

high performance listing

Nick Renna - hockingstuart



hockingstuart

session overview

- How I got started
- My Structure
- Building rapport with clients
- Understanding different personalities to win business
- Building strong referral business
- Tips and ideas for high performance

a little about me...

- **How I got up and running**
 - Drive down every street
 - Active properties
- **Having strong OFIs and work ethic**
 - SHOWTIME, be happy !
 - OFI – dialogue to obtain information and leads
 - *“Have you had a recent valuation from hockingstuart?”*
 - Always send a thank you card and property guide



my setup

Nick Renna
Director / Auctioneer
/ Sales Consultant



Fran Harkin
Personal Assistant &
Client Manager

Jill Hanna
Client Database
Administrator

Fran – PA & client manager

- Pre Listing questionnaire for all Call In's – qualifies & distributes
- Prepares CMA report with introductory letter for the listing process
- Sets up all my files
- Proofs all photography, copywriting & floorplans

#Tip: Do NOT attend photography sessions

- Proofs all advertising
- Invites potential vendors to specific auctions
- Liaises with vendor until campaign commences
- Assists with advice on styling the home
- Project manages properties and tradespeople
- Arranges weekly magazine drop to Hot and Warm potential vendors

Jill – database administrator

- Manages our bi-monthly newsletter, including distribution email/post
- Prepares our “Sold last Month” sales results email to the entire data base
- SMS all past appraisals of any newly listed or recently sold properties in the area
- CMA reports for the anniversaries of that week (dates back 17 years) including Postcode books
- Prepares anniversary calls
- Keeps my database current by entering all client contact points, emails, phone calls, texts etc.
- Organises invitations to our company functions etc...Golf Day, Movie Nights, Luna Park, Home Show, Comedy Festival
- Searches for development sites for active developers
- Searches for homes for past clients and potential vendors
- Developers Site Register & weekly email
- Top 100 list
- Organises calls that need to be made for the week
i.e. Anniversary / data base / settlements / developers

#Tip: 200 on your data base; do it yourself / 500 1 day per week / 1,000 2 days per week

my role

- I don't do anything that is not a dollar productive activity for the client
 - My main activities include:
 - Prospecting
 - Listing appointments
 - Negotiating
 - Selling

Tip: If you do not currently have a PA then try not to do non-dollar productive activities in business hours.



prospecting and
client nurturing

prospecting system - categories

1. Chasers – hot and warm sellers only
2. Settlement calls – monthly & diarised in calendar
3. Anniversary calls – prepared weekly
4. Data base calls – frequency
5. Developments – started and not started
6. Finding houses for pot. Vendors/past vendors/
developers
7. Text weekend update to potential vendors

ideal week

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<i>settlements</i>				<i>settlements</i>
8am Housekeeping meeting			8am Call vendors	
8.30am Call vendors / emails	8.30am Paperwork	8.30am Sales Training	8.30am Finding homes for potential vendors / past vendors / developers	
9.30am Chasers – hot & warm	9.30am Prospecting - anniversary	9.30am Data Base	Finding homes for potential vendors / past vendors / developers	9 .00am – 10.30am – Prospecting - general
Chasers – hot & warm	Prospecting - anniversary	10.00am Prospecting – data base	11am Prospecting – developers started & not started	
12noon Appointments & Valuations	12noon Appointments & Valuations	12noon OFI's	Prospecting – developers started & not started	
		Appointments & Valuations	1.30pm - 3pm Visit development sites	

building rapport with clients



the listing appointment

- Property tour
- F.O.R.D (conversation technique)
 - **F**amily / Friends
 - **O**ccupation
 - **R**ecreation
 - **D**reams

the listing appointment

- Key Listing Questions:
 - *“What were you hoping to achieve from today’s meeting?”*
 - *“What are your plans?”*
 - *“What are you hoping to do?”*
 - *“Were you looking at buying or selling first?”*
 - *“What time frame were you hoping to be there in?”*
 - *“What is going to be the most important thing in selecting an Agent?” e.g. Service, Marketing*
 - *“What are the main things that you have to work through prior to putting your property on the market?”*
 - *“Are you familiar with hockingstuart?”*

the listing appointment

- Key Closing Questions: (at the report stage)
 - *“Are you leaning toward anyone at this stage?”*
 - *“If we come to an agreement today are you happy to proceed?”*
 - *“Are you comfortable working towards a date?”*

