
How's Your Zillow?

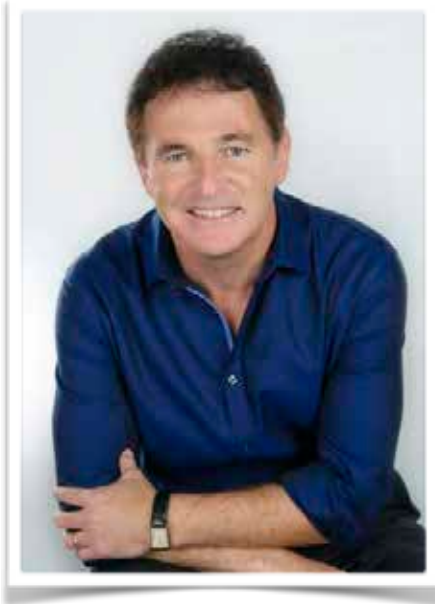
Learn the Process That Will Allow You to Pre-Sell Your Homes Using the Unique Tools of Today's Modern World



 **ROLAND NAIRNSEY**
NEW HOME SALES COACH
Coaching. Consulting. Results.

Who Is New Home Sales Coach, Roland Nairnsey ...	3
Chapter Number One	
The Plan for Pre-Selling Homes.....	4
Chapter Number Two	
Establishing Focus.....	6
Chapter Number Three	
Holding a Pre-Sale Collaboration Meeting	8
Chapter Number Four	
Practice Makes Perfect.....	12
Chapter Number Five	
Holding On-Site Meetings	15
Chapter Number Six	
Leveraging the New World of Digital Marketing Opportunities	17
Chapter Number Seven	
Building the Perfect Digital Presentation: The Props and The Process.....	21
Chapter Number Eight	
Tips on How to Manage Your Zillow	36

Who Is New Home Sales Coach, Roland Nairnsey



New Home Sales Coach, Roland Nairnsey, is a world-renowned sales trainer, coach, motivator, author, and speaker. He has been a real estate sales and thought leader for over three decades, and is a highly popular and sought after new home sales coach. He has trained thousands of new home salespeople and Realtors® throughout the United States, Canada, and as far away as India and Australia.

He is a “hands on” sales coach, helping salespeople and managers increase sales and accomplish incredible results. Roland takes great pride in the thousands of salespeople he has personally coached and helped increase their sales with his proven processes and techniques.

Roland personally sold well over 500 million dollars in home sales, and coaches sales teams to increase sales and customer satisfaction, with yearly sales in the billions.

He is known as the “**Stuff Guy**” because he fills his programs with real word techniques that work in today’s ever-changing market. Fun but focused, he has an authenticity that comes from his years of experience in “front line” sales and management, and very recent sales success.

He is a noted author on selling and closing, writing for The National Association of Home Builders Magazine, Selling Power, and more. He is currently writing a book called Mastery of Closing. He has spoken many times at the International Builders Show in Las Vegas and Orlando.

Roland recently spent three years as Director of Sales for a luxury home builder in Southwest Florida. He was personally involved in numerous sales from one million to over five million dollars. He greatly enjoyed working directly with clients and helping ensure the perfect client experience, as well as recruiting, training, and coaching new sales people to success, and instilling sales habits that will last a lifetime.

He is excited to be back fulfilling his passion of coaching salespeople to success and being the owner of his new company “New Home Sales Coach”.

Roland is a movie fan and enjoys writing Screenplays, one of which “Paper Slippers” starred legendary actor James Earl Jones. He lives in Naples, Florida with his wife Svitlana and nine-year-old son Max, and loves to spend time traveling with his family, as well as playing soccer and watching his beloved English Soccer team, Tottenham Hotspurs.

Please feel free to contact Roland by email at Roland@newhomesalescoach.com; or by phone at 561-236-2400. Plus, you can friend him on Facebook and Linked In.

The Plan for Pre-Selling Homes

As builders, we often tend to focus our marketing efforts on the beautiful homes we have already completed, using the tools we have at our disposal to market them accordingly and get that sale. But what if you could sell more of your homes before they are even built? How would that impact your bottom line?

As a new home sales trainer and coach, who went back to managing a new home sales team for three years, I became excited and then slightly obsessed with all of the new tools at our disposal. Tools that can help builders sell homes far more effectively than ever before.

When you create a process that is a pro-active blend of training, marketing, and technology, and also suits the size and style of your company, the results are amazing. In this white paper, I will share some of the ideas and strategies I have shared with builders across the country, as well as used myself, to achieve amazing results. These strategies will help you dramatically increase your sales and get the results you need for new home sales success.



Believe

I have found that one of the most important factors in being successful is the belief system - from ownership down - that it is possible to sell your designer showcase homes on a pre-construction basis. There has been an acceptable malaise in our industry that it is not worth even trying to pre-sell, as buyers have to wait until the homes are finished to truly understand them.

**“Whether you think you can or whether you think you can’t,
you’re right” -Henry Ford**

Fortunately, I have always been blessed with a natural optimism and believe that a common sense strategy, combined with dedication and perspiration, will result in success!

Let’s look at how you can work with your team, to create the processes, systems, and props to consistently pre-sell your homes, out-sell your competition, and dramatically increase your bottom line!



Establishing Focus

The first step towards a **successful overall sales strategy** is having your team focus on both pre-construction homes and available homes, and having your sales professionals become experts on each and every one.

In order to become experts, your team members need your leadership in developing a system for collaboration between all of the major departments of your company as soon as you commit to building your pre-sale home. Depending upon the size of your company, these team members include the:

- Architect who designed the new home
- Design Studio Team who selected the finishes
- Builders who will be building the home
- Marketing Professionals who will help pre-sell the home
- Sales Management and Sales Professionals who will actually be selling the new home

If you are a smaller builder, this may only be one or two people, as roles are frequently shared. However, if you are a mid-size to large company, then this can be a sizable team. Putting together a team of this scale may seem like hard work, but once you realize the importance of sharing the details and vision for each home as early as feasible and begin seeing the results in additional pre-sales, you will be hooked and insist upon this essential process each and every time.



