



The Planning Meeting™

Activator



JESS DENSLEY
REAL ESTATE COACH

Scale | *Planning Meeting Activator*





3 CLEAR THE HIGHWAY

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4 MAKE MONEY, TALK EASY

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5 BECOME A TRUSTED ADVISOR

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Notes

HIGH LEVEL MEETING FRAMEWORK

Notes

THE 9 KEY MOMENTS



KEY MOMENT 1

Marketing Sign Off

“In the next couple of days, we will need to arrange a photographer, write an ad and assemble the marketing collateral. It’s important that we have you sign off that you are totally comfortable with all marketing before we launch to the general public. If you don’t sign off, we don’t publish, make sense?”

NOTES

KEY MOMENT 2

The Weekly Meeting

“Over the course of the campaign, it’s critically important that we sit down once a week for 15-20 mins to discuss the progress of the campaign. I know we’ll be having lots of touch points outside of these meetings, however these meetings are specifically to go over the full update of where the campaign is up to and a run-down of all the buyers.

What will happen the day prior, is you will receive a full copy of the vendor report. Please read through that and be prepared that this report will contain the good, the bad and the ugly. It will show a realistic snapshot of the marketplace.”

NOTES

KEY MOMENT 3

Opinions vs Facts

“When we talk about price, I need you to understand, there is a difference between an opinion on price & what someone is actually prepared to pay for your property.

Throughout the course of the campaign, we are going to have neighbours, friends & family and buyers come through your property and I need you to understand that my role, as your agent, is to find out what people are prepared to pay, not what is their opinion on price.

These are two different things all together, and we only want to be taking into consideration someone who actually wants to put their hand in their pockets and commit, not just an opinion. Agree?”

NOTES

KEY MOMENT 4

The First 30 Days

“What I’d like to do now is talk to you about the importance of the first 30 days of the campaign. What we know from historical data is that once we arrive at day 30, or thereabouts, and your property is still on the market for sale, we will see a 90% decline in enquiries on your home. (show examples of previous campaigns)”

NOTES

KEY MOMENT 5

Two Reasons, You Don't Sell

"I now want to talk about the 2 reasons properties do not sell. The 2 reasons are:

- **Price**
- **Marketing**

So what we will be doing is in our weekly meetings together is reviewing both of those topics, because what we know is that historical data indicates that the longer property sits on the market for sale, the less you will receive at the end sale price.

If we have a discussion, either next week or the week after, about aligning the price to feedback from the market, it's all about getting you the best price, not exposing yourself to longer days on the market and further discounting on price."

NOTES

KEY MOMENT 6


Price Limit

“When the campaign goes live, there will be times when I have an inspection at the property and buyer might want to start the negotiation process and I might not be able to reach you on the phone

If this occurs, at what price are you prepare not to sell at?

This is just for me and you to know for now, in the event that the buyer starts the negotiation - I just want to know where I can go with that conversation.”

NOTES



KEY MOMENT 7

Offer Presentation

“If and when offers are presented from buyers, they can come in 2 forms:

A signed contract of sale or a letter of offer. In either instance, whether the offer is or isn't where you would like it to be, we will have a discussion with you and have you sign off on all offers whether they accepted or declined.

Further to that, we may well receive what can be referred to as low offers, and if that happens, we will come to you with those, and I need you to understand that we, as your agent, will get excited when that occurs. Because that tells us we have buyers who are willing to move ahead on your home and give us an opportunity to negotiate.”

NOTES

Grid of dots for notes.