The image features a collection of black silhouettes of people from various angles, each holding up a brightly colored rectangular sign. The signs are in shades of blue, orange, green, purple, red, and pink. A large, semi-transparent red rectangle is overlaid in the upper-middle section of the image, containing the text 'understanding different personalities' in white, lowercase, sans-serif font. The overall composition is simple and graphic, set against a plain white background.

understanding
different personalities

colours

Understanding your clients

Red

Yellow

Aqua

Blue

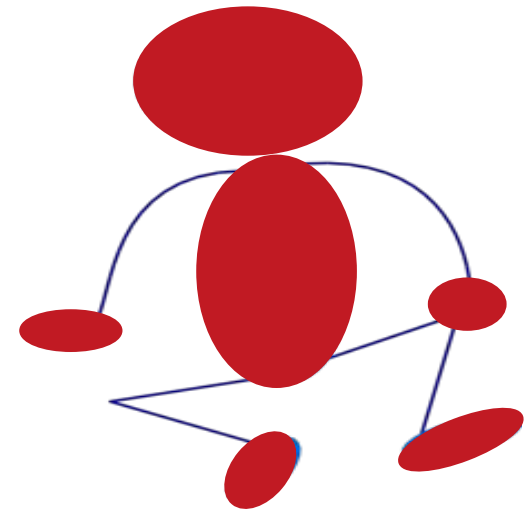
colours - red

Characteristics:

- Wants quick results
- Respect, eye contact and handshake
- Desires power
- Makes quick decisions
- Excellent entrepreneurs
- Controls others through intimidation
- Doesn't really have much time

Job Type:

- Director
- CEO
- Business Owner
- Manager



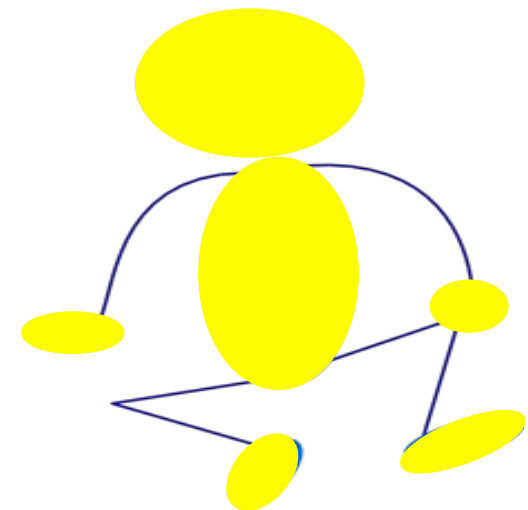
colours - yellow

Characteristics:

- Desires fun in the moment
- Enthusiastic, optimistic
- Talks a lot – let them speak
- Tends to be disorganised, undisciplined
- Very entertaining people
- Easiest to sell, hard to keep
- They buy if it feels good
- Leads the life of a better offer

Job Type:

- Sales / Marketing
- Hairdresser
- Hospitality
- Retail



colours - aqua

Characteristics:

- Driven by peace
- Great ability to see everyone's perspective
- Very good listeners, dry humour
- Don't let you know where they are at
- Don't like confrontation
- Casual – don't need to look good or impress

Job Type:

