

## 3 simple ways to stand out in your next listing presentation

Set yourself apart from all the other agents with these easy hacks

BY KEVIN HOOVER

JAN 4

### Key Takeaways

- To make a big impression, submit your resume, be charming and take notes.

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Real estate is all about attention. [Real estate agents](#) who earn the attention from buyers and sellers will, generally, earn more business.

From banners flying behind airplanes to paying top-billed celebrities to give an endorsement, there is nothing that is off-limits when it comes to gaining attention. These big ticket methods to get noticed are great, but then what?

Once you have the [listing appointment](#) and the smoke has cleared from the latest marketing campaign, how do you make yourself stand out even further? What will be the difference between you and your competition?

There are three simple, and often forgotten, details that separate a memorable listing presentation from the others.

### Submit your resume

The listing presentation is a job interview. Put your [ego](#) aside, and treat it as such. Handing the potential client a printed copy of your [updated resume](#) is one way to leave another piece of your brand with them.

If you are going to leave something in their hands, you need to make sure it is really good. Key points of a memorable real estate resume are:



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- Include [your picture](#) and some images to convey the information. Logos, icons or graphs are great ways to make it look like a presentation. Make a great impression on paper.
- **Be honest.** The point of the listing presentation is to gain trust. It would be counterproductive to include exaggerations or discrepancies from the truth.
- **Include your results first when listing your responsibilities.** Sales volume, community accolades, achievements, etc. Convey a strong sense of achievement and business acumen.

### Be charming

sales-y.

Key components of bringing your charm to the forefront are:

- **Be authentic.** Stay true to how you speak, act and move. Keep in mind that you can be professional, ethical and firm in your decisions while maintaining your authenticity.
- **Make it more about other people than yourself.** This is not about all the things that you are going to do to get the home sold. It is all about what the potential client needs the end result to be. Focus on their goals as opposed to your abilities.
- **Be sincere.** Care about the conversations. Ask questions that will build trust because you really care about what the seller needs in a real estate agent.

## Take notes

If there is one attribute that real estate agents need more than any other it is attention to detail.

If you go into the presentation believing that you will earn the client, which you should, you will need to remember the details of the conversation if you want to maintain your level of professionalism. The best way to do that is to take notes.

The etiquette around note taking in today's world is a gray area. The keys to making note taking a tool in your listing presentation are to:

- **Ask permission to take notes.** Again, make this more about them than you. By asking permission, you interrupt the patterns that they see in every other agent.
- **Use a yellow legal pad and pen.** The professional and social perception of typing into your phone is varied. Even with a disclaimer or explanation, typing feverishly into your phone may not be a strong, trust-building image.
- **Engage while taking notes.** Show the potential client what you are writing. Discuss the points for clarity. Show them the numbers you jotted down for price. Create transparency and validity.

The battle for attention is not always won by who is the loudest or most frequent marketer. It can be about the agent who does things a little differently. The agent who interrupts the status quo with thoughtful and professional habits.

Treating the listing presentation in a slightly different manner can help you stand out among your competition without spending a dime.

We are all looking for the next shiny object to make us seem a little better than our competition, but in the meantime, we can always spend more time actually being a little better than our competitors.

*Kevin Hoover is a Realtor with [eXp Realty](#) – [Myrtle Beach](#). Follow him on [Facebook](#) or [Twitter](#).*

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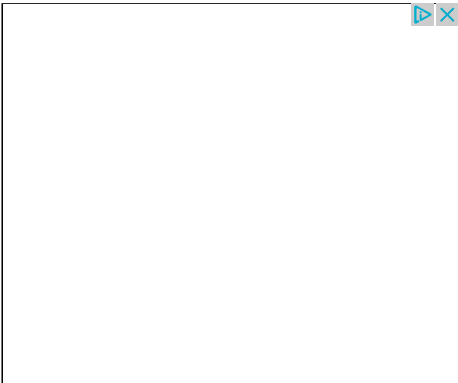
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**Lance Brown** · REALTOR®; Licensed at Stephen Cooley Real Estate Group at Keller Williams  
Excellent article. Thank you for writing and sharing with us, Kevin!

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**Chris Eckenroad** · Bowling Green State University  
Listening, authentic, engaged with their needs. Good Advice.

Like · Reply · 5d



**Ron Gomez** · Realtor at Keller Williams Realty Saint Louis  
True statement: It can be about the agent who does things a little differently. The agent who interrupts the status quo with thoughtful and

**Dawn Braithwaite** · Works at Dawn Braithwaite Keller Williams Village Square Realty

Love the Keller Williams concepts - to break out from the "every other agent" mode...and Be Different! - Well said!

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**Mary Wagner**

Thanks for the great reminder

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**Cindy Stafford Kraus** · Broker/Realtor® at Keller Williams Realty Knoxville Tennessee

I appreciate the info...great article

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**Cathy Blassino** · Real Estate Agent at Keller Williams Realty Centre Columbia

Great Tips! Many of which I have always done. Plan to add the other great ideas.

Like · Reply · 5d

**Brian M. Paris - SA Real Estate**

I like the resume idea... will implement!

Like · Reply · 2 · 5d

**Raffaele A. Ruggiero, Re/max Heritage Properties Agent**

Good article! Great reminders to have solid credentials and differentials.

Like · Reply · 5d

**Linda Prast Grosz** · Real Estate Agent/Broker at Illustrated Properties Real Estate

stay authentic, listen and take notes, duey noted,thanks!

Like · Reply · 5d

**Anne Irving** · Realtor at Keller Williams Alabama Gulf Coast

A very client centric approach which is so refreshing.

Like · Reply · 3d

**Christine Fraioli** · Agent at Four Seasons Sotheby's International Real Estate

Being a good listener, paying attention to others, is just about being respectful and having good, old-fashioned manners. Think about how many people (not just in our profession) don't know how to provide this kind of attention!

Like · Reply · 3d

**Joe Owens** · Broker at Keller Williams Realty, Inc.

Excellent reminder of what matters.

Like · Reply · 3d

**Brian D Hopper** · Contributor/Ambassador at Inman News

All great comments- I tend to go into the listing appointment with the thought of I am a listener in this meeting, and should be listening way more than speaking.

Like · Reply · 2d

**Delesha Hamilton** · Residential & Commercial Real Estate Professional at Hamilton Properties Atlanta at Keller Williams Peachtree Road

Thank you!

Like · Reply · 2d

**Ron McCord** · Realtor at REMAX

Thanks a good reminder...

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**Deb Armitage** · Sales representative at Coldwell Banker Essential Realty, Sales Representative

I have to agree, treating the listing presentation as a job interview is a great idea. The resume is a solid touch as well. Thank you.

Like · Reply · 2d

**Marty Sorrentino** · Wantagh, New York

In the words of Floyd Wickman: "People don't care what you know...until they know that you care". Listen twice as much as you speak and always, always remember eye contact.

Like · Reply · 2d

**Joshua Bergard** · Chicago, Illinois

love it, keep up the good work - i



**Karen Marshall** · Business Development at Keller Williams Realty, Inc.

Very client focused. Great article. Thank you!

Like · Reply · 1d



**Karen Marshall** · Pittsburgh Real Estate by The Karen Marshall Group at Keller Williams Realty, Inc.

In total agreement with the points well taken. Sincerity competency and knowledge in each part of the listing presentation

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