Great restauranteurs understand this concept, and practice it when they introduce new dishes to their menu. As soon as the new menu items are created, they have all of the servers and staff sample the items. The team then gets excited about the food and have a vested interest in recommending it, thereby improving their ability to sell it.

You can adhere to this exact theory, allowing your sales team to understand your homes fully before they attempt to sell it. After all, how can they be expected to sell successfully if they don't understand the product themselves?

With all of the details of the new homes, your team will take ownership of them and become passionate about each one. I once met Scott Stapp, former lead singer of the rock band Creed, and he told me the following:

“Passion Breeds Followers”

I couldn't agree more with Scott. Having personally sold hundreds of millions of dollars worth of new homes, and currently coaching salespeople with combined sales in the billions, I know that one of the unifying attributes that top salespeople share is our natural enthusiasm and positivity. It is often this authentic passion, that is based upon understanding our clients' hot buttons through our discovery process, that shows them how we can dramatically improve the quality of their lives. Through the knowledge and understanding of our homes and our clients' needs, we can successfully match a client to a home that is specifically suited to their lifestyle.



- **Become Experts on Pre-Construction and Available Homes**
- **Create a System of Collaboration**
- **Share Details and Vision for Each Home**
- **Passion Breeds Followers**

Holding a Pre-Sale Collaboration Meeting

Once you've determined the team members that should have proper knowledge of the new homes being sold, the next step is setting up a team meeting. If you have all of the details needed to move forward, this may just be one meeting between all of the departments. Realistically, however, this could end up being a few meetings scheduled as the necessary materials for the home are created. In these meetings, you will discuss every single detail of the new home with the sales team.



As a New Home Sales Coach, I believe that words count, and consistently teach that “everything we say to both our team and our clients matters.” With the correct words, we can achieve better sales for ourselves. With the incorrect words, we can be inadvertently sabotaging our own success.

In fact, during our training programs, we cover over 100 essential new home sales words. So, from now on, I will NOT be referring to your pre-construction homes as specs or inventory, but instead as “Designer Showcase Homes.” Likewise, lots will be called Home Sites and the front of the home will move from Elevation to The Architectural

Let's Get Back to Our Meeting!

The Roles

Architects

Whether this is a new plan being debuted or a variation of an existing plan, the Architect or appointed expert should walk the team through the blue prints, room by room, and focus on all of the emotional details such as ceiling heights, openness, how the spaces connect to each other, window sizes, closet sizes, and any other unique selling features (USF'S) that will help the sales team truly picture and then describe this new home to their potential clients with excitement.



If you have built this same home many times, but with different finishes, then logically the architects wouldn't need to attend these meetings. Meetings for these homes will only require the interior designers who selected the finishes.

Design Studio Staff

The Design Studio Team that selected the finishes for the new home should present each one. Bringing samples for the salespeople to touch and feel is wonderful, but more often than not, this presentation will be a detailed powerpoint presentation of each feature, including the cabinets, counters, flooring, lighting, etc. This power point will become an essential sales tool in your pre-sale campaigns.

If you would like a sample of an effective pre-sell power point, please email me at: Roland@newhomesalescoach.com. Use **PRE-SELL FINISH POWER POINT as the subject line in your email.**

Builder

The Builder or Superintendent should then review the plan with the team and discuss any details that may not be apparent to the less technically gifted folks in the room. They should discuss different materials used in the construction and the processes to which they adhere to build a quality home. These are great pieces of information for the salespeople to use in their sales presentations.

After this meeting, and at least during the three phases of construction, this same Builder should meet with the Sales Team on the actual home site to help them fully understand and appreciate the home as it is coming to life.

Marketing Team

The Marketing Team has a key role in this meeting, as they will listen to the team and confirm the sale props they will need to produce to help pre-sell the home. For example, they will need to finalize the floor plan that will be utilized on the website, as a brochure, and, yes, on MLS (which we will discuss in glorious detail later in this white paper).

Please remember that research shows most clients struggle to understand a floor plan. If we do not make it easy for them to visualize and understand, then how can we possibly expect them to have the courage to invest their hard-earned money on one of our homes?



The Props

In order for your team to properly prepare for pre-sale opportunities, everyone has to fulfill their roles and include the props necessary to show prospective homeowners what your company offers. I will go over the props in detail in a later chapter, but here is a summary of props you will need to succeed:

PROPS TO PRE-SELL YOUR HOME

- ✓ Floor plans that pop
- ✓ Virtual renderings
- ✓ Aerial photos or maps
- ✓ Photos
- ✓ Powerpoints of the finishes with photos
- ✓ Emotional and descriptive verbiage



To be clear, I am not suggesting that we wait to have this meeting until we have all of the perfect props, as this may never happen. What I am suggesting is that a Marketing representative attends the meeting, so they can collaborate with the sales team and help create the props that will be needed to effectively pre-sell the brand new home.

Ending the First Meeting with Questions and Answers

At the end of the meeting, the sales team should ask any questions to make sure they fully understand the plan and how it flows. This is the time to think of anything they may need to comprehend and be able to interpret the design and construction of the home in order to properly sell it. Let's create an open, friendly atmosphere where all questions are welcome.



- **Remember everything we say to both our team and our clients matters**
- **Establish Roles**
- **Get Your Props Organized**
- **Review Questions and Answers**

Practice Makes Perfect

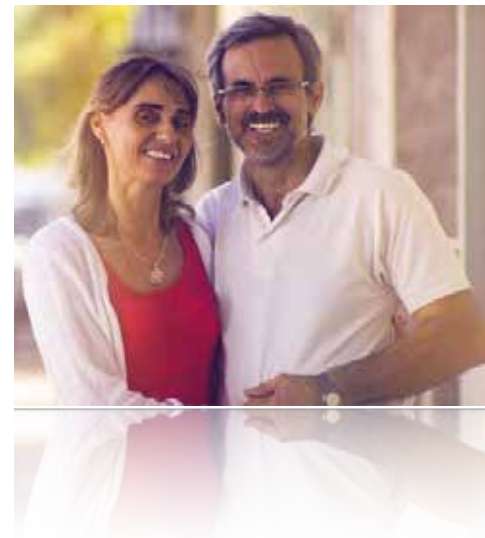
Once all of questions have been answered and the sales team have been armed with the tools they need to sell the home, the manager should select a salesperson to walk the rest of the team through the home. When doing this, it's important to focus on emotion, so please talk about ceiling heights, architectural details, windows and natural light, and spatial relationships. Remember features tell and benefits sell, so remind your team to constantly think about the benefits of each space and how clients will enjoy their home.

