

Create Excellent Listing Presentations That Will Impress Your Prospects and Win Their Business

You've worked hard, stayed focused and your Radio House Tour® Messages are getting prospects' attention. Now you have a chance to sign up a new client and represent them in buying and/or selling their home.

This is where the "rubber meets the road". You can get people's attention but if they don't sign an agreement you're no better off so how do the pro's that use Radio House Tour® do it? Keep reading to find out.

Hard Work Pays Off!

Once you have a prospect in your sights you don't want to miss the opportunity to win their listing by being unprepared!

The first thing that top producers do is know what a Radio House Tour® Message can and can't do. It is designed to generate interest and by that leads for the homeowner (and you too!), the more leads you have the faster the home will sell, period! However, it will not sell the home by itself, that's your job. You must always remember this when recording your message and when you sit down with a prospect to sign them up. (For more details about this read "*Writing Effective Radio House Tour® Messages to Increase Showings and Sell Faster*")

Step 1

When talking with the prospect and setting a time to meet before you hang up ask them what they feel is one or two of the most important features about their home. You can ask it like this:

“[Mr. / Mrs. Prospect] what is one or two of the most important features about your home that you feel a potential buyer must absolutely know?”

Most homeowners are more than happy to tell you this and may go into great detail. Take good notes you will need this for the next step.

Step 2

Record a Radio House Tour® Message for this prospect just as if you already have them as a client. This does several things:

1. It shows them you are serious about having them as a client
2. It makes you look better prepared and more detail oriented
3. When they do sign, you can have the Radio House Tour® Message up and running before you leave the meeting. (This is very important, keep reading we'll explain more)

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4. Expectation, you go into the meeting with a confidence that you are expecting to sign this prospect. A positive frame of mind is critical in succeeding in any sales position! Just ask any top producer and they'll agree.
5. YOU STANDOUT FROM YOUR COMPETITION!

In the recording be sure to use the 1 or 2 details they felt were most important. For more information on how to setup a Radio House Tour® Message please read *“Writing Effective Radio House Tour® Messages to Increase Showings and Sell Faster”*.

Step 4

Record your Radio House Tour® Message onto the Drive-By Broadcaster® and set it up in your car and power it with the 12v Mobile Power Adapter (optional accessory available on our website) bring with you to the meeting another Drive-By Broadcaster® (broadcasting on a different FM station) and a digitally tuned FM Radio.

(Note: you want to test this out to make sure the unit will still be powered by the cigarette lighter even if the vehicle is off and that everything will flow smoothly during the meeting. Remember, preparation is an important key to success)

Step 5

In the meeting use your normal script (never go into a meeting without first knowing what you will say, this is another key to success) and explain how you can help them. Remember, people want to be helped not sold. When the time is right, bring out the second Drive-By Broadcaster® and say something like:

“This is how I stand head and shoulders above other realtors.”

Setup the unit to record and use a single line telephone (optional accessory available on our website). Let them pick up the telephone and record a quick message of whatever they want. Stop the recording and then tune in the FM Radio to that station and let them experience it for them self, they will be impressed!

Step 6

Once they personally experience the power of using a Radio House Tour® Message tune your digital FM Radio to the station that is playing the Radio House Tour® Message about their own home. Not only will they be impressed with your professionalism and preparation they will be hearing what they believe to be the most important things about their home.

This will show them that you understand what they value and you listen to what they have to say. This will also go a long way in setting you apart from the rest of the crowd and it gives you credibility that other realtors just won't take the time to establish.

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Also, be sure to explain the reason for having an offer for something free in the Radio House Tour® Message to the potential client, you want to make sure they are on the same page as you. For more details about the importance of offering something for free and having your client understand why read “Use a “Hook” in Your Radio House Tour® Message and Generate More Leads”.

Step 7

We think this is a very important step and usually overlooked step by realtors who don't use a Radio House Tour®. It's not uncommon for people to have some feelings of buyers' remorse after signing any type of contract, it's human nature. This is how we've seen it overcome.

Don't forget...

Every top producer will tell you some of the most important keys to success are a positive attitude and preparation.

First, thank them for their time and remind them that they made a great decision in choosing you as their realtor and how they will be glad they chose you. To help solidify this, setup the Radio House Tour® Message that you recorded for their presentation and setup in the yard the “Tune To” sign (also available on our website). Show them that even before you leave you've already begun selling their home.

If you did your homework when you were talking with them on the phone you shouldn't need to change the Radio House Tour® Message. If for some reason you think a change would be necessary still setup the current Radio House Tour® Message and let it play. However, when you get back to the office re-record a new message on the other Drive-By Broadcaster® you brought to the meeting and return within 48 hours with an updated message and exchange the unit.

This will go a long way in showing them you mean business in selling their home. It will also give you another reason to contact them face-to-face and give them an opportunity to ask any questions they may have thought of. When they see how prompt you are and your attention to detail we promise you they will know they made the right decision in choosing you.

Another nice benefit with having a Radio House Tour® Message playing before you leave it is not uncommon to have phone messages waiting for you by the time you get back to the office! Just imagine how thrilled your new client would be to know they were already getting interested buyers in less than 24 hours (and you will be thrilled to have more leads too!)

Finally, if you follow this process we promise you will see a much higher closing ratio in signing up new clients. Who wouldn't want to sell their home faster and for top-dollar?

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