- Artist
- Social worker
- Musician



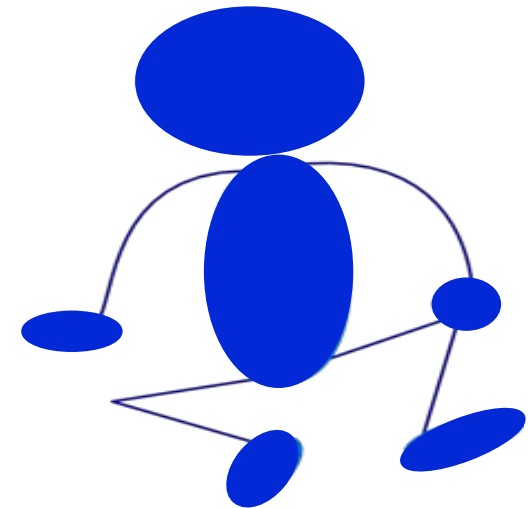
colours - blue

Characteristics:

- Driven by perfection – corporate people
- Will need a marketing report
- Respects teamwork
- High expectations and demanding
- Systematic approach
- Thinkers and feelers – loyal
- Very diplomatic with people

Job Type:

- Accountant
- Teacher
- Lawyer
- Administration
- IT





building strong referral business

A sphere of influence consists of people that are known to an agent, and who are in contact with them through professional activities, association, or past transactions and form part of the database.

Effective use of a sphere of influence can become a continuous stream of appraisal and listing opportunities.

building strong referral business

Key relationships include:

- Builders & Developers
- Advocates
- Solicitors & Conveyancers
- Open for inspections – “have you sold where you are coming from?”
- Local business contacts / suppliers
- Local sporting clubs
- Schools
- Financial Planners & Accountants
- Mortgage Brokers
- Letter drops / farm your area
- Social media
- Social network ie Gym, Basketball

#Tip: do the exercise – find out WHERE your listings come from !





tips & ideas for
high performance

tips & ideas for high performance

- Less talk more action – victim coffee
- Don't let yesterday's work impact the new day
- No paperwork between the hours of 9.30am – 7pm
- Don't hide behind emails & text messages, nothing beats the phone
- The phone is what creates relationships and makes you money
- Change your business every year, if not expect the same result
- Every appointment must have a letter/
thank you card/ email or text message



tips & ideas for high performance

- If you are calm you are in control
- I never run late, I only “run behind schedule”
- Face to face negotiations only
- The “we” factor
- No phones in appointments, not even on silent
- Have fun, people want to deal with happy people
- Call vendors minimum 4 – 5 times per week, work up to it
- Ring people with a house to sell, submit other agents properties to buy




tips & ideas for high performance

- Focus on the process and strategy as opposed to the promise
- Reward those who refer business to you - gifts
- Be more available
- Have a plan and stick to it – be disciplined
- Don't concentrate on other agents, it's a sign of weakness and puts them on higher ground
- MINDSETS – find out what makes you confident and happy
- Confidence & performance – 72 auctions in 2 months, 186 listings a year






