

Substance Over Ego 2.0

**Build Your
Listing Presentation
with Data**

Leigh
BROWN®

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THE COMPANY LINE

- What were you taught about how to do a listing presentation when you entered the real estate business?
- What do your competitors do?
- Who or What is this REALLY about, anyway?



SELLER INTAKE SHEET

Date: _____ Lead Generator: _____
Assigned to: _____ Status: A B C Diamond: Y / N Upgrd if needed
Referral Fee? Y / N To Whom?: _____ %: _____ Phone: _____

Prospect: _____ DecisionMaker #2: _____

Address: _____

City: _____ State: _____ Zip: _____

How do you prefer to be contacted?: Call / Text / Email Preferred number to text to: _____

Home Phone: _____ Work: _____

Cell Phone: _____ DecisionMaker #2 Cell: _____

Email (What email do you check?): _____

Is the property address the same as your mailing address? Y / N

If NO, _____

How long have you owned your home? _____ Why are you selling? _____

Moving to? _____ When do you need to be there? _____

Need Agent? Y / N Provided contact info for: _____

Bedrooms: _____ # Baths: _____ Age: _____ Style: _____

Subdivision: _____ Garage? Y / N : _____

Square feet: _____ Lot size: _____ Septic: Y / N obtained: _____

Special features: _____

Updates last few years? Y / N If YES, what? _____

Rate your house 1-10 _____ What would be an acceptable selling price to you? _____

What do you owe? (1st) _____ (2nd) _____

How did you hear about us? _____

What are three things you are looking for in a Realtor?SM

1) _____ 2) _____ 3) _____

Have you or are you going to talk with any other agents? Y / N

Would you prefer to visit at your home or via Zoom? Home / Zoom Date/Time: _____

ALTOS: _____ LISTING LEADS: _____ KVCORE: _____ NARRPR: _____ USDA: _____

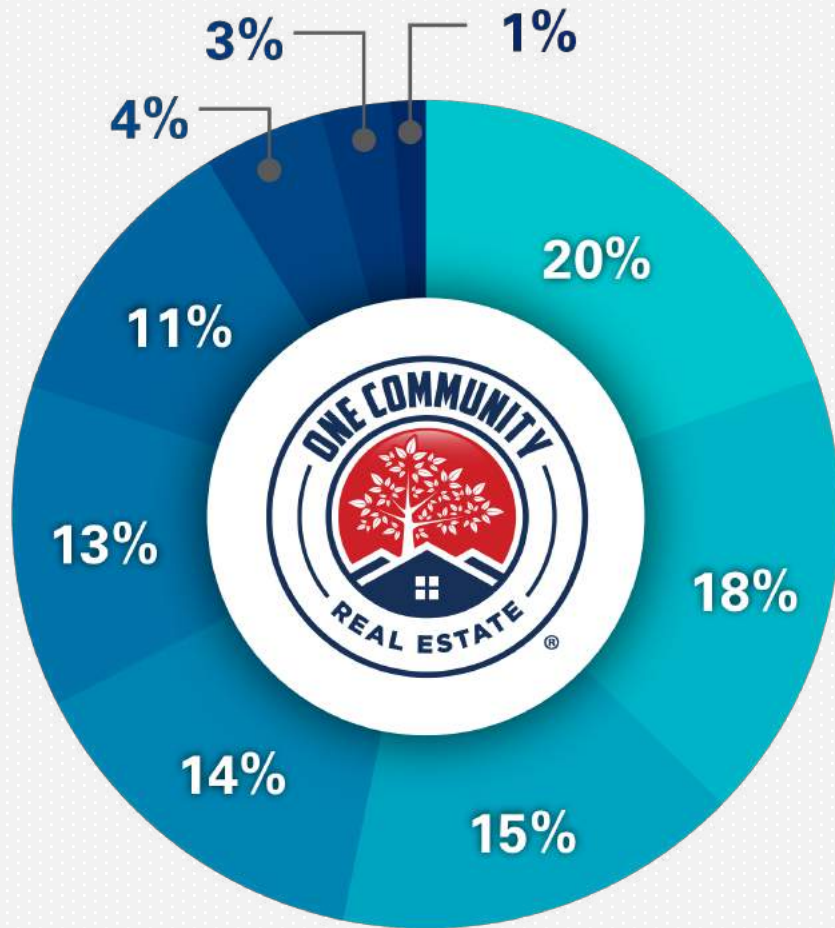
Post visit: Phone call _____ Personal Note _____ 2 week check up calendared _____

APPT: _____ HANDBOOK EMAIL: _____ DOCUSIGN: _____ RPD/PLQ: _____

SELLER INTAKE SHEET

Same questions.

