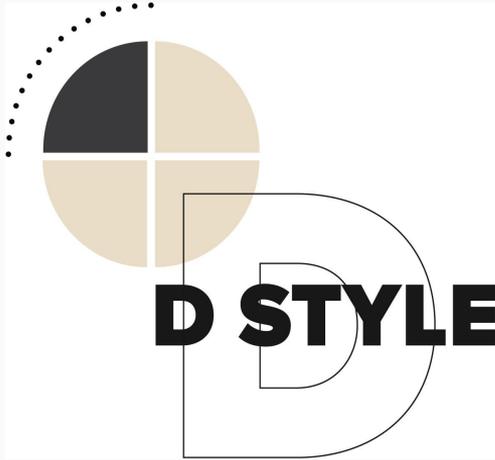
Di

- Action
- Results
- Enthusiasm

D Style quote:

“What’s the point of playing if winning isn’t the goal?”

# Communicating with a Driver



- Give them the bottom line.
- Be brief and speak up.
- Focus your discussion narrowly.
- Avoid making generalizations.
- Refrain from repeating yourself.

# The Expressive Style



- Charming
- Collaborative
- Energizing
- Trusting
- Enthusiastic
- Impulsive
- Optimistic
- Persuasive



# The Expressive I Style

## Motivated by:

- Social recognition, group activities, and relationships

## Values:

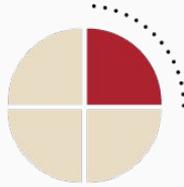
- Coaching and counseling, freedom of expression and individuality

# The Driver Styles & Priorities:



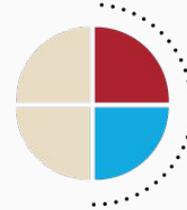
iD

- Action
- Enthusiasm
- Results



i

- Enthusiasm
- Action
- Collaboration



iS

- Collaboration
- Enthusiasm
- Support

I Style quote:

“Whoever is happy, will  
make others happy too”

# Communicating with an Expressive



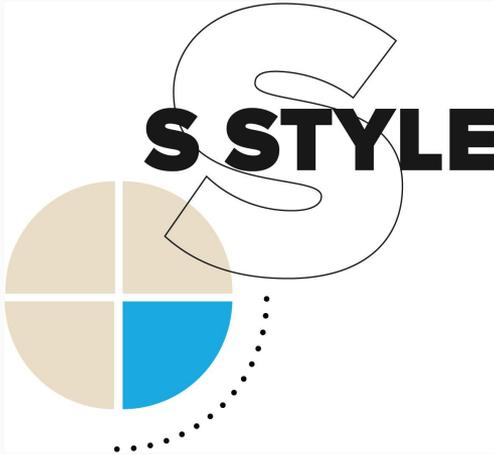
- Share your experiences.
- Allow them time to ask questions and talk themselves.
- Focus on the positives.
- Avoid overloading them with details.
- Don't interrupt them.

# The Amiable S Style



- Calm and Patient
- Predictable
- Deliberate
- Stable
- Warm
- Passive
- Loyal

# The Amiable I Style



## Motivated by:

- cooperation, opportunities to help and sincere appreciation

## Values:

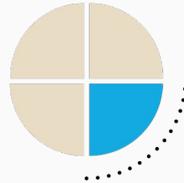
- loyalty, helping others, and security

# The Amiable Styles & Priorities:



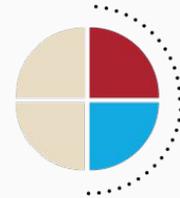
CS

- Stability
- Support
- Accuracy



S

- Support
- Stability
- Collaboration



iS

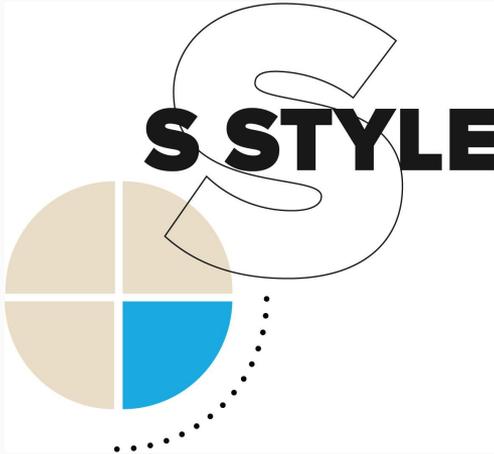
- Collaboration
- Support
- Enthusiasm



Amiable  
S Style quote:

“The invariable mark of wisdom is to see the miraculous in the common.”