For example, instead of just saying we have a practical garage placement and drop zone, we can say:



“Notice how close the garage is to the kitchen, as well as this handy drop zone? Imagine coming home with bags of groceries and being able to drop your keys and phone at the desk, and then walk just a few short steps to put all of your bags on the kitchen counter. Wouldn't that be handy?”

“Why yes, it would, you little Sales Genius! It's like you're reading our minds!”



If you have a fairly large sales team, then split up the role play into segments.

HAVE A DIFFERENT SALES PERSON EXPLAIN THE BENEFITS OF THE FOLLOWING:

- ✓ The Architectural Style (front of the home)
- ✓ Kitchen and Great Room
- ✓ Main Level
- ✓ Master Suite, with walk-in closet
- ✓ Second Floor
- ✓ Yard
- ✓ Home Site benefits
- ✓ Basement (if you have them)
- ✓ Any other unique selling features (USF's)

You should also ask the team if there is anything they would like to add, or if there are any other special features of the home that stand out to them. In other words, get the sales people taking ownership of this new plan and have them buzzing and excited about this home, as if they had created it.

Back at our restaurant example, when you ask the waiter, “*How is your daily special?*” it can go one of two ways:

Wally the Wimpy Waiter



“Oh, I don’t know, I’ve never tried it before.”

OR...

Wendy the Wait Star

“The truffle infused french fries are amazing! I tried them today and they were just incredible!”



Which would be more effective?

I know I would rather work with **Wendy the Wait Star**, which is why we need to create our own Sales Stars and create a process that will cause them to be equally positive and excited about our brand new homes.



- **Role Play so your sales stars are comfortable explaining all of the details of the homes**
- **Share features and benefits of the home**
- **Practice, Practice, Practice!**

Holding On-Site Meetings

The next step is having the Sales Team **get out of the office and onto the home site** with the appropriate team members to continue their education on the new home with each major construction phase. In each case, we would recommend the Sales Team, Sales Assistants, and Sales Managers. If you are in a large sales office with a receptionist, then also include the receptionist to view all of the homes. I have personally seen bright and bubbly potential clients get stopped in their tracks when they asked the receptionist for their opinion on one of the Builder's homes and were thwarted with the buzz-kill response of *"Oh, I don't know I've never seen that model."*

We have to remember that if we meet with a client, then **we are all part of the sales team** and everything we say will have an impact on the sale.

The cadence of these meetings depends on a variety of factors, such as the size of your Sales Team, driving distance, schedules, etc., so I will share many meeting opportunities and ideas of when they should take place and who, besides the Sales Team, should attend.



"A good leader doesn't get stuck behind a desk."

- Richard Branson

 **ROLAND NAIRNSEY**

NEW HOME SALES COACH

Coaching. Consulting. Results.

Timeline for On-Site Collaboration Meetings

Please select at least three that are the most practical for you.

WHEN	WHO
Form Boards are Installed or the Foundation is Poured	Builder/Superintendent, Sales Manager, Salespeople, and Sales Associates
Exterior Walls are Built	Builder/Superintendent, Architect, Sales Manager, Salespeople, and Sales Associates
Roof is Done	Builder/Superintendent, Architect, Sales Manager, Salespeople, and Sales Associates
Framing and Electric are Complete	Builder/Superintendent, Architect, Interior Designer, Sales Manager, Salespeople, and Sales Associates
Drywall is Complete	Builder/Superintendent, Architect, Interior Designer, Sales Manager, Salespeople, and Sales Associates
Cabinets and Counters are Installed	Builder/Superintendent, Architect, Interior Designer, Sales Manager, Salespeople, and Sales Associates
Final Walkthrough (hopefully you will sell the home before this step)	The Whole Team



- **Get Your Team Out of the Office and Onto to Home Site**
- **Have a List of Everyone on Your Team and Check Them Off the List as They Attend the Meetings**
- **Role Play: Have Salespeople Demonstrate Home to Others on the Team**

Leveraging the New World of Digital Marketing Opportunities

One of the most exciting changes to impact real estate, and most especially new home sales, is the emergence of buyer-focused search engines, which make it easy for the actual end user to find our homes. These include tools such as Zillow, Trulia, and Realtor.com.

When I was a young Realtor® (which was many, many, years ago even though I look surprisingly young), all we had was the MLS book, which was only available to the exclusive “club” of local Realtors®. In fact, we would submit all of our listings to the local Board. Then on the first Thursday of the month, like expectant gold ticket winners waiting outside of Willy Wonka’s Candy Factory, we would sit outside the Board of Realtors® for our massive listing books to arrive. These books contained every single listing in the whole county, and looked like the old phone books. For those too young to remember, a phone book was a large book that contained all of the local business and residential phone numbers. This was before cell phones were invented. I know kids, hard to believe, but that’s how we rolled back then! Here is a picture of one of the books:

The Old Way of Selling Homes



 **ROLAND NAIRNSEY**
NEW HOME SALES COACH
Coaching. Consulting. Results.

I would tear through the book and pour over my listings to ensure that every detail was accurate. Unfortunately, if it wasn't, we were stuck with it for at least the next month.

Compare that to the search engines of Zillow and Trulia, who reported that in the first quarter of 2017, they had **177 million monthly unique users!** That is not a typo. So now when you input a listing into your local MLS and hit the yes button to ensure that it connects with Zillow, Trulia, and Realtor.com, or sign up for Zillow's Builder Services, the exposure for your listing instantly goes global.