EVERY time.



2020 Top Seller Needs

- Top Dollar
- Communication
- Honesty
- What To Do To Get Ready For Sale
- Area/Neighborhood Knowledge
- Vendor List
- Staging
- Sell Fast

LEIGHBROWN
 & ASSOCIATES
 #MORETHANHOUSES



TAKE CONTROL

- The seller wants it, needs it, craves it.
- How do you get it? Data and knowledge. Not fluff.

WHAT DO THESE ITEMS HAVE IN COMMON?

- Linen Closets.
- Pull-down Attic Stairs.
- Overhead Lighting.
- Secondary Bedrooms.
- Cable and Phone Outlets.




STANDARD OF PRACTICE 1-3

**REALTORS, in
attempting to
secure a listing,
shall not
deliberately
mislead the
owner as to
market value.**

CODE OF ETHICS





Real Estate Appraisal

Appraiser – FRIEND or ENEMY?

City

City
Evaluation Period:
Special Assessment:
Valuation Amount:


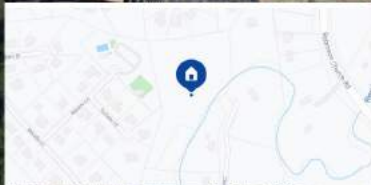


DATA SOURCES


- **MLS**
- **FHFA.gov**
- **RealtyTrac.com**
- **NARRPR.com**
- **AltosResearch.com**

Z

Buy Rent Sell Home Loans

9808 Chestnut Hills Rd Harrisburg, NC






Edit Save Share More

4 bd | 3 ba | 2,419 sqft
9808 Chestnut Hills Rd, Harrisburg, NC 28075

● **Off market** | Zestimate®: **\$542,700** | Rent Zestimate®: **\$2,951/mo**

Est. refi payment: \$2,367/mo [Refinance your loan](#)

Home value Owner tools Home details Neighborhood details




Thinking of selling?


Work with one of our partner agents to get local market expertise, paired with Zillow's latest technology.

[Request a consultation](#)


Home value



Zestimate




Zestimate range
\$461,000 - \$630,000



Last 30-day change
+ \$21,000

Advertise Help



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FHFA.gov - HPI Calculator



FEI
FIN

Purchase Quarter
2020 Quarter 1

Valuation Quarter
2021 Quarter 2

X

Policy, Programs &
Research

Purchase Value
\$400,000

Estimated Value for MSA
\$514,000

Percentage Change
28.5%

FH
CALC

Data

Developer

Tools

FHFA HPI
Rankings

Conforming

FHFA HPI
Appreciation

FHFA HPI (

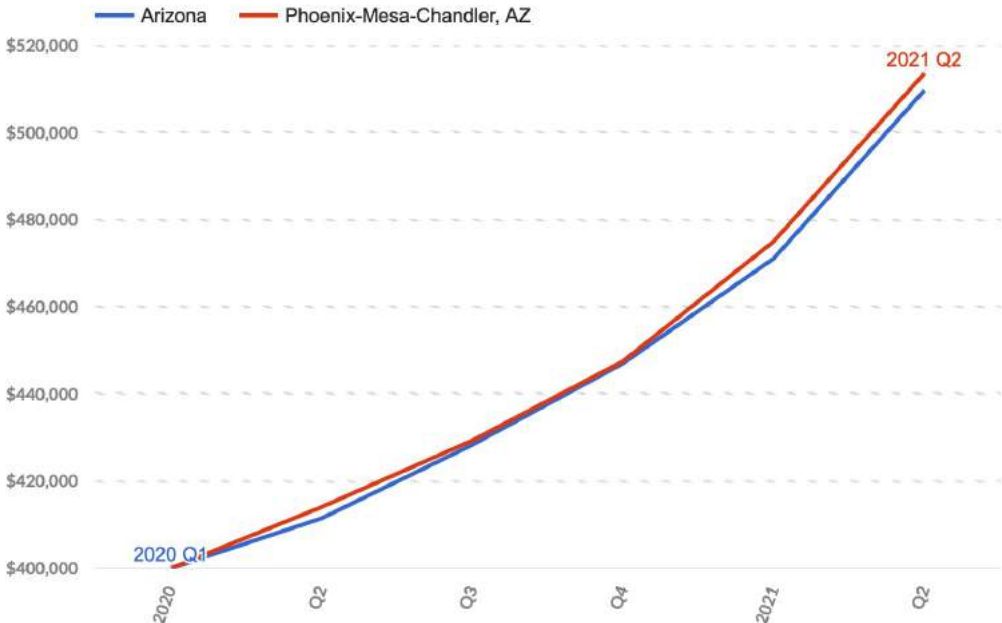
FHFA HPI ;

