

Seller Seminars

Scott Shuman and Sue Adler, NJ

Sue Adler has built one of the largest teams in real estate. Together with her COO, Scott, they have created the ultimate seller classroom by educating future sellers early in the listing process. They list more homes in four cities than anyone else. Here is how they did it:

#1 Create the Seller Workshop

Start by getting a list of the top 5-10 questions that you receive when you're on listing appointments. This becomes the framework for your presentation. Weave the answers into a discussion that explains the listing process from start to finish. Your workshop shouldn't exceed one hour. Scott and Sue told us some of the things that they cover are:

2. Decluttering before selling
3. Necessary repairs before selling
4. The staging process (show before and after pictures!)
5. The Listing Agreement
6. The overall process of selling a home

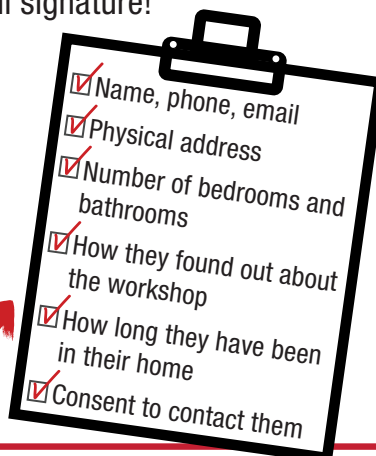
Pro Tip: Keep it interactive and invite everyone to have a dialogue. Use the chat when hosting digitally to connect with people and answer questions in real time.

#2 Drive to the Workshops

You should be offering your workshop once per month. This allows you plenty of time to drive consumers to it.

1. Market your workshop daily
 2. Direct mail
 3. Runs ads in newspapers and magazines
 4. Post on social media, both paid and unpaid
 5. Add to your email signature!

2. Drive everyone to a sign-up form that provides them with the information (and Zoom link if applicable). Collect basic information:



#3 Run the Workshop

Have fun, be relaxed, and keep it interactive! Invite everyone to discuss so they do not have to listen to a monologue. One of the key components is how you close out the workshop:

"Thank you all for joining us today! In the next day or two you will hear from one of my team members who will visit with you, create a plan, and set up an in-home consultation. We want to do this because today we spoke very generally about the selling process and when we meet in your home we will discuss specifics that apply only to you".

#4 Follow Up

If you can't set the appointment immediately, add them to your touch program in a TCPA-compliant way. Be sure to contact them the next day to see what questions they have from the workshop. Be in touch at least once per quarter until they are ready to meet. Workshops are a great way to set now and future business if you work your pipeline correctly.

Pro Tip: Use Command SmartPlans to automate your follow-up plan.

Seller Seminar Conversion

Sue and Scott find that it takes about 4,000 pieces of mail to get 25-30 groups signed up for a seminar. Of 25-30 groups, they expect 4-5 listing appointments set that night!