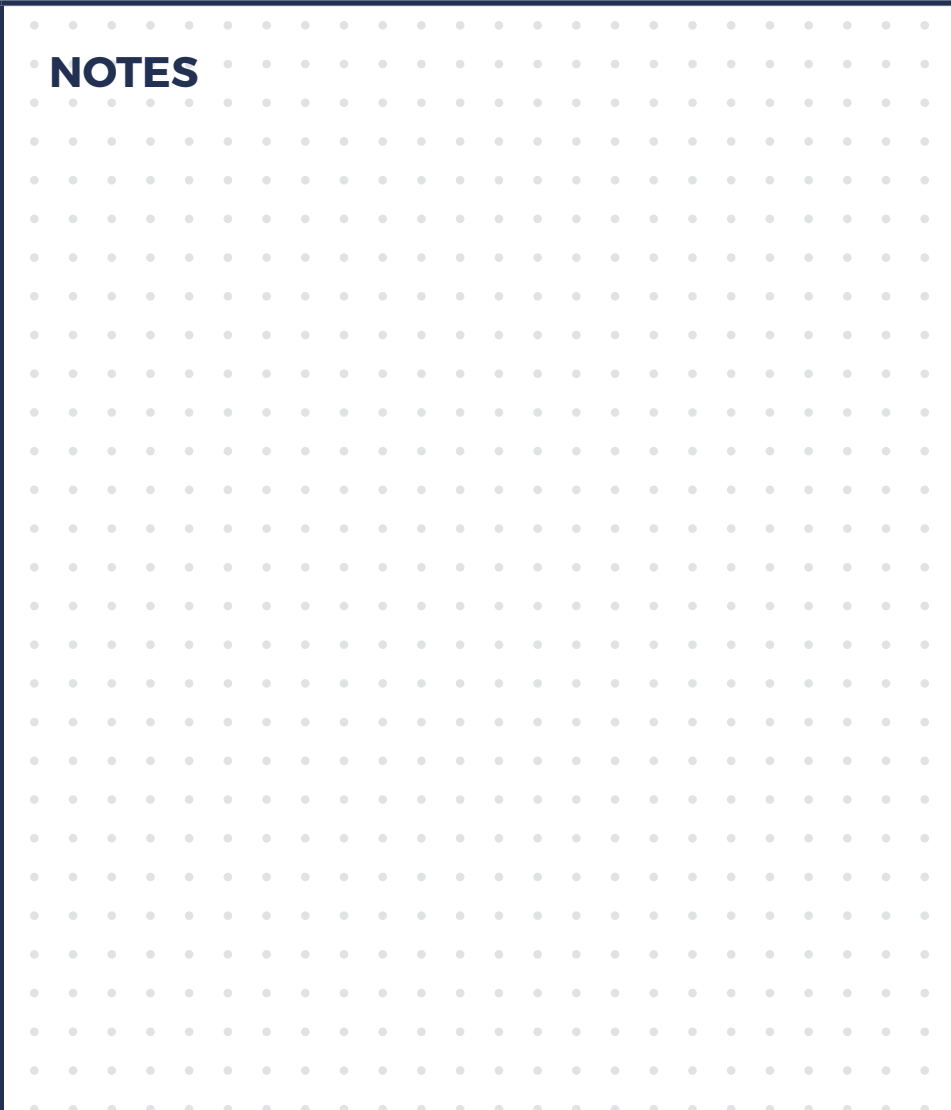
KEY MOMENT 8

First 7 to 10 Days

“In the first 7-10 days, we will be contacting all of our A grade buyers to come for an inspection of your property. I need you to know that these A grade buyers have been in the marketplace anywhere from 1 week to 1 year or longer. They have made offers on other properties, been underbidders on auctions and generally have the best read on the market.

So if an offer comes forward that is slightly under where you would like it to be, it may be a discussion that we need to have. Because what we have found from experience is, on lots of occasions, the best offers come in the first week. We don't want to be in a position where we decline one of these offers and then sell less for later in the campaign.”

