

SHERRIE STOROR

Ep. 15 | The importance of presenting a property for sale.

Overview:

Are you wanting to know how you can differentiate yourself in the marketplace? Do you want to know how you can showcase a vendors' experience with you as their agent? Do you wonder how other agents are able to use their current listings as prospecting tools?

Then tune in to today's episode where I discuss with you how you can achieve all of the above AND help your vendors achieve the highest sales price possible! Listen in to find out how presenting a property for sale can give you a competitive advantage, build your reputation and generate leads!

Hot Gossip:

My 51-Point Checklist: This is a step-by-step 51-point checklist that takes you through going from off-market to on market to exchange to settled to sold. Get my step-by-step process to follow from social media, managing your CRM, working your pipeline sellers, letterbox drop emails to text messages and videos to send. This will help you build your stock list even in this challenging time. You can download it for free from [here](#).

My FREE Webinar Series: Last year I partnered with RateMyAgent on a 3-part webinar series designed to bring my courses to agents all over Australia. During this difficult climate, I want to support and give back to an industry that I love and that means so much to me so I'm releasing the entire series for free!

You'll get access to these three training courses:

Week 1: Build a Celebrity Profile - Become a POWER Agent

Week 2: Find your EDGE walk away with a killer listing presentation.

Week 3: Be a Social Climber - Social Media Strategies to List and Sell Properties. Access the full training series by registering [here](#).

The #BuildYourBestLife Coaching Program + Success Manual

And if you would like to join the #BuildYourBestLife Coaching Program which comes complete with webinars, coaching forum and your own daily Success Manual, for more info [click here](#).

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Sherrie:

And welcome to episode 15 (fifteen) of the build your best life podcast. I'm your host Sherrie Storor, I'm a sales coach and hardworking real estate agent. It's my mantra to build your best life. And I'm doing exactly this. And throughout this podcast series, you'll learn how you can grow your GCI, revenue and profit by implementing tried and tested systems and structures. You'll learn how you can grow and build your own EBU team and agencies and how you can truly harness your real estate career to provide you with the wealth and the freedom that you've always dreamt of. So, if this is the life that you want to live, make sure that you do subscribe to this podcast, so you get notified every single Tuesday, when the episodes go live.

Sherrie:

Presenting a property for sale is not just about how you open up a property for an open home, but it's actually about how you present the property to the entire marketplace.

So, today I'd like to talk about the three areas that are absolutely critical, in correctly presenting a property to your marketplace. Now, those three areas are 1) how you advertise

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the property 2) how the property and the allotment physically appear, including how it's furnished and how it's styled. And lastly, how you conduct your open homes, your private inspections, and how you interact with those prospective buyers. So, let's break this down.

First up let's talk marketing and marketing a home well can make a humongous difference in terms of the desirability and the number of qualified buyers who view the property. And we all know that the more qualified buyers that we have, the more competition and this marketing effect is the difference in between achieving a good price and a good outcome and achieving an exceptional price and an exceptional outcome. And in today's market, this is the difference in between even selling a property and not. How why we choose to cast our advertising.

How we choose to cast our advertising net will determine the number of qualified buyers that actually come through the home. Don't spend enough or do the right kind of advertising with the right size or the right placement of ads and you may not necessarily see a premium result. And what I'm specifically talking about here is digital, with the online platforms and social media, you know, dominating that letter box with DLs and letters. And of course, the print ads. And how we showcase the property will determine whether a buyer even chooses to inspect the home. So, the photography, virtual tours, videos, and copy absolutely need to be on point. I've spoken about the importance of using a copywriter to write your copy, to create beautiful word pictures and emotional connection before on the podcast. If you're currently not doing this, it's time to level up and put this on your list for the new financial year. Not only will this free up your time to focus on more dollar productive activities, but it will assist your sellers in finding more buyers and creating a sale with the best possible outcome. Today in our digital world, looking at beautiful images on social media and websites are now considered pretty much the norm.