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Duty to Ser
Counties M



RealtyTrac.com



Find Deals

Sign In / Sign Up Free

Chandler, AZ



Filter

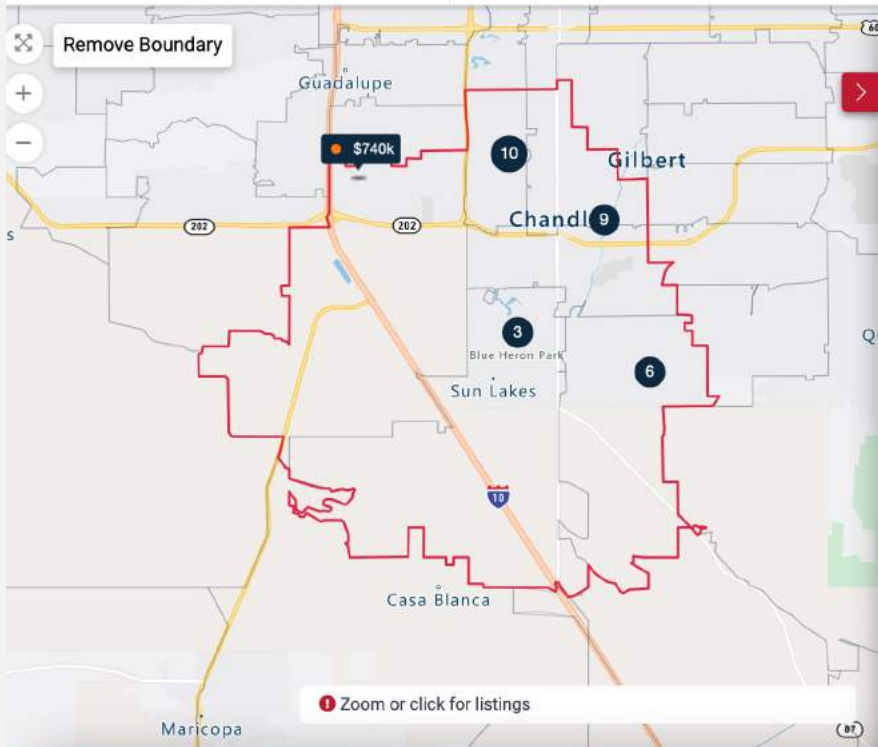
Pre-Foreclosure

Auction

Bank Owned

Not Listed For Sale

Online Auction



Chandler AZ Investment Opportunities

1-25 of 29

Sort: None



AUCTION

\$639,541 Est. Value

2040 E Indigo Dr, Chandler, AZ 85286
4 bds | 3 ba | 2,767 sqft

Est. Opening Bid: \$0
Auction Date: 12/14/2021



AUCTION

\$402,142 Est. Value

1712 N Apache Dr, Chandler, AZ 85224
3 bds | 3 ba | 1,673 sqft

Est. Opening Bid: \$0
Auction Date: 11/30/2021





NC Homeowners @NC_Homeowners · 23h



Sadly, many [#homeowners](#) may fall on difficult times if they are negatively impacted by [#COVID19](#). The Federal Housing Finance Agency has provided this advice for borrowers.



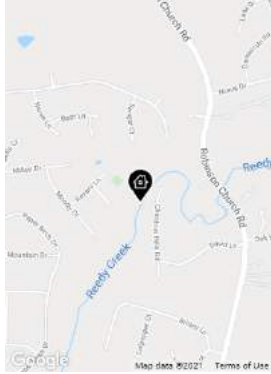
Mortgage Forbearance Options Available to Owners Affected by Coron...