NOTES

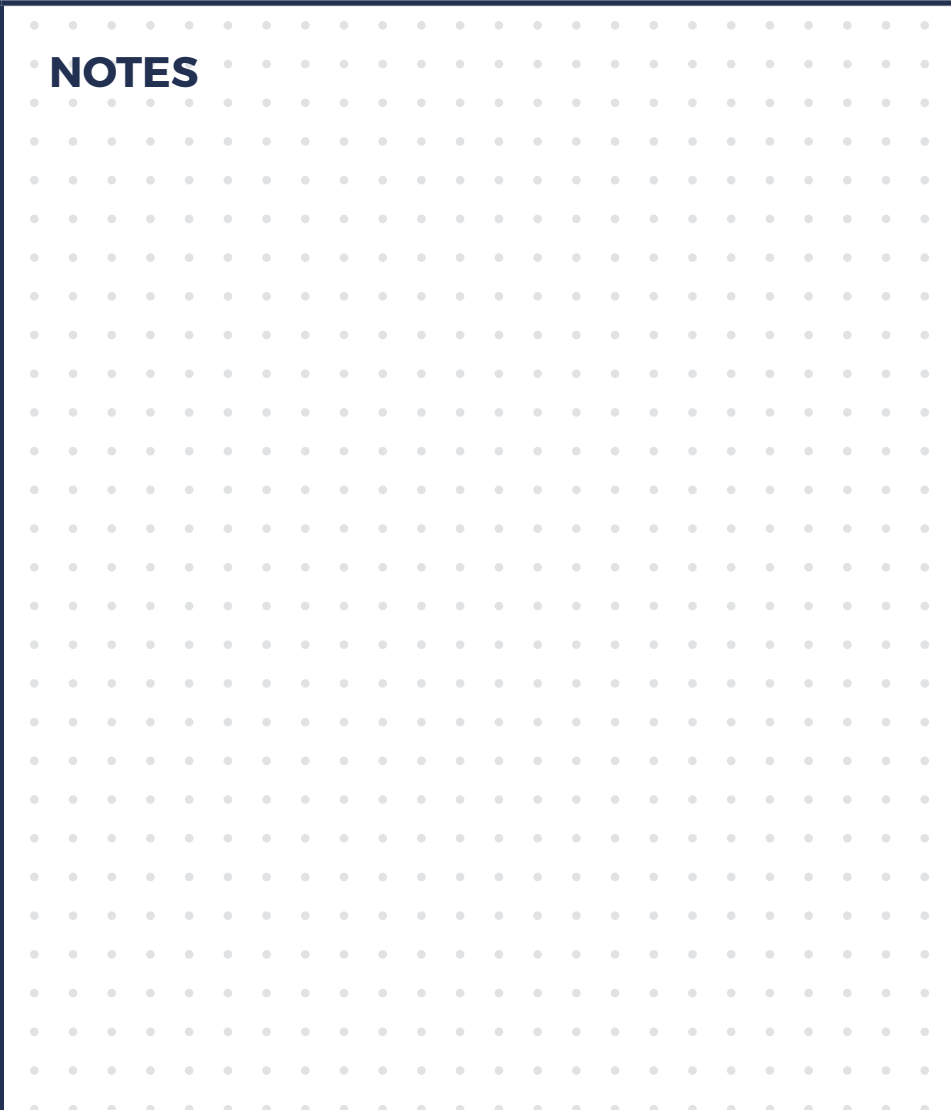


KEY MOMENT 9

One Bidder

“If we get closer to the auction day itself and we have one person who looks like they are in a position to bid on your property, it does not decrease our chances of getting the price you want or above on auction day. I’ll go over this in more detail as we get closer to the auction day itself.”

NOTES



THE PLANNING MEETING FORM

THE PLANNING MEETING

NO	ITEM	NOTES
1	Legals 1. Conveyancer/solicitor 2. Contracts/vendor statements 3. Settlements & deposit	
2	Marketing 1. Sign off on all marketing 2. Booking deadlines 3. Marketing costs 4. Property relevant points 1. 2. 3.	
3	Communication 1. Phone/email/SMS 2. Inspections & response times 3. Preferred inspection times 4. Weekly vendor report & arrival time 5. Weekly meetings times 6. Calendar of events	
4	Price 1. Opinions vs facts 2. First 30 days 3. How we handle questions on price 4. Two reasons why properties don't sell 5. At what price will you not sell at? 6. Suburb discount rates	
5	Offers 1. How they will be presented 2. Low offers 3. First 7 to 10 days	
6	Auctions 1. Selling prior 2. What to expect with only one bidder 3. Auction strategy meeting time	
7	Buyers 1. Finance broker 2. Multiple offer process 3. Buyers with conditions	
8	General 1. Buyers knocking on door 2. Absent during inspections 3. Presentation 4. Valuables 5. Pets 6. Keys 7. Other agents	

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