

ACTIVE ON THE MARKET

# COMMUNICATION with Sellers



## TOP TIPS from Top Listing Agents

- Explain the process and set the right expectations. Surprises are never appreciated. Break down the steps for sellers, write them down, or include a marketing calendar so sellers understand what is upcoming and feel included in the plan. Tell them how you work and what you do or do not do for them.
- Be the consultant. Whenever speaking with sellers provide them with information of value, even if there are no developments or prospects for the property. This could be the number of people that toured, showing feedback, market knowledge, new competition etc.
- Care more about seller than the paycheck. Sellers can sense when you care. Lead with kindness, honesty and transparency. If you take good care of your seller the paycheck will follow.
- Follow-up. Be consistent in updates, deliver on promises, and respond to every call/email/text from sellers.
- Leverage help when you need it. Transaction Coordinators, Lenders, Title, etc.



## SET-UP of communication

- Send Seller a copy of their listing and any marketing or advertisement materials you are including in your services.
- Setup an auto search for sellers on the MLS for similar properties in 1-2 mile radius of their property so they receive notifications of new homes, pending/contingent statuses, and sold prices so they can see what is happening in the local area. (Market Data)
- Syndicate & boost your listing further – post it on social media, email it to your database of clients, send it to other agents who may have a buyer, circle prospect the neighborhood, door knock the neighbors. In all of these scenarios, inform your seller of what you are doing.
- Reverse Prospecting. Most MLS sites have a feature where you can “reverse prospect” a listing. It allows you to view a list of agents that have sent a client your listing through their MLS. Contact the matching broker to send them additional information. [Click Here for instructions: Reverse Prospecting - NWMLS Members](#)
- Setup an automatic or systemic review system for agents that show your property. (ShowingTime) [Click Here for instructions: Set up Listings in ShowingTime - NWMLS Members](#)
- Call and/or Text agents immediately after showing for candid feedback
- Provide seller with overall market statistics for their community/zip code/county regularly - average days on market Price/sqft, % of sold price to list price, numbers of homes active or sold, median price).



## HOW OFTEN should I communicate?

Every client and situation is different, but most sellers will expect a followup call and/or email from you every week even if there are no developments. Friday is the best before the weekend.



## SAMPLE email templates

Please use these examples or make your own for a consistent follow-up with sellers.

### SAMPLE #1

Hi (Seller):

Here is your Weekly Update for your property at 123 MAIN ST E SEATTLE, WA 98188.

We have had 3 new showings in the last week, which is great but still no further interest in an offer from any of them. The current competition down the street that was priced higher went down to \$549K last week and is still Active on the market as of today. Other than that, no new competition has come on the market that would compete with your property.

Current Days on Market: 48

Private Showings: 10 showings

Showing Feedback from agents:

- “My buyers love Verona and the floor plan but felt like yours was in “rough” condition compared to the other one for sale, mainly due to the flooring condition. They chose to move forward with the other one.”
- “Clients just started their search and are wanting to wait to see if prices keep going down. Will keep you posted if they decide to write it up.”
- “My client loved it and loves the location in Verona. We will be submitting an offer!” – this is from the buyer that submitted an offer

Views Online:

MLS Search: Sent to 214 clients (+2 from last week) where the property met their search criteria set up by their Agent on the MLS

Zillow: 770 (last 30 days); 22 (last 30 days) saved this house in their search as a Favorite

We will keep you posted with any new interest or showing feedback we receive

### SAMPLE #2

Hi (Seller):

As promised, I compiled the activity statistics for your property. Please see below.

Notable Stats from the last week:

- 45 days on market
- 4 Showings
- 108 MLS Client Portal Hits (Reverse Prospecting)
- 1,597 Mass Syndication Hits (Zillow) Total

Feedback from Showings and Open House:

- “My buyers love Verona and the floorplan but felt like yours was in “rough” condition compared to the other one for sale, mainly due to the flooring condition. They chose to move forward with the other one.”
- “Clients just started their search and are wanting to wait to see if prices keep going down. Will keep you posted if they decide to write it up.”
- “My client loved it and loves the location in Verona. We will be submitting an offer!” – this is from the buyer that submitted an offer

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## HELPFUL how-tos for Zillow stats

- Go to Zillow type in the property address.
- Zillow Overview notate the number of days on market, views, and saves
- Example: 20 days on Zillow | 596 | views | 32 saves

**Best Choice**  
REALTY