As much as we focus on our websites, and they are still massively important, think about the increased exposure opportunity from which you could be benefiting by also focusing on these "buyer-centric" digital real estate websites. With that in mind, it becomes apparent that your marketing props are important and worth investing a few extra dollars. I remember having this epiphany with the luxury homebuilder where I worked for three years. As much as I cared about brochures, my monthly traffic per community may have been 30 -50 unique users, the website probably 200-300, but the exposure from Zillow in the millions.

I remember working with my very capable Sales Team, where we identified a home with ocean access that we were about to start on the water in Southwest Florida. I was convinced that if we focused, and did everything that I am sharing in this article, a couple in the Midwest in the middle of a snow storm would do a search for gorgeous waterfront homes in our area, find us, and buy this gorgeous home. Guess what? They did! In fact, the props that my team created were so emotionally compelling that the couple even sent a sizable check for us to hold the home for a few days while they made arrangements to fly down and purchase it. Within one week, our designer showcase home, which was only at the framing stage, was **sold for more than \$3 million.**

To summarize the efficacy of Zillow as a marketing strategy, I'd like to share an article written by Will Duderstadt, Marketing and Development Manager of Web Platforms at M/I Homes, Inc. (MHO), one of the nation's leading builders of single-family homes, and member of the Zillow Group (ZG) New Home Builder Advisory Board. Will oversees online marketing campaigns, lead generation, SEO, PPC, social media, and content strategy for 15 divisions in 11 states through M/I Homes, Inc., provides insight and leadership for their Internet Sales Associate Program, and trains the team in best practices for lead creation and management.

Skip to the next page to read the article.

Zillow is the Google of Real Estate by Will Duderstat

Fifteen short years ago, shopping for a home was a completely different experience. If we could travel back to 2003 for a quick visit, we would barely recognize the technology available, much less how the Real Estate industry was using it. The best-selling mobile phone that year was a Nokia 1100, popular because it had a color screen. The first iPhone was still four years away. YouTube and Facebook were just glints in the eyes of their creators. And archaic to us now, the most up-to-date way a consumer could browse Real Estate listings was probably in the Sunday newspaper. The motivated buyer would endlessly drive neighborhoods looking for yard signs while the savviest might get their hands on the coveted MLS book, printed just once a month for MLS members.

In hindsight, organizing the knowledge and data on every home in America seems obvious to us. After all, information wants to be free. At least that's Stewart Brand's opinion. As founder of the Whole Earth Catalog, a publication Steve Jobs would famously liken to "Google in paperback format", Brand led a counterculture movement that embraced self-sufficiency, and a "do it yourself" attitude. The right information, at the right time, has the profound ability to shape and improve our lives. Free not in price, but freedom for all to access and transparency to understand the information. Information will always have value and costs associated with distributing it. As the internet has shown us, information cannot be caged.

So, when Zillow launched in 2006, on a mission to "build the largest, most trusted, and vibrant home-related marketplace in the world", they had an audience of consumers hungry for greater visibility into homes for sale, home prices, and economic trends in housing. In fact, American's desire to understand home values was so strong, Zillow logged over one million visitors in the first three days of their website being live. The site itself actually crashed within the first few hours.

Meanwhile, Google had spent years "organizing the world's information". They were established in our minds as the friendly librarian that helped navigate an enormous online library. Millions of users started their internet journey on Google's simple, utilitarian homepage. Relying on them to bring order to the chaos of the internet. As a user, you knew you wanted to "shop for cars" or "see scores from the Cubs game". Which website Google took you to was less important than answering your query. Few sites had built enough of a brand or reputation to become a destination site. The expectation had been set that you could find anything in Google.

Then March of 2016 came along. Slowly, users had shifted their search behavior. Instead of Googling just "real estate", they now had a preference on where they'd get that information. And that source was Zillow. Inman reported (<https://www.inman.com/2016/04/26/zillow-overshadow-real-estate/>) the shift citing Google Trend data:

Google Trends handed "zillow" a "search interest" score of 52 in March, three points higher than "real estate"'s score of 49. (Continued on next page)

Zillow is the Google of Real Estate by Will Duderstat (Cont.)

How did this happen? There were dozens of other tools available: Realtor.com, Homes.com, or even the local MLS website. But what Zillow did is remarkably simple in theory (wildly difficult in execution). Just as Stewart Brand had, they understood the power of information. They opened the cage door and allowed information to fly free. They distributed that information in an easy to use interface, more akin to Facebook than an IRS tax form. And ultimately, they generated new content to give context to the millions of listings being aggregated across the country. In turn, Zillow earned the trust and loyalty of consumers. Much like Starbucks owns coffee in so many minds, Zillow has become synonymous with Real Estate.

Back in 2003, brands across all industries built new and engaging websites and they knew they had to be findable on Google. This was also the early days of SEO (Search Engine Optimization), or the idea of modifying your website to be better positioned in search results. Now it's 2018. Much like then, Real Estate professionals across the country understand their listings need to be discoverable on Zillow. But we're on the cusp of a new era, where it's no longer enough to just be there. Our communities, plans, and listings need to rise above the rest. Complete and engaging content is a requirement. Full transparency not just on what we are selling, but how we sell it, our builder story, and our process become critical. Any sales pitches or USPs that would have been uttered in a sales office back in 2003 are now ripe to become content on Zillow.

Do you remember trying to build excitement for a new listing or a new community in the old days? The core features and benefits you offer have not changed. Great locations, luxurious amenities, and innovative designs will still "wow" your customers. What has changed is the way we communicate that to potential customers. Your newspaper ads and MLS books just have a new shape. And instead of Google, there is a new vehicle to reach the masses. That vehicle is Zillow.



I would like to take this opportunity to stress that I do not work for Zillow; I am just that confident in using it as a unique marketing strategy. I have seen it work time and time again, and understand its importance when selling new homes across all value ranges.



- Take advantage of the digital opportunities available to you
- Focus on "buyer-centric" digital real estate websites, like Zillow and Trulia

 **ROLAND NAIRNSEY**
NEW HOME SALES COACH
Coaching. Consulting. Results.

Building the Perfect Digital Presentation: The Props and The Process

As my friend David Crowes likes to say, **“This is where the rubber meets the road.”** Let’s review and put together a presentation for your brand new home that, in this case, has never been built before.



