

Profile of a Listing Expert

- Interviews potential seller clients to make sure they are a good fit for the Real Estate Consulting Services being offered
- Has at least 15 years experience and is successful in both Buyer's and Seller's Markets and has sold more than 2,000 properties
- Has a fool proof marketing system; their listings sell and don't just sit there for sale for 6-12 months
- Has a track record of very few expired listings (0-3% expiries would be a great target)
- Sells an average of 50-100 plus homes a year
- Has a team with an Administrative Assistant, Buyer's Agent & Listing Specialist
- Only works with sellers. Expert Realtors don't do everything. They specialize and each person on the team specializes in what they are best at. The Buyer's Agent only works with buyers and the Listing Specialist only works with sellers
- Most business comes from referrals and introductions—approximately 90% or higher
- Has a list of at least 100 references and testimonials
- Offers an Easy-Exit Agreement where the seller has the right to fire them
- Spends \$10,000-\$20,000 a year learning new systems, ideas and technologies from experts in Canada and the US to stay on the industry's leading edge
- They are consultants first and sales people second. They ask their clients thought provoking questions, the kind of questions most Realtors won't risk asking
- Doesn't take all listings and has a pre-determined limit of listings the team will consider marketing. You are not just a number
- When negotiating, they treat your money like it's their own. When it is time to make you or save you money, this is where you will see them rise above the crowd
- The Experts are not like the traditional amateur Realtor who may offer advice, which may not be in the best interest of the seller when their own mortgage payment and office bills are coming due
- Experts spend 80% or more of their time working with clients they have, rather than prospecting, looking for more sellers to list, and give such great help, a World Class Experience, that their clients introduce them to people they care about
- Believe that all Realtors are not the same. They are not created equal
- Experts get results, referrals, and life-long client relationships

EXPERTS ARE HARD TO FIND!