Many borrowers who are unable to make their monthly payments due to COVID-19 have options to postpone payments.

[🔗 magazine.realtor](#)

Sample LB House

NARRPR.com



Single Family

Bedrooms:	4
Total Baths:	3
Living Area:	2,419 sq ft
Lot Size:	9.17 acres
Garage:	2 car
Year Built:	1973
Tax Amount:	\$4,476
School District:	Cabarrus County Schools

Description

You'd never know what all we did in renovations on this house if you just visited websites! Call a REALTOR-it matters!



Presented by
Leigh Brown RPAC
Major Investor

REALTOR®
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Main: leigh@leighsells.com
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One Community Real Estate
24 Cabarrus Avenue East
Concord, NC 28025



CHANDLER, AZ
 Single-Family Homes

This week the median list price for Chandler, AZ is \$562,500 with the market action index hovering around 93. This is less than last month's market action index of 96. Inventory has increased to 214.

MARKET ACTION INDEX

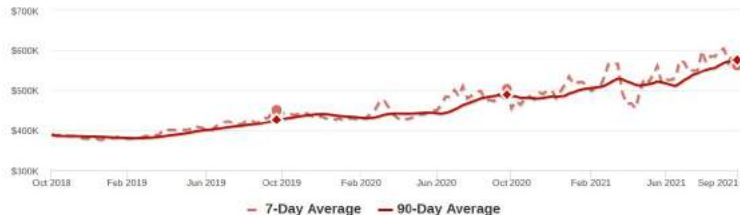
This answers "How's the Market?" by comparing rate of sales versus inventory.



Strong Seller's Market

The market has been cooling over time and prices have recently flattened. Despite the consistent decrease in Market Action Index (MAI), we're in a Seller's Market (where significant demand leaves little inventory available). If the MAI begins to climb, prices will likely follow suit. If the MAI drops consistently or falls into the Buyer's zone, watch for downward pressure on prices.

MEDIAN LIST PRICE



REAL-TIME MARKET PROFILE

Median List Price		\$562,500
Median Price of New Listings		\$537,000
Per Square Foot		\$263
Average Days on Market		31
Median Days on Market		14
Price Decreased		32%
Price Increased		7%
Relisted		5%
Inventory		214
Median Rent		\$2,400
Market Action		93

Strong Seller's Market

AltosResearch.com

(\$\$)

MARKET SEGMENTS

Each segment below represents approximately 25% of the market ordered by price.

Median Price	Sq. Ft.	Lot Size	Beds	Bath	Age	New	Absorbed	DOM
\$850,000	3,435	0.25 - 0.5 acre	4	3	16	17	15	21
\$628,000	2,575	8,000 - 10,000 sqft	4	2	21	18	17	21
\$512,400	1,936	6,500 - 8,000 sqft	3	2	24	28	19	7
\$423,000	1,435	4,500 - 6,500 sqft	3	2	36	25	20	7

TODAY'S STATE OF THE MARKET REPORT

Buyers shop by comparison. Most buyers view homes within a given price range and in adjacent geographic locations. The following price range and areas were studied for this report: \$ _____ to \$ _____. Geographic areas buyers will compare:

This report also contains the following important market data that will have an impact on the current value of your property:

1. Homes that are now under contract are the most recent successes; these sellers have reached their goal. Our goal will be to receive an acceptable purchase agreement on your home within your time frame.
Total number of pending listings: _____
These homes have been on the market an average of _____ days.
2. Homes that are on the market today in this price range are your true competition.
Total number of active listings: _____
These homes have been on the market an average of _____ days.
3. Homes that have been on the market and never sold tell us a story.
Total number of market rejected homes: _____
These homes have been on the market an average of _____ days.
4. Homes that have recently sold are historic indicators of perceived value. Appraisers will use this data when determining the loan value of your home. There were _____ properties sold in the last _____ months. These homes were on the market for an average of _____ days. The average sale price of \$ _____ divided by the average list price of \$ _____ tells us that sellers are accepting, on average, _____% of list price.
5. The above data indicates a _____ buyer's market _____ balanced market or a _____ seller's market.
6. Pending listings _____ + sold listings _____ = _____ total recent successes. _____ recent successes divided by _____ months = _____ homes that sell per month. _____ active listings divided by _____ homes that sell per month = _____ months of inventory in this price range and in the market areas studied.
7. Odds of selling: Total properties sold in the past month _____ divided by _____ active listings = _____ % chance of selling in one month.