For the record, similar concepts are going to apply for homes you have built before, homes coming soon, and completed available homes. I will address those additional props at the end of this white paper.

We have to ask ourselves, **“How many other homes are there on the market, both new and used, within a 10-15 mile radius of your home and with similar features?”**

Your home may be the best, but realistically, there may be hundreds of homes that are comparable and, in some cases, thousands of other homes fogging up the decision-making mirror for your buyers.

Aside from the quality of your homes, real estate is all about **location, location, location**. Research shows that most buyers care as much about the location, community, amenities, and the actual homesite or view of their future home as much as the home itself. You may have the greatest home in the world, but if it is in the wrong location for potential buyers, they will not be interested.

This is why I adhere to a macro to micro approach when working with sales teams, highlighting the location of the community first before getting into the benefits of the community, the home builder, and then the home. So while your home is important, let’s make sure that we find creative and visually stimulating ways to represent all of these elements to our potential digital buyers. This all boils down to how well you are representing your homes, as well as their location, on MLS, Zillow, and Trulia. Most times, I have found that we are often doing all of the necessary marketing on our builder websites, and forgetting about these giant, targeted traffic attractors. Check all of the following items off your list before you complete the digital display of your homes.

The Macro to Micro Approach

Geographical Location

Putting yourself in your buyer's shoes, what is the first major way to sort and narrow their Real Estate choices? The easiest way is by location. Trainers going back to the late great Dave Stone refer to it as going from "Macro to Micro," a strategy already touched upon in the Location and Home Site section of Chapter Three: Holding a Pre-Sale Collaboration Meeting.

Simply put, buyers first sort by geographical location. Deciders such as proximity to work, shopping, amenities, schools, recreation, and more all enter into their decision-making process. It's true that **pictures speak a thousand words**, but when trying to sell your listing, it is also imperative to address the details not easily seen in a photo. We have to both describe and show people the benefits of living in our communities, and not just in our homes.

Under the comments on all of your listings, we must get into the habit of pointing out some wonderful location benefits, as well as describing the community benefits.

For visuals, both my own teams, as well as the ones I coach, will often use Google Earth and a snippet tool, to slice a meaningful aerial view of either their location. Golf courses, lakes, trees, and parks all look sensational on MLS, Zillow, etc., and provide a nice surprise to buyers surfing these sites.

Aerial Photo 1



Aerial Photo 2



Community and Amenities

Next, most smart buyers will look at the lifestyle and amenities that are being offered in your community. Whether you are in a large community with many amenities or a smaller community with parks and walking trails, this all impacts the buyer's lifestyle and decision-making process.

For a visually stimulating listing, make sure you include photos of the clubhouse, pools, tennis, pickleball, lakes, golf courses, walking trails, and whatever other unique lifestyle benefits your community offers.

The idea is to cause potential buyers who are grazing listings to stop, review your listing, and then either call you directly, or at least call their agent and say "Show me that listing!"

Amenity Photo 1



Amenity Photo 2



Home Site

“Site and Ye Shall Write” From the location of your community, we must then focus on the final and in many cases most important element of location, the actual home site where your brand new home is being built.

Again, research shows that almost as many people care about the home site as much as they care about the home. Either using aerials again, or even real photos, works wonders for grabbing buyers’ attention. Whether you have a treed, golf course, lake, river, ocean, mountain, city, corner, cul de sac, front or side view, or any other interesting topography, it is our job to display this on our listing and **allow our home to stand out from the mundane crowd**. MLS permits you to use a water view image as your first image if your home is on any body of water, so this is always a good idea to showcase that particular view.

For more expensive homes, you may even want to invest in a virtual reality rendering of your new home’s breathtaking view. For my team in Southwest Florida, we had the water view rendered from a rear view, showing the breathtaking pool and outdoor living space before spanning out to the water. We even had a speed boat rendered in the water. This was the first image to greet our potential clients up north who were searching for luxury waterfront homes while sitting in a snowstorm. This tactic made the phone ring and helped generate the sale of the home.

To have additional visuals of the home site, I also have found myself walking through nature with my trusty smartphone to get the best angle of the ponds, trails, egrets, herons, nature preserves, etc. and paint the best picture of the home site’s surroundings on the listing.

View Photo 1



View Photo 2



Included and Luxury Feature Information

As I like to say, **“If you don’t show it, then how are they supposed to know it?”** What often happens is that our clients may like our home emotionally, but they have a hard time backing it up logically. In other words, *“What’s in it for them?”* One of the best ways to stack the deck in the favor of our builders is to ensure that we have a detailed feature sheet, along with lavish details on all of the luxury finishes, to accompany the floor plan.

This feature sheet should go in a detailed presentation showing pictures of all the exciting finishes to come, such as cabinets, counters, appliances, flooring, lighting, and hardware, and where they will be going, as well as ceiling details, such as crown molding, wood beams, or coffered ceilings and millwork, such as wainscoting, door styles, window casings, and larger baseboards. If you have used the kitchen combination of colors and finishes before, then it is even better



to show a photo of the previously completed kitchen as well, to make it easier for your client to understand just how breathtaking this combination will be. If you do this, please clearly label the photo, *“This photo is to illustrate the colors and finishes only as it is of a previous home. See floor plan (and virtual rendering) for actual layout.”*

Please also select three to five brand names, as the association with these well known brands and their quality will assist you in selling your home. Think about how much money some of these companies have spent on branding, that you can now leverage. Whether it is GE appliances, Trane heating and cooling systems (*“You can’t stop a Trane”*), or Moen, Delta, Pfizer, or Kohler faucets, your buyers will associate you with the famous brand name, and their benefits, and you will receive the credit.

When you provide the HGTV-watching generation of today with your professional appearance online, chock-full of all of the colors and finishes they have always wanted, they will feel an instant connection to your home. As my good friend Jay Westman, owner of the largest building company in Alberta, Canada, likes to say: **“Our goal is to make price irrelevant.”**

Perfectly said Jay! When you assemble these props and present your home emotionally, you will make buying your pre-sale home irresistible for the serious buyer in your market place.