# Communicating with an Amiable



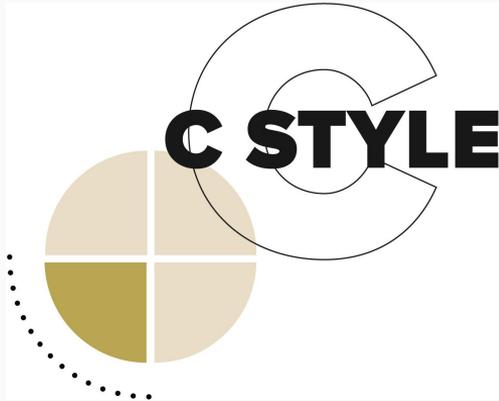
- Be personal and amiable.
- Express your interest in them and what you expect from them.
- Take time to provide clarification.
- Be polite.
- Avoid being confrontational or too aggressive.

# The Analytical C Style



- Cautious and Systematic
- Private
- Objective
- Analytical
- Diplomatic
- Accurate
- Reserved

# The Analytical C Style



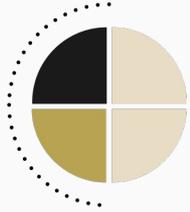
## Motivated by:

- opportunities to gain knowledge, showing their expertise, and quality work.

## Values:

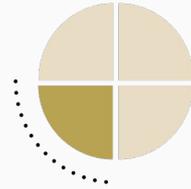
- quality and accuracy.

# The Analytical Styles & Priorities:



CD

- Challenge
- Accuracy
- Results



C

- Accuracy
- Stability
- Challenge



CS

- Stability
- Accuracy
- Support

## Analytical C Style quote:

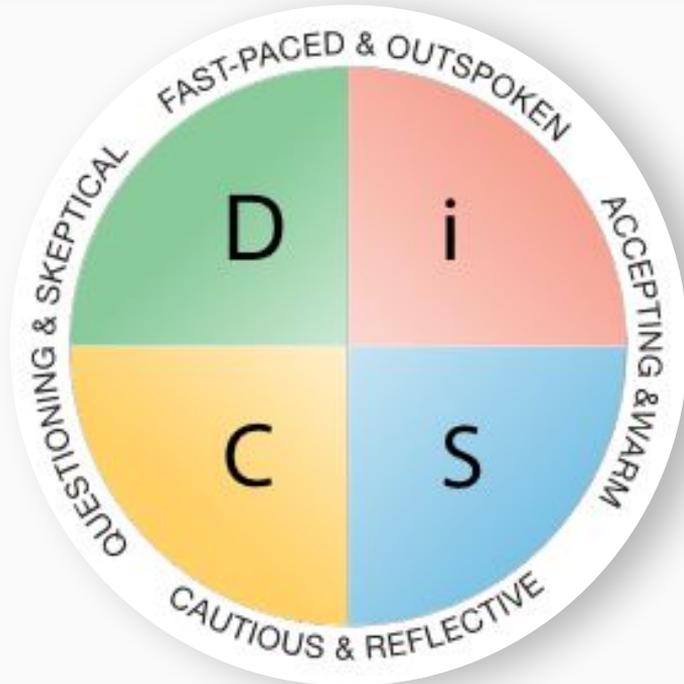
“It takes less time to do a thing right than to explain why you did it wrong.”

