

Listing Presentation – Designed for Keller Williams Available From ChartMaster Services, LLC

The ChartMaster Services Listing Presentation is designed for Keller Williams agents to provide a visual tool when conducting a listing consultation. The presentation content is based on the nine-step listing consultation process as taught in Camp 4-4-3, with primary focus on three specific areas of the Keller Williams 10-Point Marketing Plan: Marketing Sources, Pricing Strategies and Staging.

The marketing sources (websites in particular) used in the presentation were selected because they provide the greatest amount of exposure for the seller with a very minimum cost to agents (in some cases free). Some of the sources also have enhancement features that agents can add as need and budget allow.

The most powerful part of the Listing Presentation is the inclusion of the Atlanta Quarterly Metro Market Report Statistics based sales data from 36 Atlanta First Multiple Listing Services areas, compiled by ChartMaster Services, LLC, an independent market analysis consultant. These statistics, provided in the form of charts, graphs and trends, are woven into the pricing strategies of the presentation, providing your sellers, not only a better understanding of the market, but clear insights into how this knowledge helps them position their property for the fastest possible sale at the highest possible price. Clearly, being able to provide your sellers with this kind of market insight places you head and shoulders above the competition.

The initial Listing Presentation comes completely compiled and includes the current quarterly metro market statistics applicable to the pricing strategies used in the listing presentation. It comes digitally in two formats: a PowerPoint version which you can personalize and incorporate into your branding, or a PDF version to print and use. It can be used as-is if no personalization is necessary.

Keeping your Listing Presentation current and up to date is easy. It can be done one of two ways: If your office is contracted with ChartMaster Services to automatically receive the new reports each quarter, you can download the appropriate charts and simply substitute the old with the new in your booklet. If you prefer, when the new reports and replacement books come out each quarter you can reorder the new booklet from the Chartmaster website.

If your office is not contracted with ChartMaster Services to receive quarterly reports, you can reorder the entire kit from www.ChartMasterServices.com, quarterly. For a minimum annual investment, you will always have a dynamic and powerful listing presentation reflecting pricing strategies appropriate to the current market and incorporating actual market data for easy interpretation and understanding.

Listing Presentation scripts have recently been created to accompany the presentation and will be offered as a companion piece for a nominal fee. These scripts were designed to give the agent insight as to how to use the Listing Presentation in an actual consultation. They will serve as guidelines and suggestions to make it easier for agents organize and customize their own. These scripts will be modified as the information in the listing presentation is updated and will also be offered for purchase and download from the ChartMaster website at www.ChartMasterServices.com