So, if you're looking for dinner, you choose the restaurant, or the delivery based on the photographs. The same can be said for holidays and even dating, property is no different. So, if your photographs are not leaping off the page or the website, chances are that they may not be doing the same for your buyers, and it might be leaving them a little bit in different. **Diakrit** are exceptional at offering online consumer experiences where buyers can use their products to help measure up their current furniture that they own and to see whether or not it in fact fits in this new potential property that they are considering. In searching for the right property, buyers are making split decisions when they're looking at the photographs, essentially, they're trying to toss up whether or not this is going to suit their needs and whether or not it's worth going and inspecting, looking on realestate.com or domain.com or on homely or any of the online platforms.

You know, the reality is that there are so many different homes to choose from. And what they're really looking to do is they're looking to exclude these properties so that they only have a very narrow pool to go and inspect. So, before the day of the shoots, it's really important to have de-cluttered renovated, cleaned and in styled the home for sale. If you are selling a house, chances are that your hero shot will most likely be the front of the property. So, the landscaping, the front steps and the porch, the fence, the gate and the entry, it's really imperative that they are looking absolutely schmick. Sometimes you may need to do a mini renovation, or a coat of paint internally or externally, and this can make the difference in terms of tens of thousands, if not hundreds of thousands of dollars. And quite often it is very difficult for our sellers because they may not have this kind of money to do a mini renovation.

And, you know, it's platforms such as **List Ready** that is giving our sellers the options to be able to go and finance doing this work, which will then give them this exceptional outcome. We'll sell the property and also achieve a premium price. So, we need to really capitalise on this opportunity to provide exceptional service to our sellers. Now, if you were selling a home that's tenanted here is one of my biggest selling tips, suggest to your sellers, that they pay for clean on the day of the photo shoot. Now this not only sets up a great relationship with the tenants in terms of what's expected to present the property for inspections and open homes, but it's also unbelievably goodwill. Now, most importantly, it also allows the cleaners to move personal items and furniture around in and out of the shots, giving the photographer the ability

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to capture the property in its best possible light with the current tenants' furnishings. In the case where the sellers are limited with funds and if the property is vacant, there are exceptional virtual styling options that are available and will take the property to the absolute next level.

One of my favourites is **Box Brownie**, they are absolutely exceptional at what they do, and they are super, super cost effective. But of course the ultimate option is to in fact, have the home styled for sale, whether it be a linen package with cushions, for sellers who are residing in the home whilst it's being listed for sale, or to have it completely sold with a furniture package installed. There are plenty of furniture stylists out there, which work in every single budget. Most of these companies offer in between a four to an eight week campaign and ensuring that the property is not only captured in its best possible light in the photography, but also when those interested buyers then choose to come and inspect the home for sale, it's this feeling and this excitement of seeing a home and imagining how wonderful life would be living in a home like this that truly does loosen those purse strings.

So, styling, it disguises and draws away attention from those problem areas, including challenging floor plans. And I always tell my sellers that as soon as they sign the paperwork to list their home for sale, that their home is in fact no longer theirs. And that we now need to present the property for sale to the demographic of that market that will most likely buy their property. The brochures and the marketing collateral should represent the price range, the understanding and the emotional and financial outlay that a buyer will have if they were to consider buying it. It is in fact, the only tactile piece of information that can make buyers feel really good about their decision to buy this residence. And buyers usually use this brochure as a tool to show their family and their friends about this property and the one that they like. And the one that they're thinking about buying, and if they are eventually successful, this brochure will in fact go on to be a keepsake for them. Professional printer brochures are not only cost effective but will be a game changer in how you make people feel about buying your homes.

For me, this was always a non-negotiable in my marketing packages. However, in working with agents all around Australia and New Zealand, I found that many actually choose to provide an in-house brochure from the agency's photocopier. Now, whilst this decision may be based on trying to conserve costs for the seller, it is my experience that when you explain the cost effectiveness, the importance and the difference that this may make to the overall price, emotional connection and the outcome, I've rarely ever had an objection. Agents, sellers, and buyers, we all love our open homes. And it typically makes sense to host as many open for inspections so that we can take as many buyers through the property at that one time, which not only conserves our own time, but it also does create this competitive environment.