If you would like a sample of an effective pre-sell power point, please email me at: Roland@newhomesalescoach.com. Use **PRE-SELL FINISH POWER POINT** as the subject line in your email.

What's in a Name? Your Company's Brand, That's What!

Speaking of names, here's a test: Go look at your listings right now.

I'll Wait...

Do they have the name of your company on it?

Hey, don't hate the player hate the game! Shockingly, the name of the company that is building the home is **one of the most frequently overlooked elements of any listing**. The Realtor® MLS police have run rampant and convinced us that you have to say "New Construction" and not mention your builder's name as that may be construed as advertising, which could upset the very sensitive folks at MLS*.

First of all, no one lives in "New Construction," we live in "Brand New Homes." Second of all, these listings spread out to websites like Zillow and Trulia, and further increase your potential branding opportunities to a worldwide audience. Third of all, you have one or fifteen new homes being built with beautiful presentations, amazing photos of the community and home site, breathtaking views, and detailed images of a dream kitchen or a luxurious master bathroom, and **your clients don't even know it's one of your homes**.

No one wants that, and to remedy this silly problem, all you have to add at the beginning of all your listings is "*Brand New (Add Builder Name) Home.*" That's it. This simple phrase communicates new construction to potential homeowners without outright stating so, while also building on your brand.

This strategy sets you up for success when home buyers cruise over to one of these home shopping websites. They will see your listing with all of the beautiful props we have outlined and either call the listing agent directly or save the home to their favorites and show it to their Realtor® to set up an appointment when they are in town. Just like that, you can ensure you will at least be on their inclusion list and increase your chances of getting your home sold.

**Our research has shown that a few counties will not allow you to put your builder name on the listings, so make sure you check with your local MLS office first.*

Props You Should Use for Your Digital Presentations

High Quality, Color Floor Plans

From now on, if your floor plan is a white piece of paper with a utilitarian blueprint-type plan on it, then **I am walking out!** That was me screaming at you because if we are asking our clients to invest hundreds of thousands of dollars (in some cases millions of dollars) in our brand new home, surely we can create and invest in a colorful floor plan that will make all of our homes truly come alive, create emotion for our potential clients, and make it easy for them to move forward with the purchase.

TIPS FOR CREATING FLOOR PLANS THAT POP

- ✓ Color will always make your floor plan stand out
- ✓ Show real flooring where you include it, like tile in the wet areas
- ✓ Add blue for water wherever you have sinks, tubs, showers, etc.
- ✓ Include a different shade to show closets and storage
- ✓ Showing furniture can be helpful for showing lifestyle and livability
- ✓ Include a softer edge to create the idea of landscaping
- ✓ Show all of the space and count the square footage. As builders, we pay to build garages, patios, and porches, so please account for it and share the grand total first with clients. Clients are excited by the total square footage and having the numbers will allow them to brag about the total space of the home in which they are investing.
- ✓ Make the floor plans fill the page
- ✓ When printing, large fold-outs that fill a table are even better

High Quality, Color Floor Plans (Cont.)

The following is a comparison of a fairly typical floor plan presentation we frequently see being used to pre-sell new homes alongside the more effective, emotionally appealing floor plan created:

Standard Floor Plan



A Home Plan That Pops



Which version would pique your interest?

As my good friend Walter Blackburn says: **“Buying is Emotion Backed by Logic.”**

Potential clients first have to find your plan and presentation emotionally appealing before they start to take an interest in the logical details.

Virtual Reality Renderings

I know that some of the smaller builders across the country are screaming at me right now, saying, **“But Roland, virtual is so expensive and out of my budget!”**

To which I say, **“That is so 2015 of you!”** As the years go by, the quality of virtual reality renderings has improved and the prices have gone down dramatically. Please ask yourself: “What is the value of pre-selling my brand-new floor plan before I even break ground on it?” If the plan is one that you will build again and offer to others, then the small investment in a virtual reality rendering will pay for itself many times over.

Of course, there are many details that should be included in a virtual reality plan rendering to really make it pop. The Architectural Style is an important component of a home, so make sure the view is the most advantageous. Also, make sure lush landscaping is shown and accurate colors and finishes are depicted. Details such as lighting and small elements such as gutters and downspouts should also be included if they are part of the home.



As of this writing, many plans look more appealing when they are depicted at sunset or dusk, so experiment with the lighting. Using this tactic and turning on all of the interior and exterior lights will allow the home to glow like a Thomas Kinkade painting.

Virtual Reality Renderings (Cont.)

Now, as lovely as the front of the home can be, is that where our customer really lives?

Typically, clients care about the kitchen and its connection to the great room or family room, as well as any other room where they like to relax, hang out, eat, and watch television. So, for the greatest emotional connection, have a **second virtual reality rendering** that shows the spacious kitchen with the light quartz counters and gorgeous cabinets opening up to the dream family room, and all of the details that your clients will experience when the home is completed.



From a marketing perspective, the goal of these props is for your beautifully presented home to stand out from the crowd, so that the customer will earmark it and either call you directly or insist that their Realtor® make an appointment to see this home when they visit your community.

TIPS FOR EFFECTIVE VIRTUAL REALITY RENDERINGS

- ✓ Best angle to showcase the home
- ✓ Correct colors and finishes, such as stone, brick, columns, rafter tails, brackets, gables, pre-cast, and trim work
- ✓ Lights
- ✓ Details such as gutters, downspouts, gfi's, etc.
- ✓ Landscaping, trees, blooming flowers, and sod
- ✓ Dusk setting with the lights on to create a "Kinkade-esque" glow
- ✓ Inside views, such as kitchen/great room
- ✓ Where applicable, stunning views of the outdoor living space, pools, and backdrop

Virtual Reality Renderings (Cont.)

The following are examples of virtual reality renderings of fairly similar homes, but some evoke much more emotion than the others. Which ones do you like best?

2D Rendering



Virtual Rendering



2D Rendering*



Virtual Rendering*



2D Rendering*



Virtual Rendering*



*Renderings Courtesy of 3 Gems Architecture, LLC.

