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Attributes of a Great Listing Agent And Great Advice!

By Walter Sanford

Great listing agents minimize selling agent mistakes. Let's check off the attributes of a great listing agent:

1. Consistent and time-blocked lead generation to groups of people known to list property at a higher intensity and at a higher value.
2. A value-filled, time-saving, pre-listing presentation and listing presentation customized with the seller's needs.
3. Under-promise and over-deliver on all services
4. Property priced to market
5. A short, but intense double-sided marketing plan
6. A cooperative agent control system including large deposits, listing agent choice of services where possible, and a pre-approval letter from a trusted lender.

(Great advice)

Be careful on what you invest your time. One of my coaching clients just spent all Easter weekend negotiating an offer on a huge property owned by a motivated seller. Oh, the excitements of this full price offer from a trusted

selling agent! The offer, heated negotiations, emails, crying....oh, the drama! After the weekend of interrupted time during a family dinner and Easter egg hunting, all items were agreed upon subject to loan approval. The following Monday brought a buyer who dragged his heels and ultimately got a weak "pre-qualification" from a weak lender.

In this market, you have nothing if the buyer does not have money and credit. Tell your sellers you have nothing until the loan is approved in writing from a trusted lender. Hold all emotion and enjoy your weekend until you have that little piece of paper.

Selling agents knew not to bring me an offer until they had pre-approval. I told my sellers that without pre-approval there was no need to get into heated negotiations. Save your energy for important stuff. You still have a well-priced listing that is on the market and the selling agent knows that you will accept another offer, until they can perform in this market with a loan pre-approval.