# Communicating with an Analytical



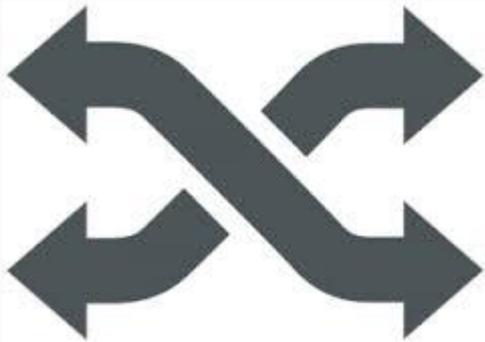
- Focus on facts and details.
- Minimize "pep talk" or emotional language.
- Be patient, persistent, and diplomatic

# Reminders:



- All DiSC styles are equally valuable.
- Everyone is a blend of all four styles.
- People can adapt their styles to fit particular situations or environments.

## In Part 2:



- How to maneuver between personality styles
- How to mirror and match to build rapport
- How to change your style accordingly
- And more!

# The Listing Presentation Mastery



## The Foundation

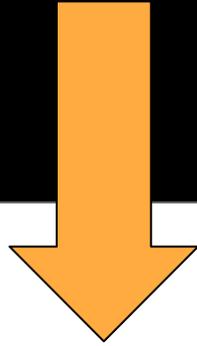
OUR MAIN GOAL:

Getting YOU As Many Exclusive  
Listings As Possible!

Prioritizing!

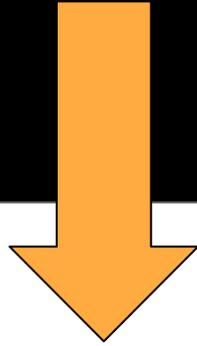
What is Your #1 Priority Right Now?

# SHIFTING YOUR FOCUS



**Booking Listing Appointments  
Must Be Your #1 Priority!**

# YOUR SCHEDULE



**Must Be Aligned With:  
Booking Listing Appointments!**

Instead of Generating Leads  
Focus On:

**GENERATING**  
Listing Appointments

**80% of Your Day Must  
Be Devoted to:**

**GENERATING  
Listing Appointments**

**Remember:  
The Listing Process Starts  
When You Make Your First  
Contact!**

What is your current process  
to getting more listings?

# A Duplicable Process:

1. Making Contacts (Calls, Texts & Messages)
2. Booking Appointments
3. Pre-Qualifying Your Appointments
4. Sending Pre Listing Packages
5. Calling To Verify Package Receival
6. **Going to The Listing Presentation & Presenting**
7. Handling Objections
8. Getting The Listings Signed
9. Following Up

# YOUR MINDSET

**Mindset:** “the established set of attitudes held by someone”

# What is Your Mindset About:

- Learning and using scripts
- Being prepared for a meeting
- Prequalifying every appointment
- Improving your presentation skills

# YOUR DAILY HABITS

- How much time do you invest in practicing your presentation?
- How much time do you invest in practicing handling objections?

**Is it enough time to get you to master your skills?**



# Using Scripts:

**The # 1 Reason  
Why Most Realtors Fail is:**

**The Fear Of  
Not Knowing What To Say!**



# The 8 Benefits of Using Scripts:

- 1. As long as we think about what to say next, we are not really listening.** Memorizing and internalizing a script, gives us the ability to listen more tentatively to the prospect needs and wants.



# The 8 Benefits of Using Scripts:

**2. When we wing it, we actually sound like salespeople and repel the prospect.** Memorizing and internalizing scripts will help us to stay on track, save time and be on point.

# The 8 Benefits of Using Scripts:

**3. Selling is the art of asking great questions and then listening to the answers.** Scripts actually help us stay on track by asking questions and listening. When we do all the talking, it normally sounds like this: “Me, me, me, me, me. Me, myself and I. I, me, mine, me, myself, me, me”. Not exactly building rapport now is it?



# The 8 Benefits of Using Scripts:

**4. Scripts give structure to a conversation and help us pre-qualify the prospect quicker and more efficiently.** Doctors, lawyers, politicians, actors, comedians, teachers, pilots, they all follow a prequalifying process and use scripts. Why should we be any different?