Virtual Reality Renderings (Cont.)

The following are examples of virtual reality renderings of for the most important interior rooms of homes. As with the exterior renderings, the interior renderings should evoke emotion.

Great Room Rendering



Kitchen Rendering



Owner's Retreat Rendering



Tips for Photos That Will Sell Your Home

You've given potential clients images of the community and home site, now it's time to get the phone to ring with **exciting images of the brand new home**. Research shows that the average human attention span has now shrunk down to 8.5 seconds. That means that many of you reading this have probably already drifted off or got lost in your own thoughts. *Caught you!* Shockingly, the same research shows that goldfish have attention spans of 9 seconds, meaning somewhere along the line, we have dropped below fish in our ability to focus.

What's the point of telling you this? In the world of sales, this means that you only have a few seconds for your listing to emotionally stimulate a potential buyer to the point of them contacting you, or they will click away and forget they ever saw your home.

You can succeed at this with fantastic photos of previously built homes that are the same or similar to the new pre-sale home, but make sure that you label the photos clearly with the following statement, or something similar, so that you don't mislead or confuse potential buyers: *"These photos are of a similar home and are being used for example purposes only. For exact finishes and plan details please see attachments."* If you have your own attorney, or can get access to a local attorney, then please ask their advice for precise verbiage when it comes to these types of disclaimers.

Logically, if you are unable to sell your home when it is pre-construction, then you will take photos of the finished home and update your listing with the real photos and label them correctly.

One more thing, when it comes to photos of your home, you should always choose quality over quantity. Choose photos that show the unique selling features of the home, and ditch the photos of the secondary bedrooms with those perfectly vacuumed triangular carpet lines.

Master Bedroom Ceiling Detail



Kitchen Detail



 **ROLAND NAIRNSEY**
NEW HOME SALES COACH
Coaching. Consulting. Results.

Tips for Photos That Will Sell Your Home (Cont.)

TIPS FOR BEST PHOTOS

- ✓ Change the order of your photos to start with the unique selling features. Find features that stand out from the crowd and those that you want your clients to appreciate. Choose the top three visually appealing photos and make those the first photos they see. For example, you can start with a photo of the stunning waterfront view, where applicable, and then add the remaining photos in order of importance.
- ✓ Get great pictures of the details of the home
 - Ceiling heights and details, such as crown molding, tongue in groove, beat board, beams, wainscoting
 - Large windows, doors, and sliders
 - Millwork, Archways, Fireplace details
 - Kitchen details: counters, cabinets, and appliances
 - Master Suite ad Master Bathroom
 - Covered patios, both front and back, and Outdoor kitchens
 - Landscaping features
 - Views: front, rear, and sides, depending on what is most appealing
- ✓ Architectural style is important, but make sure you pick the best angle
- ✓ Could be taken at dusk with the lights on, like the virtual reality renderings
- ✓ Be Creative: In one of our communities, it was like a living nature preserve. We added real photos of deer amidst the early morning fog, as well as wonderful exotic snow birds that would visit.

Tips for Photos That Will Sell Your Home (Cont.)

Comparison of Props

Presale VS Existing Homes

PRESELL PROPS		EXISTING HOME PROPS	
Maps/Aerials	X	Maps/Aerials	X
Renderings	X	Renderings	
Virtual Reality	X	Virtual Reality	
Home Site Photos	X	Home Site Photos	X
Home Photos		Home Photos	X



- **Focus on the Macro to Micro approach - Location, Community, and Home Site**
- **Dig deep in the details of your included and luxury features and leverage brand names**
- **Brand yourself - include your company name!**
- **Get visually stimulating floor plans**
- **Emotionally appealing virtual reality of both inside and outside views**
- **Photos of the home site**
- **Start with your most exciting visual props to grab your buyer's attention**

 **ROLAND NAIRNSEY**

NEW HOME SALES COACH

Coaching. Consulting. Results.

Tips on How to Manage Your Zillow

You've done everything you can do to put together a beautiful and well-thought-out digital presentation of your brand new home. You've followed the process and organized your props. You've added visual and verbal flair to your listings to get the home sold. Now, you just need to take responsibility for managing your Zillow, and other powerful search engines such as Trulia and Realtor.com, effectively to make the most of your hard work.

When you list your homes on MLS, most Board of Realtors® across the country link to Zillow, Trulia, and Realtor.com. Please don't expect that these listings will magically show up with all of the correct information. You have to physically check them to make sure that the information you have is up-to-date.

When I was Director of Sales for a luxury home builder in Southwest Florida, it took me a long time to check on the status of our listings on these high-traffic websites. When I finally did, I realized that Zillow was riddled with inaccurate information. Since this was the number one real estate search engine, it explained why some interested buyers had been challenging the value of our homes, and making lowball offers!

When the light bulb went on for me, I dug down deep and reviewed every single listing. Slowly but surely, all of the information and photos were updated and then we started **attracting better quality buyers** through the internet and began pre-selling homes that were under construction.



TIPS to Manage Your Listings and Pre-Sell Your Home

Talk Directly to Your Buyers

Write your listings for the end user, in other words the actual buyer, not for other Realtors® to read. Imagine a potential buyer coming across this listing and in 2-3 seconds being so interested that they save it, and ask their Realtor® to show it to them.

Make sure that the few lines of blurb that buyers see on all of the search engines is both memorable and emotional. Use descriptive adjectives and phrases, and ditch square footage as they can read that later on, and it is rarely a motivator. The exception to this rule is if you are the biggest square footage builder in your area and it is considered a unique selling feature.

Props

Use all of the props that we have been discussing to illustrate Location, Community, Amenities, and Homesite, as well as virtual reality images, exciting floor plans, and power points of the finishes.



Branding

Make sure that your company name is at the beginning of all of your listings.

Own Your Listings

Make sure that your salespeople or online counselors show up as the owner of your listings, and that they are the first salesperson that is seen by the outside world. Many outside Realtors® cleverly pay for the top spot on Zillow and many buyers get confused and ask them to show your homes. As a builder, I have had buyers get upset with us when they finally realized that the agent that brought them in didn't actually work for the builder.