State of the Market

MLS Understood

SELLER NET PROCEEDS

Seller Net Proceeds-Estimate ☆

File Edit View Insert Format Data Tools Help Last edit was 3 days ago

Print Undo Redo Paste \$ % 123 Arial 10 B I U A

A	B	C	D	E
	Perfect World	Reasonable	Ugly	
Sales Price	\$960,000.00	\$912,000.00	\$864,000.00	
Commission, Buy	\$28,800.00	\$27,360.00	\$25,920.00	
Commission, List	\$28,800.00	\$27,360.00	\$25,920.00	
State Revenue Stamps	\$1,920.00	\$1,824.00	\$1,728.00	
Deed Preparation (est)	\$275.00	\$275.00	\$275.00	
Recording Fees (est)	\$50.00	\$50.00	\$50.00	
Property Taxes (Jan 1-closing)	\$4,200.00	\$4,200.00	\$4,200.00	(escrow?)
Miscellaneous	\$1,000.00	\$1,000.00	\$1,000.00	(budget \$1000/10 yr)
Home Warranty	\$400.00	\$400.00	\$400.00	(optional)
Buyer Closing Costs	\$0.00	\$0.00	\$0.00	
Payoff Existing Mortgage	\$0.00	\$0.00	\$0.00	
Estimated Expenses	\$65,445.00	\$62,469.00	\$59,493.00	
Estimated Net Proceeds	\$894,555.00	\$849,531.00	\$804,507.00	

Wo ←

UNDERSTANDING THE BUYER

Goldman Sachs

DATA STORY
MILLENNIALS

✉ f t in G+ + MORE

A LARGER COHORT

The Millennial generation is the biggest in US history—even bigger than the Baby Boom.

