

## Concept Guide



“Seller Listing Launch® sets John L. Scott apart from other firms. It promotes a seller’s home at a higher level and gives them confidence that they will get maximum exposure in a market that attracts a high inventory of qualified buyers.”

*Kimberly Johnston*

John L. Scott Residential Specialist

# Most Critical Marketing Time For New Listings

## Activate Backlog of Buyers

The most important time period for a new listing is the first three weeks. That’s because there is a backlog of buyers ten-times the amount of new buyers that enter the market each week. Every new listing receives instant exposure to this buyer backlog as soon as it goes on the market.

## New on Market – Example

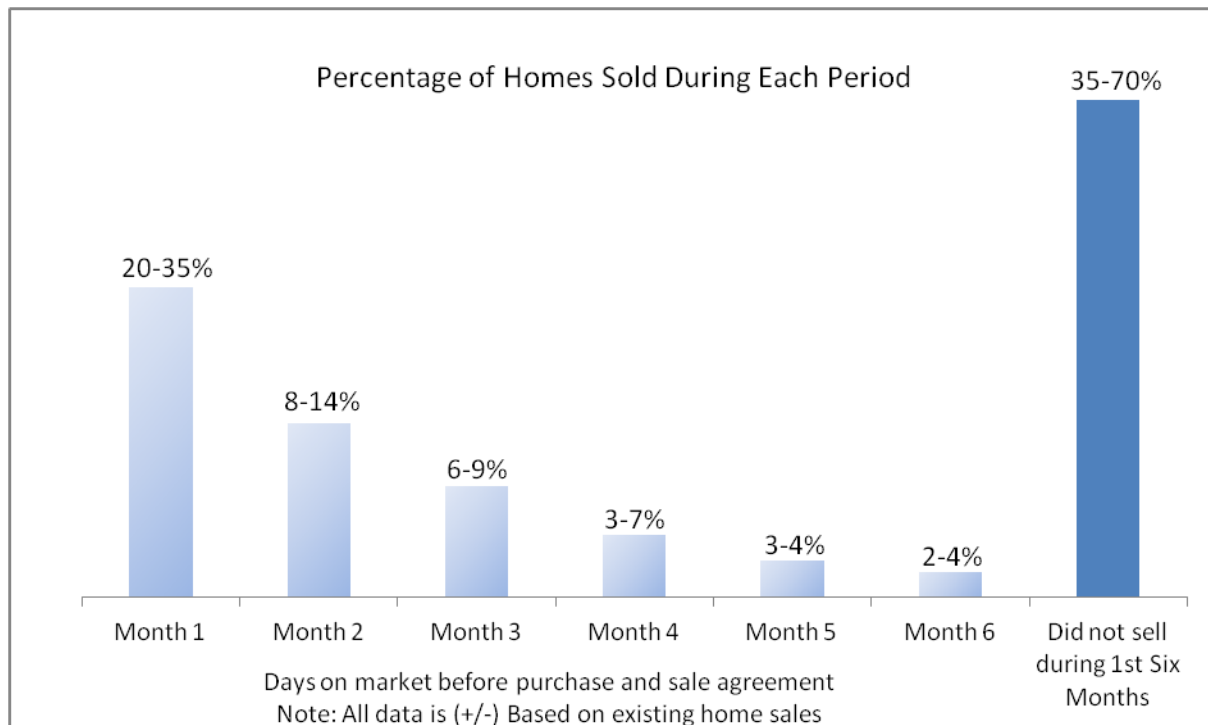
Buyer Backlog	1 <sup>st</sup> Week	2 <sup>nd</sup> Week	3 <sup>rd</sup> Week	4 <sup>th</sup> Week
50 buyers	5 new buyers	5 new buyers	5 new buyers	5 new buyers

John L. Scott *Seller Listing Launch*<sup>®</sup> enhances the psychology of the market place by providing new listings with maximum marketing exposure, increasing the motivation of the backlog of buyers and a “buzz” around each new listing.