the best
competitors

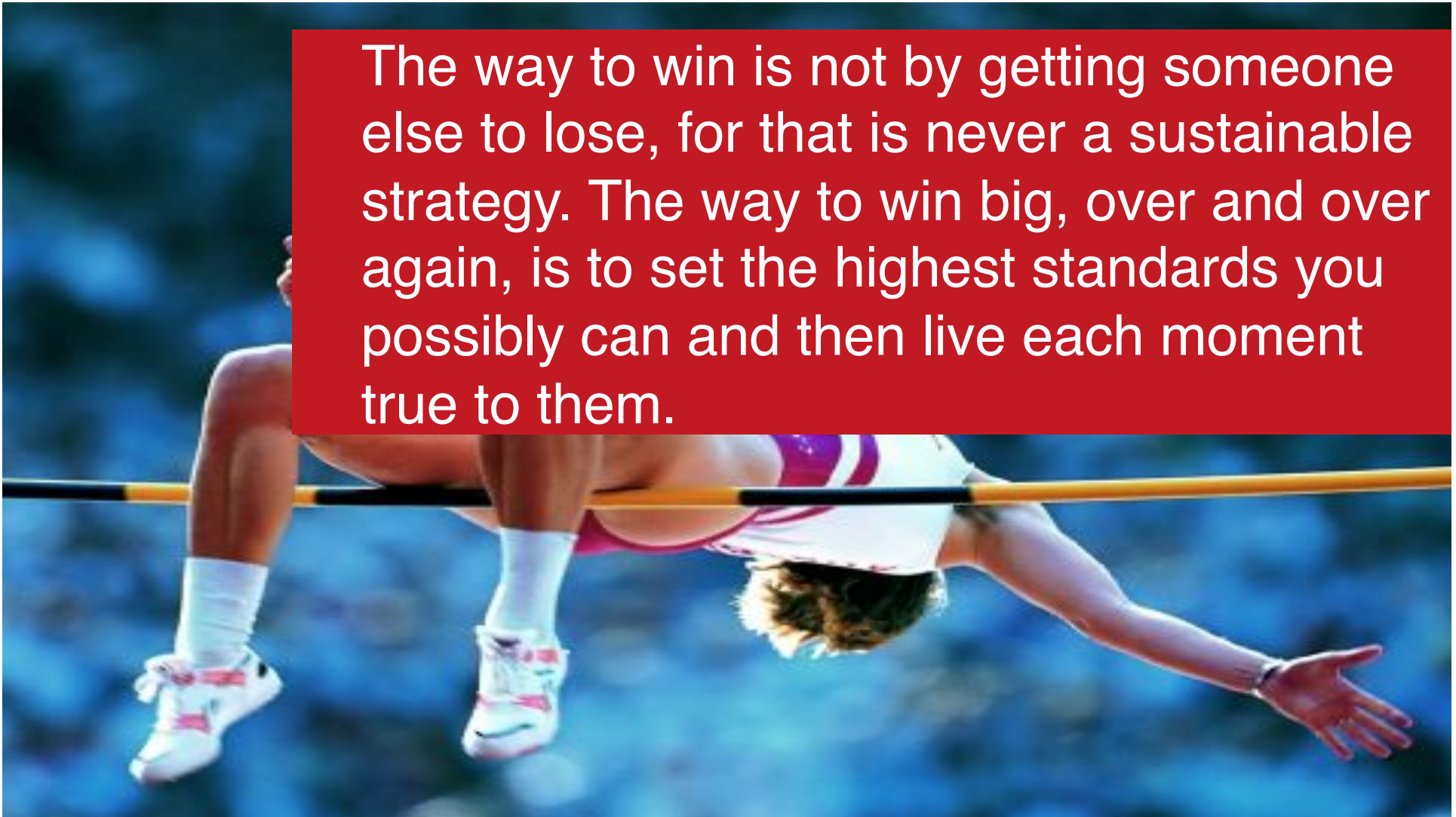
A photograph of a horse race in progress. A jockey wearing a white and red cap and a white jacket is riding a dark-colored horse. The horse is galloping on a green grass track. In the foreground, a white wooden fence runs across the bottom of the frame. The background is slightly blurred, showing a crowd of spectators. A large red rectangular box is overlaid on the right side of the image, containing white text.

The best competitors are those who do not focus on the competition, but rather who go beyond it. The winner of a race does not look back at the rest of the field, but focuses instead on the path that lies ahead where there is no competition.

