

Sign and Sell Listings Like a Pro

Lindsey Haas, Atlanta, GA

Lindsey Haas is a millionaire real estate agent in Atlanta, GA. After years of hovering just under the \$1M mark, she broke through her ceiling in just ten months by putting her people first and delivering on her promises. Her superpower is listings – getting them AND selling them. Of the 85 units she closed last year, 57 were listings... of those 57, 56 closed! (And the one that didn't close is relisting with her!)

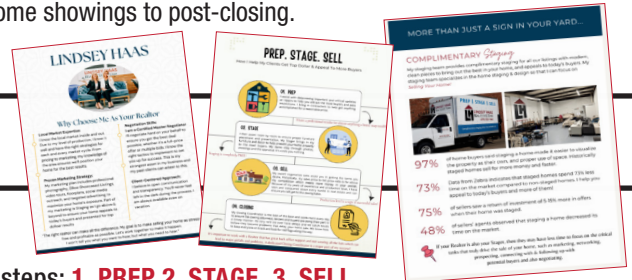
#1 OUTSTANDING PRESENTATIONS

At the beginning of each year, Lindsey creates and prints vibrant listing presentations to leave with every potential client. Lindsey's Seller Guide is a magazine-style book she creates in Canva about her and her process. Not only is this \$7 book beautiful to look at, but it also sets expectations. She prints 100 of them at the beginning of each year so she's ready to fly out the door to an appointment at any time!

PRO TIP: Do you know an agent in a different state with a presentation you love? Ask if you can buy the template from them!

Lindsey's Seller Guide includes pages like:

1. Bio and what she brings to the table.
2. Bio about Keller Williams and her Market Center.
3. Pictures and titles of the vendors she often works with (photographer, stager, assistant, closer, title officer, etc.).
4. Pictures of previous listings and statistics about her business.
5. Details about the sales process from pre-listing preparations to home showings to post-closing.



#2 ABOVE AND BEYOND SERVICES

Lindsey goes above and beyond for her clients.

She takes the lead on all tasks and advises her clients through three main steps: **1. PREP 2. STAGE 3. SELL**

For each listing, Lindsey:

1. Designs and prints a book to place in the home. The book, like her presentations, has beautiful photos, long descriptions of the property, a letter from the sellers about their favorite memories in the home, disclosures, documents, and more. **This is not only a marketing tool while the house is listed for sale, but also serves as a keepsake for the buyers that will always have her name on it.**
2. Puts three pre-list home warranties on the property! Home warranty companies often offer free seller coverage because they want to earn the business of the incoming buyer. It's free to Lindsey and puts the sellers at ease! **If one home warranty doesn't cover something, she has two more to call!**
3. Includes staging in her service packages. **Lindsey's staging services became a staple early in her real estate career - she was once a stay-at-home mom who loved design. Now she owns a 3,000 sq. ft. warehouse full of furniture she has collected over the years. Because she always includes staging in her listing services, Lindsey's in-house stager also attends listing appointments so their make-ready recommendations are done same-day. Lindsey's stager is a 1099 hourly contractor who also owns an interior design company!**
4. Includes a pre-inspection to find any surprises and a follow-up repair estimate. **Lindsey creates a plan room-by-room to help sellers prepare their home for maximum profit. She creates a pre-listing punch list for everyone involved, ensuring potential inspection concerns (painting, wood rot, and more) are fixed in advance. The sellers pay the vendors directly, but Lindsey handles every job for the seller - something her clients love about her! Once repairs are complete, Lindsey sends in the cleaner and the stager.**
5. Subscribes to all available multiple listing services (MLS) in her area. **Lindsey wants to serve her clients as best as possible and that means having access to all the listings publicly available! Since some agents do not subscribe to all the MLS options, Lindsey can provide higher listing exposure than other agents.**

#3 CELEBRATE MILESTONES AND REFERRALS

Lindsey plans gifts to celebrate milestones and ask for referrals throughout the client journey - not just for closing!

1. After the due diligence period, Lindsey gifts a package of branded moving boxes and packing tape wrapped in a big red bow! This helps clients celebrate a huge step in the escrow process and signals that it's safe to start packing.
2. If clients leave reviews in all 4 available places (Zillow, Realtor.com, Google, Yelp) Lindsey sends them a gift card to wherever the client chooses!
3. She also supports small businesses in her market by buying from them often. She says, when you support someone's business they, in turn, will most likely support yours!

#4 NEVER LOSE TOUCH

Lindsey has designed a post-closing touch process that includes referrals, events, client gifts, and more. A large majority of Lindsey's clients come from referrals and repeat business. She built a 95% referral-based business by paying attention to what goes on in her clients' lives years after the sale. Because she stays in touch, many clients call Lindsey for advice on various things - even outside of real estate.