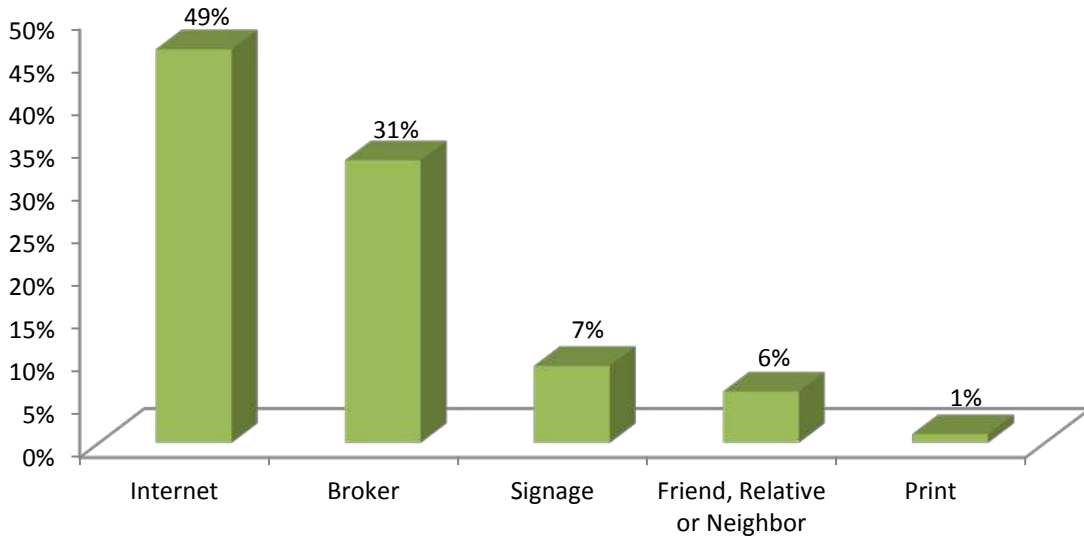
**30% extra effort → at the most critical time of a new listing**

## Percent of Homes that Sell Every 30 Days from List Date

The first 30 days are critical for receiving a Purchase and Sale Agreement. The chart below shows the percentage of homes sold during each period. This demonstrates the need to leverage *Seller Listing Launch*<sup>®</sup> to get your listings sold. The percentage of homes that sell in each time period is higher in the more affordable price ranges and closer to the job center.



## Where Buyers First Found the Home They Purchased



Source: National Association of REALTORS® 2017- Existing Home Purchased

How did buyers search for homes?	
Used online websites to search for home	96%
Real estate agent	89%
Used mobile or tablet search tool	74%
Actions by Buyers Who Used the Internet in a Home Search	
Walked through the home viewed online	63%
Saw the exterior, but did not walk through the home	43%
Found the agent used to search or buy a home	32%

Source: National Association of REALTORS® 2017 – The Home Search Process

## 100% Seller Representation

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John L. Scott *Seller Listing Launch*<sup>®</sup> is an important part of 100% Seller Representation. It is the key to maximizing marketing exposure and bringing awareness to your listing at the most critical time. Show case your Seller's home in the best light to get the best price.

- John L. Scott *Seller Listing Launch*<sup>®</sup> offers a plan to capitalize on the first three weeks of a new listing
- Celebrate new listings with a Special Open House Kick-Off Weekend<sup>™</sup> and Early Entry for Neighbors<sup>™</sup>
- Enhance the chances of the property selling for your Sellers
- *Seller Listing Launch*<sup>®</sup> will **greatly increase** the potential for additional business
  - Gain business from the buyers you meet
    - Approximately 50% of the backlog of buyers do not have an agent
  - Get 5 new transactions through *Seller Listing Launch*<sup>®</sup>
    - Sell Seller's home
    - Seller purchases another home in your market area or refer your Seller if they are moving and purchasing outside of your market area
    - Meet buyers – sell them a home
    - Listing from one of the Buyers (72% of open house traffic have a home to sell and have not yet listed their home)
    - New listing from neighbor

*"Using the John L. Scott Seller Listing Launch<sup>®</sup> techniques, my **listing sold in six days!** The excitement was set from the beginning. Along with the right price, these techniques proved to be successful."*

*~Linda O'Connell, John L. Scott, Kent*

*"We listed a home that had previously been listed by one of the top selling agents in Spokane. We explained the Listing Launch to our client. Between the Preview and the Saturday and Sunday Opens, we talked with over 78 people. We received an offer on the home, have met with another potential seller, and also are following up with an additional buyer. We are looking at a possibility of 4 transactions as a result of the Listing Launch. Additionally, our seller has become a Raving Fan.*

*Wow! It really does work!"*

*~Mark and Lisa Hensley, John L. Scott, Spokane*

*"The last Seller Listing Launch<sup>®</sup> I conducted in my farm area I had 15 buyers come through; three of which asked for me by name. The last two homes in which I followed protocol...one sold in 1 day, the other was sold to the first person who came through. It works!"*

*Kelvin J. Avery, John L. Scott, Bellevue Main*