Become Preferred Agents

Make sure that your agents become preferred agents, and that they have their warm and inviting photo and contact info next to the listing. Also insist that they take the steps to become a 5-star agent, so that buyers will respect their professionalism and ability, and want to work with them. We want to make sure that buyers call us directly.

Record Your Success

Enter ALL your sold homes into MLS, even your presales and custom homes, so that you will build value and create an aura of success and authentic urgency for your community. No one wants to eat in an empty restaurant, and as Joe Namath famously said:

“It ain’t bragging if you can back it up”

Plus, this will help with appraisals when needed, and your salespeople will get credit for sales success, as well as becoming 5-star agents.

Manage at Least Bi-Weekly

Ensure that you assign someone on your team to check all of your listings on all the search engines - MLS, Zillow, Trulia, and Realtor.com - at least every two weeks to maintain accuracy. When I was with the home builder in Southwest Florida, I researched all of our listings on Zillow and Trulia and found that a few were showing land only. This was incredibly alarming since these specific homes were being sold for millions of dollars. I worked closely with our accomplished marketing manager until each listing was presented correctly, and fortunately, new potential buyers were found.

What I learned was that you can’t afford to take your eye off the ball, as strange things can happen. It is essential that we take responsibility to ensure that each and every one of our homes is being presented to its maximum efficacy.

Keep Your Listings Fresh

When you started your home, maybe all of the selections weren’t made. As selections - such as counters, cabinets, and flooring, are chosen - update your listing and review your props to make sure you are sharing the most up-to-date information and the complete home story. Be prepared to make changes to the verbiage as well.

Look at the photos and if you started by showing the architectural style and you are not getting much traction then change the first image to something more emotional, such as a water view. Since buying is emotion backed by logic, experiment until you get the blend write and the phone starts ringing.

Choose Your Zillow Resource

As of this writing, there are a few different ways you can engage with and benefit from digital real estate media outlets such as Zillow and Trulia.

Some of the builders for which we work have “in-house” licensed real estate teams, other builders have outsourced to professional Realtors® who specialize in builder sales, and other builders have “in-house” salespeople that the state doesn’t require that they be licensed Realtors®. When you are a licensed Realtor® with access to MLS, then almost every board in the country gives free access for all of your listings to appear on [Realtor.com](https://www.realtor.com), Zillow, and Trulia. Zillow also has a whole myriad of specific services aimed directly for builders to market their homes, and benefit from their vast exposure. These paid services are changing and evolving constantly.

We would suggest that you contact your Zillow representative and ask them all of the necessary questions so that you can understand your choices, and then decide which is the best route for your team. Whichever route you choose, realtor services with free Zillow or paid services, you still need to be ACCOUNTABLE and review and monitor your listings constantly. These new digital resources offer you exposure to a whole new world of potential buyers, but like everything that has to do with your business, they still have to be managed by someone within your organization.



- **Make your digital listings stand out on Zillow, Trulia, and MLS using all of your props**
- **Manage and update your listings as often as needed**
- **Record your success**

“People make their own luck with great preparation and a good strategy” -Richard Canfield

As you can see, with a combination of focus, a carefully thought-out strategy, and an empowered team collaborating to create the props and fulfill each of their roles, you can successfully pre-sell your homes.

Like a restaurant that both creates a great experience and knows how to turn tables in a reasonable period of time, your newfound ability to pre-sell your homes will dramatically help you become more profitable. Using these strategies and techniques, you will now be able to free up and redeploy your capital far more quickly, as well as sell more homes, so that you can create greater success in your market place.

Please feel free to contact me with any questions, or to share your experiences and let me know how I can help in any way.

Truly,

Roland Nairnsey

P.S. Thank you to my clients and colleagues that facilitated the creative content of this ebook:

Renderings: [3 Gems Architecture, LLC](#), [MediaLab 3D Solutions](#)

Home Images: [Green Key \(Village Mainsail Solutions\)](#), [Eagle Construction of VA](#) , [Robuck Homes](#)

Roland’s Head Shots: [Louis Venne Photography](#)

Editor: [Beyond Words Writing and Editing Services](#)

How's Your Zillow? Pre-Selling Homes

NEW HOME SALES COACH - ACTION PLAN

We hope you enjoyed this e-book, as much as we enjoyed writing and assembling it, and that it helps take your business and pre-sales to the next level.

While the information is still fresh, and you are eager to implement, please select the three most important items (to YOU) that you would like to take action on immediately. Fill out the form below and send it your team, and you will start making the changes needed to begin your sales transformation today!

1. The Concept: _____

Resources needed to accomplish (Who & What)

Action Plan (How & When)

2. The Concept: _____

Resources needed to accomplish (Who & What)

Action Plan (How & When)

3. The Concept: _____

Resources needed to accomplish (Who & What)

Action Plan (How & When)

Want To Learn More?



PROGRAMS:

- ✓ On Site Training
- ✓ Remote Training
- ✓ Coaching
- ✓ Consulting
- ✓ Company On-Boarding

Contact Roland Nairnsey to increase your sales now and get the results you've been seeking.

E-MAIL: Roland@NewHomeSalesCoach.com

PHONE: (561) 236-2400

SOCIAL MEDIA: [FACEBOOK](#) [LINKEDIN](#)

Testimonials

ROBUCK HOMES, RALEIGH, NC

Roland is an amazing trainer, he had me laughing and learning. His experience selling homes brought real depth and value to his techniques for the Sales process. Often trainers' experiences aren't in the same industry, or of a current market experience. The program is awesome, structured but fun!

Heather Mansfield - Sales

NOVAK BROTHERS, GEORGETOWN, TX

Roland's strategic demonstration and closing techniques helped increase sales by over 34%. Roland has been the key consulting person for sales and marketing for three different major home builders I have held executive positions with.

Jim Cramer - Vice President

JAYMAN BUILT, ALBERTA, CANADA

Roland was a powerful and compelling speaker and trainer. His coaching was authentic. You can see how passionate he is about new home sales, and building confidence in each and every individual that attended.

Vanessa Freeman - Sales