# The 8 Benefits of Using Scripts:

**5. Memorizing and internalizing scripts takes time and commitment,** but once we internalize a script, we then own it, it becomes ours. At that point, we move to the next level and experience tremendous progress.



# The 8 Benefits of Using Scripts:

**6. When we use scripts, we remove emotions from the equation** and make the process less dramatic and more logic.



# The 8 Benefits of Using Scripts:

**7. When we use scripts and ask questions, we help the prospect understand their situation and reveals to them truths that many times hide beneath the surface.**



# The 8 Benefits of Using Scripts:

**8. Those who ask the questions are always the ones in control of a conversation, therefore using scripts help us be in control of what we're doing: Listing and selling real estate.**



# Memorize and Internalize Scripts in 13 Steps

**Internalizing Means:  
To Make The Scripts Your Own!**



# Memorize and Internalize Scripts in 13 Steps

1. Handwrite the first portion of the script 5 times.
2. Stand up and read it out loud 10 times (at a normal speed).
3. Stand up and read it out loud 10 times (as fast as you can).
4. Stand in front of a mirror, smile and read it out loud while watching yourself in the mirror, do it 5 times.



# Memorize and Internalize Scripts in 13 Steps

5. Role play it with a partner (10 times each). If you need roleplay partners exchange business cards with other students.
6. Handwrite the first portion again, 5 times.
7. Record yourself chanting the script out loud
8. Listen to the recording 10 times.



# Memorize and Internalize Scripts in 13 Steps

9. Record again, this time in front of a mirror, with more conviction and excitement. If you can ask someone to record you while you are standing in front of a mirror that would be ideal.
10. Watch the recording and critic yourself. Pay attention to what you believe should improve, write it down.
11. Record yourself one last time. This time make the necessary changes according to your own critic.



# Memorize and Internalize Scripts in 13 Steps

12. Watch that recording 5 times before you go to sleep
13. Watch 5 times again when you first get up in the morning

# Prequalifying The Listing Appointment





# The Benefits of Pre-qualifying The Listing Appointment

- Saves you time, money and energy
- Helps you understand the seller's motivation
- Mentally prepares the seller to list with you
- Builds momentum
- Reveals important information about the seller's situation
- Helps you decide if you want to work with that seller



# The Benefits of Pre-qualifying The Listing Appointment

- Sets the stage for your presentation
- Helps you prepare for objections ahead of time
- Reminds the prospect of its own reasons to make a move
- Shows the seller that you are a professional and you follow a professional process



# The Benefits of Pre-qualifying The Listing Appointment

- Makes sure all the decision makers will attend the meeting
- Helps you in your preparation of a pre-listing package
- Finds out more necessary information about the property
- Finds out specifics about the seller's situation that might prevent the seller from listing their property at this time

# Role Playing:



# How to Role Play:

## Role Playing Rules:

1. Stand up and create energy (jump, dance, clap your hands etc)
2. Smile and have fun (don't take it too seriously)
3. Move your body (to increase energy)
4. Follow the scripts verbatim
5. Stay positive and smile :)))



# A Pre-qualifying Script (Before You Go On An Appointment)

*“Name, before our meeting on \_\_\_\_\_, I need to ask you a few important questions to make sure I can help you get the best possible price in the least amount of time, would that be ok with you? (Great)*



# A Pre-qualifying Script (Before You Go On An Appointment)

*Can you please describe the home for me in detail? This will help me prepare the right price analysis and similar comparable sales. (thanks)*

*You said you are moving to \_\_\_\_\_, correct?*

*You also said you prefer to move by \_\_\_\_\_, right?*

*Do you have any existing mortgage on the property?*



# A Pre-qualifying Script (Before You Go On An Appointment)

*Do you mind telling me how much you owe? This will help me prepare a net sheet to show you how much you will actually net from the sale...*

*During our meeting, while I present to you my plan of action along with my marketing plan... **as long as everything makes sense to you and you feel absolutely certain and assured** that I can sell your home (for the price and terms you want), will you then agree to list your home with me?*



# A Pre-qualifying Script (Before You Go On An Appointment)

*Are you scheduled to interview any other agents? (if so, would you mind sharing who are the other agents?)*

