

## GET THE LISTING!™

Using PowerPoint to Design Your Listing Presentations w/ Appeal



Differentiation and 1st impressions are the name of today's sales game. Your materials should help you accomplish just that. Information represented in an eye-catching and easy to comprehend format is more likely to close any sales deal when in competition with dull or confusing material. Stand out from the crowd by increasing your presentation appeal.

- Pictures are Worth 1,000 Words
- Information Organization
- Promotion & Exposure Tactics
- Printing & Presentation Options

## STAGING THE HOME TO SELL

Helping Clients Make that Great First Impression



Increasing your commission may be as easy as becoming your client's coach. Assist every seller in the marketing of their home from the inside out. Presentation appeal and first impressions are statistically known to sell homes at their listing price in a shorter period of time. Be the resource that accomplishes both for your client list.

- Creating an effective 1st impression
- Staging Challenges
- Evoking Emotion in the Buyer
- The Value in De-Cluttering

## TEAM BUILDING

Build your Image by Marketing your Support



No success stands entirely alone. The combination of our varied strengths can serve to compensate for each other's weaknesses. Build strength in your own image by marketing those that surround and support you, whether staff members or ancillary service providers.

- Characteristics of a Dream Team
- Humble Perceptions
- Growth Potential & Stress Implications
- Virtual Teaming

## SELLING NEW CONSTRUCTION: REALTOR EDITION



Capturing builder business can increase the return on your efforts exponentially, but only if you master their “builder” technique and mindset. Success in selling new construction starts with successfully selling the builder on YOU. It’s all about the relationship...

- Be the Builder: Concerns & Expectations
- Upgrades... “Show Me the Money”
- Sell the Building Process
- The “Absolute Don’ts” of Relationship Selling

## BEYOND THE POSTCARD

Growing Your Business through Internet Marketing



Using every available avenue in today’s technologically driven landscape is necessary to compete for market share. This presentation provides a breakdown of tools for agents to increase effective use of time and build a knowledge of their options in an online world.

- Listing Presentation Tools & Technology
- The Basics of Internet Marketing
- “E-ddress” Collection Methods
- E-Marketing Campaigns

## About Sandy Spadaro



*Spadaro* regularly delivers an array of education workshops & seminars, featuring topics of interest to the small business entrepreneur.

*Spadaro's* published works in the fields of marketing, communications and image & branding skills-development, have reached reader audiences through local and national publications. A recognized name in training and business growth, SS Marketing Solutions is a full service marketing and communications firm. More information at [www.ssmarketingsolutions.com](http://www.ssmarketingsolutions.com).