

Expectation/Set to sell meeting agenda

**Part A: Our communication program**

🞏 Clarify your role and the role of your PA (if applicable)

🞏 Is someone else involved in the decision making (e.g. friends, family or solicitor) as we would be to include them in our communication?

Who: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Daily phone communication. Best number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Weekly face to face meetings (Monday evening best)

Date and time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 I will brief the auctioneer the day prior to auction (if applicable)

🞏 Weekly written vendor activity reports

🞏 Complete transparency in all feedback

🞏 Only legitimate concerns continue to re-surface

**Part B: Open for Inspection**

🞏 No inspections or marketing until all requred documents are signed and marketing has been paid/confirmed

🞏 How to present the property (nice music and smells, de-clutter, no jewelry or $ left out, lawns mowed, garden neat etc.). First impressions are lasting

🞏 Chose the time of the OFI (Wednesday evening & Saturday best)

Date and time: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 My follow up with the buyers – when and how often

🞏 What does the vendor expect from me?

Details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Fill out and return the “Property Summary”

🞏 What is the reason for sale so you/me/neighbors are all on the same page?

Reason: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Other properties in the area for sale that could influence our price positively or negatively:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 Leave a hand written note after each inspection as I like you to know immediately

**Part C: Offers**

🞏 First offer can be the best offer

🞏 Good offers are on a contract with a cheque

🞏 Things which can happen with offers:

🞏 Accept and sell

🞏 Negotiate

🞏 Invite buyers to attend auction

🞏 If a property is well priced, number of offers/price indication in first week

**Part D: Pricing strategy**

🞏 Must give a preception of good value based on recent comparable sales

🞏 Draw the buyers pyramid

🞏 Draw the buyers wave

🞏 Refer all inquiry through me (other agents, neighbours etc)

**Part E: Gauging buyer interest**

🞏 The best indicator of buyer interest is contracts issued (contract drop outs can be as high as 80%)

🞏 If a property is well priced, number of contracts issued in first week: \_\_\_\_\_\_\_\_\_\_\_

🞏 Different scenarios:

1. Low number of buyer inspections and no contracts issued. A suggestion is made to lower the price guide

2. Good number of buyer inspections and a few contracts. Marketing and price guide remains the same

3. Low number of inspections. Interest is high with only one buyer and they are suggesting a strong offer. We will need to consider negotiating that offer

4. Good number of inspections, interest is high and one or several buyers are suggesting weak price, price guide and marketing remains the same

5. Good number of inspections and multiple interested parties suggesting strong prices. A suggestion of shifting the price guide higher is discussed

🞏 If the strategy is correct, contracts should be requested after first week

🞏 Buyers could request:

1. Shortened /extended settlement Y/N

2. 5% deposit or deposit bond Y/N

3. Other changes (land tax/inclusions)

**Part F: Advertising**

🞏 SWAT team when?

🞏 Signboard – where and when it will be installed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

🞏 You will be able to sign off all marketing before print and upload to the internet

🞏 Letterbox drops and open home invites will be delivered

🞏 Sometimes things can go wrong. Websites and media ads can sometimes misprint or make mistakes. If you notice this before just call and I will rectify

**Part G: Reserve Price**

🞏 To be finalized in writing prior to auction

🞏 Full brief given to auctioneer the day prior

🞏 Set reserve in line with feedback

🞏 Full discussion in our meeting the week of the auction

**Part H: Close**

🞏 Any friends or neighbors who are thinking of buying or selling?

🞏 Do you understand our strategy now?

🞏 Any questions?