5 M M = MILLION

A LARGER COHORT

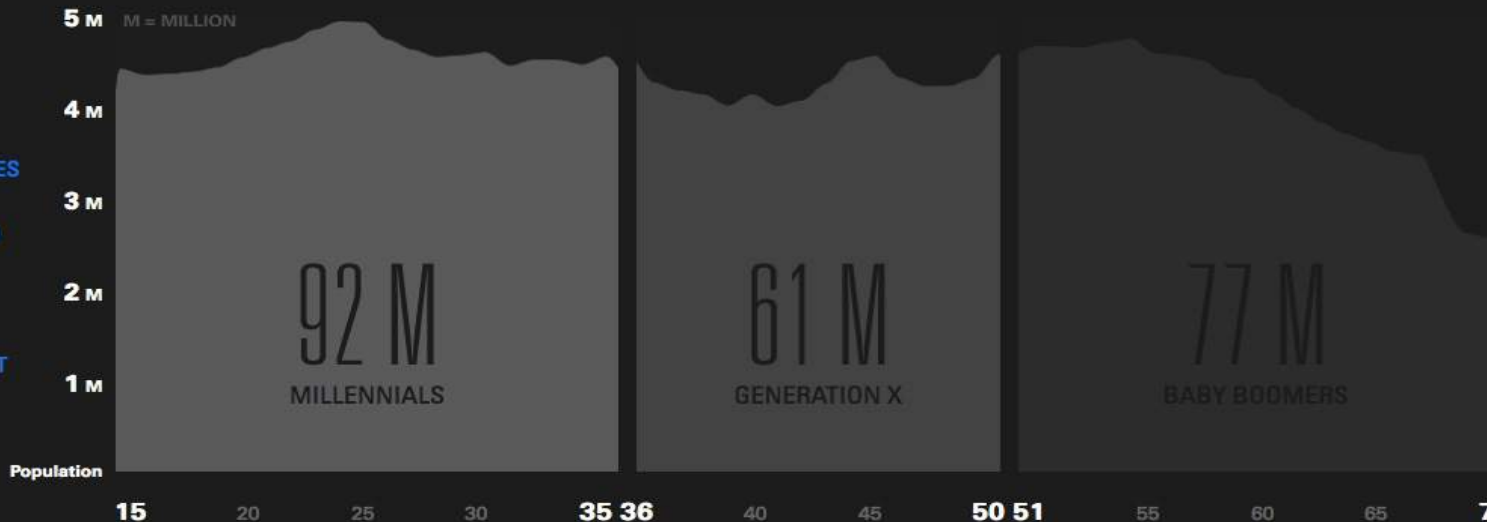
THE FIRST DIGITAL NATIVES

SOCIAL AND CONNECTED

LESS MONEY TO SPEND

ENCUMBERED WITH DEBT

DIFFERENT PRIORITIES





F-R-E-S-H C-O-R-N

Equal Opportunity in Housing

- | | |
|--------------------------|----------------------|
| F Familial Status | C Color |
| R Race | O Opportunity |
| E Equal | R Religion |
| S Sex | N Nationality |
| H Handicap Status | |

CODE OF ETHICS





Dear [redacted] Family,

Hello there! Along with our offer c

- [redacted] - father/software engineer/photographer
- [redacted] - mother/marketing director/yogi
- [redacted] - 10 year-old comic book enthusiast
- [redacted] - 7 year-old soccer player

We wanted to take the time to personally home. The moment we saw it, we fell in k such an amazing location.

We love what you've done with the droug variety of fruit trees has always been a goal backyard with our kids, entertaining family work taking evening walks to the nearby po

We're sure you've made many memories anyone, so we thought you'd like to know would love to call your house a home and year round in youth soccer and little lea downtime, we love going to the beach, hik

We know that if you accept our offer, we your family has. This is the first home we've was meant for us.

Thank you for considering our offer. We e response.

[Signature]

The [redacted] Family



Dear [redacted]

Thank you for the opportunity to make an offer on your beautiful home. My clients fell in love with the layout, the condition, and the location of the property. My buyers, [redacted] have a young son named [redacted] who just turned four months old. They are delighted that Middleton has an open floor which will give plenty of room for Joshua to run around in once he learns how to walk. Trevor and Sally are also excited that your home has a spacious backyard. They plan on buying a German shepherd puppy once they move out of their rental.

[redacted] currently works for ACME Building & Design. He was part of the team that constructed Central California's first Passive House in ACME -By-The-Sea. The project was named, "Best New Home" in Great Homebuilding magazine. [redacted] currently works at ACME South Middle School and is a special education teacher. She loves creating an impact in her student's lives and the feeling of fulfillment that her career gives her every day.

When [redacted] are not at work, they love to go hiking in Big Sur, watch the Red Sox play or stay home and cook fine meals. [redacted] is an excellent cook and enjoys cooking authentic Italian dishes like chicken tetrazzini. [redacted] also loves that Middleton is only a short drive to downtown Monterey because every Tuesdays he can get the freshest ingredients from the local farmers market. [redacted] was very excited too when he saw that the kitchen is close to the living room, this way he can spend time with his family while he cooks.

My clients are in love with Middleton. They feel it is the perfect home to raise their new family in. Your home is the right size, has a great layout and is only a short distance from the farmers market. My clients are prepared to make an above asking price offer of \$385,000 with 5% down. If the house does not appraise, they are willing to cover the difference between the appraisal and the offer up to \$7,000. Thank you for your time and consideration, we greatly appreciate the chance to write an offer on your beautiful home.

[redacted]
[redacted]



onths now, with much trial and error, but we consider ourselves "expert buyers" r doubts.

and we find that it will be a perfect fit [redacted] fell in love with the backyard as And [redacted] couldn't stop running r growing family, especially since we

orcement, and I am a teacher working is for years now so that we could finally e expected, the timing couldn't have

for the opportunity to work with you. 😊



Welcome to FAIRHAVEN

Use your fair housing knowledge to
navigate challenging real estate scenarios
in Fairhaven.*

Launch



TIME TO COMPLETE
60-100 minutes

*Fairhaven is a fictional town and does not represent or simulate a specific neighborhood, town, organization, or place. Any similarity to an actual place is purely coincidental.

Need help or have a question? Reach out to fairhaven@nar.realtor

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YOUR TRUST EMPOWERS US



Each region has a personalized goal based on percentage of members in the area. Be sure to include your region # using the text code.

Text Region# to 71777



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