But there will also be times where a private inspection will in fact be the best strategy. This could be based on the dwellings price point as there may be a limited buyer pool. In fact, hosting an open home where there are not many buyers inspecting, does the absolute opposite in creating urgency and competition and could in fact prolong the sales process and reduce the sales price. I love private inspections for second and third viewings and ensuring that we don't burn these qualified buyers on inspections and at open homes is absolutely imperative. Physically showcasing the home in the right possible way at that right time is also key. So truly consider your listed property, the location, the direction it faces when booking these inspection times. Fitting a property into your schedule should not be the only consideration. So, if the property is under a flight path, look up the flight times.

If it's on a main road, consider the quieter times of day. If it's near a school, show outside of school drop off and pick up times where parking can be an absolute nightmare. If the property is on the ocean that doesn't look quite so fabulous when the tide is out, or if you get midges or mozzies that come in at dusk, or perhaps if your apartment has direct and blaring sun in the afternoon, take all of these into consideration as well and book a different time of day. Take

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the season into account, if it's summer open up all the doors and all the windows, if it's winter, you might even need to bring in a heater and have the owner set it going so that the property warms up before your inspection. But no matter the season like that house up like a Christmas tree, turn on every single light, all the lamps and include that range hood one.

Now my only disclaimer here is that if you are showing a property at night time and you have a spectacular view, you need to create mood lighting so that the reflection does not show up in the glass windows and doors. So that, that view is in fact, still that number one feature. In preparing a home to be open, I always spray my signature scent and I have two one for summer with lots of yummy coconuts and one for winter with cinnamon and pine. This is a non-negotiable for me. I want every single buyer who comes through my properties to see that there is continuity, consistency and a care factor. And if they are sensory inclined by smell, then hopefully this will also create some more connection with the home. Music is another century layer that can create good vibes, energy, and emotional connection. It can make the difference between an awkward conversation and awkward silences and a more relaxed and engaged inspection.

And if you don't already have your own playlist, go and check out mine on Spotify. If you search Sherrie Storor, go and look up all of the downloads that I have. There are so many different playlists for open homes for housewarming party for Sunday barbecue lists, and feel free to rip off mine, duplicate them, or just play them as they are. Your open home collateral should also consist of your open home brochure, a profile on you as the agent, a company magazine, a letter from the sellers clarifying why they love your home and why they're selling, which again creates emotional connection and information that can't be found online. Your business card and lastly, but most importantly, an expression of interest form, so that these buyers feel pressure and urgency. When they see other buyers taking this form and looking to make an offer. Let's face it, if they seriously have some interest in the property and they see other parties taking a form, looking to make an offer, they're not going to want anyone else to buy, and they're going to move forward and make their offer perhaps a little bit higher and a little bit quicker. Now, this to me is an absolute game changer. So really implement those EOIs and watch them roll in after your open homes and after you've completed them over a weekend, it's a really great way to start your negotiations. How you close the property will also help your working and your trusted relationship, cleanly intact, accidentally leaving a door unlocked or leaving a candle burning can do more damage than any other misstep in a campaign.

So, my level ups in case you missed them are - hire a copywriter to write your copy, use exceptional photography, videos, and virtual tours, style the property, print professional brochures, open the property at the right time, display expression of interest forms or EOIs at open homes. Lastly, I'd love to leave you with my number one tip for being super organised for those moments where everything tends to go wrong when you're conducting open homes. And that is to always have a pack of tools in your car that are ready to go. My tool kit, it contains doorstops, blue tack, sticky tape, business cards, cloths that are able to wipe surfaces down and other items down, a dustpan and brush and of course, some rubbish bags.

Next week, I have a special guest on the show, the CEO of Money Me and List Ready, Clay Howes. And we're going to be talking all about disruption and innovation. Now, Clay, he is the founder of List Ready, and this company is disrupting and innovating the real estate industry. And what I love about this business is that they truly do provide agents with solutions to help their clients achieving the best possible results and the best outcomes for the sale of their client's property.

We'll be talking about how innovation in our industry not only improves us individually, but how it also elevates the experiences of our consumers. We'll also be talking about thinking outside the square, looking for that one thing that truly does define us and set us apart from our competitors in the marketplace.

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