**Real Estate Practice – Part 2**

**Working with Sellers**

An essential ability in creating a long-term real estate career is how to work with Sellers in an effective and efficient manner. The realities in establishing effective processes can be a daunting task without a logical approach to problem solving. Learn how to conduct an informative client interview and also how to establish a pre and post listing process that increases consumer confidence in their perception of their Agent’s competency. Engage in this highly interactive session and design your listing approach with confidence.

**Type of learning methodologies used to engage the audience:**

* Group Exercises
* Interactive questioning
* Power Point Presentation
* Demonstration

**Session Objectives – Upon completion of the course, the participant will be able to:**

1. Fully outline the aspects of when confidentiality is handled from a client’s perspective and within the parameters of what Nebraska law requires for disclosure of adverse material facts.
2. Design and implement a methodical system when working with Sellers that incorporates advocacy, communication, marketing, pricing competency, negotiation and transactional administrative tasks.
3. Conduct a thorough and informative listing appointment interview that fully informs the public of the legal restrictions that dictate Agent activity and communication specifically related to Fair Housing, Anti-Trust and Agency representation.
4. Handle listing issues in an informed, competent manner, keeping the seller’s interests at the center of any conflict resolution processes.
5. Develop consistent process of pre and post appointment steps to ensure a smooth transactional flow.
6. Identify clauses in the Exclusive Right to Sell Listing Agreement and explain the ramification of the clauses from the point of view of the Seller.

**Length of Session: 3 Hours**

***NOTE: This outline provides for additional content for ease of the instructor to select topic areas that provides relevant content for different segments of the Nebraska market.***

**5 Minutes Welcome, Objective Review and Icebreaker**

**45 Minutes Confidentiality and Disclosure**

* + Confidentiality and Disclosure overview
    - Best practice on Confidentiality issues
    - Adverse Material Fact – Defined <https://nebraskalegislature.gov/laws/statutes.php?statute=76-2403>
  + Group Exercise
    - * + What are material facts you feel should be disclosed in a real estate transaction from a selling point of view?
        + What about Buyer information that would fall under a material fact – such as the fact that they can’t get a loan with one lender and are planning on trying another company?
      * Confidentiality Areas – Seller
      * Price a Seller is willing to accept
      * Motivation for selling
      * Terms or conditions of a transaction
      * The Seller’s financial information
      * Client directives on confidentiality, marketing & shopping an offer
  + Confidentiality Areas – Buyer
    - * Price a Buyer is willing to pay
      * Motivation for buying
      * Terms or conditions of a transaction
      * The Buyer’s financial information unless an adverse material fact
      * Handling confidential information on appraisal, inspections, etc.
      * Group Exercise

Sex Offender Quandary Scenario

Hidden Estimate Scenario

* + - * Disclosure Psychological Stigma Overview
        + Group Exercise

Friendly Haunt Scenario and discussions on handling disclosure and possible liability to Buyer and Seller

* + - * Disclosure Documentation Practices

**10 Minutes Break**

**30 Minutes Working with Sellers**

Group Exercise

What do Sellers want from a real Estate Agent when listing their property?

What do Agents from the Sellers when listing a property?

Seller Expectations of their Agent

Be an advocate on the Seller’s Behalf

Communication Skills – Verbal and Written

Educated and Lifelong Learner

Marketing Strategies – Innovative and Compelling

Pricing Competency Based upon Experience and Current Market Data

Real Estate Business Acumen

Reputation of Integrity and Accountability

Transactional Administrative Skills

* Individual Exercise – Inventory
  + - As a result of what you have learned, write down 7 areas of concentration, insight, needed education or focus you should incorporate into your business plan.

**10 Minutes Value Added for Sellers**

* Prospecting portfolio - Resource options for Sellers
* Pre-Appointment Steps for a Listing **–** Overview of steps to prepare for a face to face listing appointment

**10 Minutes Seller Pattern Interview Process**

* Overview of liability reduction technique in using a pattern interview and establishing a step by step process for conducting a Seller interview.
* Risk reduction order of how an interview could proceed
  + Fair Housing
  + Agency representation
  + Confidentiality
  + Antitrust guidelines
  + Agent and brokerage achievement overview

**10 Minutes Break**

**THIS TIME BREAKDOWN COMPRISES TWO HOURS OF OPTIONS FOR INSTRUCTOR CHOICE ON CONCENTRATION**

**30 Minutes Seller Pattern Interview Process**

* Gather information for pricing and marketing purposes
  + Group Exercise – Seller Interview “Open” Questions
  + Group Exercise – Seller Interview “Closed” Questions
* Discussion geared to addressing specific issues relating to making the interview as effective and comprehensive as possible.

**40 Minutes Exclusive Right to Sell Listing Scenario**

* Refer to Nebraska Sample Listing Document – complete it in class

**40 Minutes Exclusive Right to Sell Listing – Listing Review Questions**

* Group Exercise – Listing Completion
* Task overview once listing is signed

**10 Minutes After the Listing Appointment**

* Overview of tasks to complete once the listing is taken