Sales Process leading to 'CLOSING.'

The 'GOAL' is CLOSING
Closing is the completion of the listing sales process.

The goal of any business is to make a profit. This is a fundamental truth that all real estate agents, teams, and firms need to keep at the focal point of their business and sales process. In the manufacturing model, creating a product and ultimately the sale is considered closed.

The listing sales production process creates a lead, converts a lead into a client under the agreement, marketing listings, acquiring and converting buyer into a contract, and then a closing, resulting in a commission.

Waste is any activity, time, money, or energy used that does not result in the business getting closer to closing.

A real estate sales business must optimize its sales process to prevent and eliminate waste.

Through the systematic removal of waste, a sales process becomes more efficient, the client's experience improves, and at the same time, the company becomes more profitable.

The process must remove impediments using 'CANI' constant and never-ending improvement to prevent and eliminate waste. The methods used shall be AAR - After Action Review and OODA Loops to adjust future actions.

Maintain flexibility and be open to updating as you move through the process as more information becomes available.

AAR - After Action Review

What was the goal?
What was supposed to happen?
What happened?
Why was there a difference in outcomes?
What needs to happen moving forward?

OODA Loop

'The ability to adjust as more information becomes available.'

Observe - Collect information and convert information into an overall picture.
Orient - Orient yourself to the situation and recognize any barriers that might interfere.
Decide - Make an informed decision. If multiple options, observe and orient to one.
Act - Enact the decision and outline the next steps. Repeat.

Seller Sales Process OVERVIEW

1. Marketing & Advertising
2. Lead Generation
3. Lead Conversion
    a. Prospecting
    b. Follow-Up
4. Seller Intake
5. Listing Appointment
6. Listing Presentation
7. Market Analysis and Pricing
8. Listing Agreement & Document Presentation
9. Listing Coordination
10. Marketing & Advertising
11. Buyer Acquisition
12. Negotiations
13. Closing Process
14. Closing/Throughput
15. Referrals

SELLER SALES PROCESS DETAILED

1. **Marketing & Advertising**
    1.1. Know all marketing and advertising sources.
    1.2. Understand the differences between their intentions.
2. **Lead Generation**
    2.1. The capture of seller information
        2.1.1. In-bound Phone Call
        2.1.2. Outbound Phone Call
        2.1.3. Home Evaluation
        2.1.4. Buyer Lead
        2.1.5. Walk-In
        2.1.6. Referral
3. **Lead Conversion**
    3.1. Prospecting
        3.1.1. An outbound phone call, e-mail, video, text to sellers that you have not made contact with. Minimum of 10 rings.
        3.1.2. 1 hour of prospecting per day
        3.1.3. Do your research.
    3.2. Follow-Up
        3.2.1. The systematic following up with sellers after contact has been completed.
        3.2.2. Categorize as A, B, C, SOI & Past Client
        3.2.3. A - Daily Follow Up
        3.2.4. B - 2X a month
        3.2.5. C - 1X a month
        3.2.6. SOI & PAST CLIENTS - 1X a month
            3.2.6.1. Set up all contacts on a property update notification.
            3.2.6.2. Send recent, active, under contract, and sold data. Bi-Monthly or Monthly.
4. **Seller Intake FORM (Initial Contact)**
    4.1. Complete, capture and keep the form for future reference. **NEVER THROW AWAY A SELLER INTAKE FORM**
5. **Listing Appointment**
    5.1. Property Tour
    5.2. Step 1 (Tour, Value Propositions Verbal)
    5.3. Step 2 (Listing Presentation, Pricing & Documentation)
    5.4. Step 1 & 2 Same appointment - Be prepared to complete both on the first appointment.
6. **Listing Presentation**
7. **Market Analysis and Pricing**
    7.1. Review Market Analysis and Present Pricing Options
    7.2. Never allow price to determine who they choose to be their listing agent.
8. **Listing Agreement & Document Presentation**
    8.1. Review documents with the seller.

8.2. Review next steps with the seller.
8.3. Create a game plan and set expectations.
8.3.1. Expectations
8.3.1.1. Listing preparation before photos
8.3.1.2. Photography & Video dates
8.3.1.3. Communication procedures include points of contact & resources.
8.3.1.4. Target Listing Date(s)
8.3.1.5. Showing Procedures
8.3.1.6. Showing Feedback
8.3.1.7. Offers & Negotiations
8.3.1.8. Closing Process

9. Listing Coordination

9.1. Brief listing department on a new listing

10. Marketing & Advertising

11. Buyer Acquisition

11.1. Showings

12. Negotiations

12.1. Highest and Best Offers

13. Closing Process

13.1. Brief Closing Coordinator on a new contract
13.2. Brief Seller on a new contract and set expectations

14. Closing execution

15. After Closing Plan

15.1. Lifetime Vendor Relationships
15.2. Lifetime Value of a client.