*Assuming you'll decide to list your home with me, how much would you want to list your home for? (Interesting)*



# A Pre-qualifying Script (Before You Go On An Appointment)

*Is that your bottom line price or do you have some room to negotiate? (I see)*

*I will be sending/delivering you a pre listing package with all the information necessary for our meeting. Can you review the information before I arrive? (Fantastic)*

*Our meeting will take between 25-30 minutes. Is that Ok with you? (awesome)*



# A Pre-qualifying Script (Before You Go On An Appointment)

*BTW can you make sure that all the decision makers will  
be at the meeting? (great)*

*Do you have any specific questions for me? (Great)*

*I will see you \_\_\_\_\_ at \_\_\_\_\_.* “

# Email The Pre Listing Package



The purpose of the pre-listing package is to:

- prepare the seller's mindset
- help you speed up the process
- make sure you and the seller are on the same page!

# The Listing Agreement

The Listing Agreement Filled Out With As Much Info As Possible (Address, Property Details, Commission, Term, Suggested Price, Etc).

**Remember: You Are Looking For Motivated Sellers!**



# The Pre Listing Package

## **1. A list of references, reviews or testimonials.**

Here you can include all the positive reviews you've got from past clients and other industry related professionals you've been working with (attorneys, mortgage brokers, title companies, home inspectors, etc). For new agents and for those who don't have any personal past client reviews, ask your broker for company reviews or brokers personal reviews.



# The Pre Listing Package

## **2. Listing documents and the exclusive agreement contract filled out.**

This will help you set the stage and prepare the seller's mindset as well as handle some of the seller's objections (if any) ahead of time.

Highlight all signatures, dates, initials, include the term as well as your suggested price. Some of you might get intimidated to include all this information.



# The Pre Listing Package

## 3. A CMA

Make sure to include:

- 3 similar homes that sold recently (maximum 6 months),
- 3 similar active homes and
- 3 recent expired listings.

We will go over this in more detail when we cover the listing presentation portion.



# The Pre Listing Package

## **4. Your action promise.**

Here you must include everything you do to sell a home. Your plan of action should include all the steps you take to promote, service and sell a home.



# The Pre Listing Package

## **5. The seller's net sheet (after commission and expenses)**

This form will include the seller's bottom line assuming they sell at full price after estimated expenses (any existing mortgage or liens payoff costs, attorney fees if applicable in your state, transfer taxes if any, title insurance if applicable and the real estate commission).



# The Pre Listing Package

## **6. Optional: A full color property info sheet (open house flyer)**

Include an outside picture of the property with a basic property description (Home style, # of bedrooms and baths, price, taxes, lot size).



# The Action Promise

[Go to Action Promise Page](#)



Tip:

I recommend you to focus on growing your 5 Star Reviews on Zillow, Trulia, Realtor.com, LinkedIn, Facebook, your website and google reviews.

In addition, search for “Reviews” websites and list all your reviews on as many of these sites as possible.

# YOUR ENERGY PREP

## Before Entering The House

- Before Entering The House Get Your Mindset Positive
  - Visualize Your Ideal Outcome
    - Use Positive Affirmations
  - Walk Around The Property & Take Pictures
    - Record A Short Intro Video



# The Listing Presentation Script Part 1:

***“Hello Mr. & Mrs. Seller, it’s nice to finally meet you  
😊 ... Would you mind if I leave my stuff at the  
kitchen table while I take a quick look around the  
house and make some notes?... (Great!)”***



# The Listing Presentation Script Part 1:

***Use The Listing Presentation Script Book***



# Homework for the next 3 months:

- 1. Follow the 13 steps to memorize a script, do it with each of the scripts until you feel very comfortable.***
- 2. Book role-play sessions for each working day. Do it first thing in the morning. It's best to change partners, so book with 5-6 different partners.***
- 3. Promise yourself to follow the duplicable process we mentioned in the course.***
- 4. Record a presentation video once a week and send it to [admin@ranbiderman.com](mailto:admin@ranbiderman.com)***