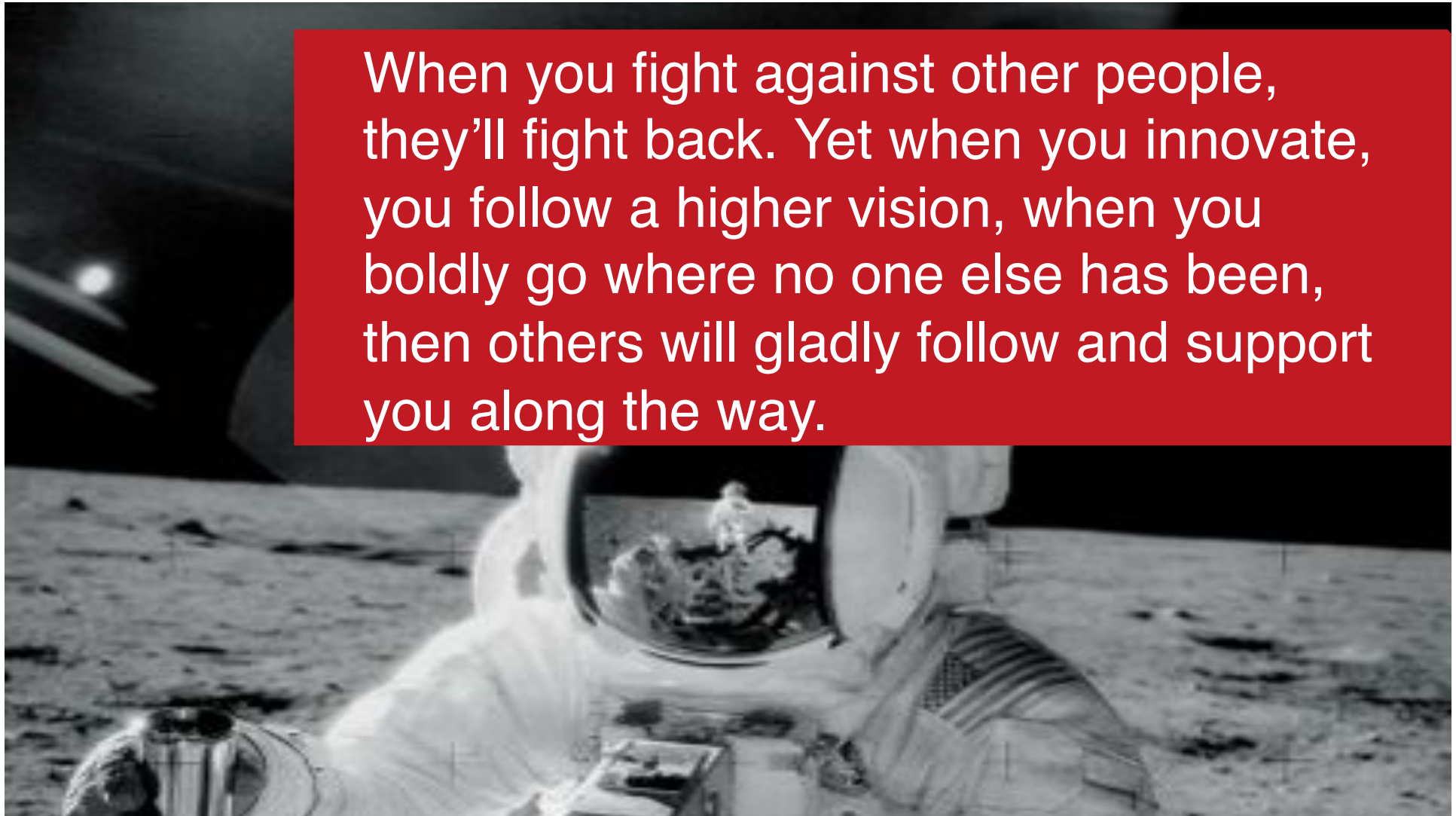
An aerial photograph of a city skyline on the left, transitioning into a large sports complex on the right. The sports complex features a prominent circular stadium with a green field and a brown roof, surrounded by various buildings, parking lots, and green spaces. A river or canal flows through the area, and a bridge is visible. The overall scene is a mix of urban development and recreational facilities.

The most successful businesses are those that define the market, rather than those which attempt to dominate it. They forge ahead into territory where there is no competition, and thus leave all the competition in the dust.

The way to win is not by getting someone else to lose, for that is never a sustainable strategy. The way to win big, over and over again, is to set the highest standards you possibly can and then live each moment true to them.



When you fight against other people, they'll fight back. Yet when you innovate, you follow a higher vision, when you boldly go where no one else has been, then others will gladly follow and support you along the way.



A low-angle, close-up shot of a runner's feet wearing yellow and white sneakers with black accents. The runner is on a sandy beach, and the background shows a vast, flat landscape under a blue sky with light clouds. A red rectangular box is overlaid on the upper right portion of the image, containing white text.

Rise above the competition, go beyond it,
and you'll be the most positively
competitive runner in the race.



questions..?



Thank You

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