



# Within the "Toolbox" -

## WHAT TOP PRODUCING LISTING SPECIALISTS SHOULD HAVE IN PLACE.

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- A significant digital footprint that promotes you as a trusted advisor and local market industry expert.
- A comprehensive list of service providers and allied partners you trust and collaborate with - and rely upon consistently.
- Digital pre-listing materials that reveal how you prepare, present, and price properties to create tremendous interest and offers, why you are the best choice, and what others have to say.
- A dazzling marketing portfolio that SHOWS what you'll do and what you've done to showcase your listings in an exceptional way.
- A Signature Open House System that is designed to drive attendance, generate leads, and set you apart.
- A killer listing presentation/pitch that is consistent in it's delivery and establishes you as the expert and the authority.
- A written marketing plan and budget that forecasts expenses, supports your personal and local trends, determines COS (cost of sale), and prevents unnecessary or reactionary spending.
- A template for weekly listing activity and marketing updates that are provided to the seller. This keeps them informed and keeps you accountable, communicative - and motivated!
- A system for collecting testimonials and recommendations that are gathered for at least two platforms or places.
- Comprehensive checklists for pre/post listing activities - in writing!
- Client and referral gift programs that allow for ease and leverage.