

Closing and Post Closing Systems that create “Thrilled Clients” (*and thrilled clients recommend you*)

What is your Process?

How much time does it take?

Are you planning for that time?

Who oversees the Process – Can you delegate it?

What can you do so they are “thrilled” *for LIFE?*



Coach Donna Stott

Professional Certified Coach, ICF
Your Coaching Matters

Member Monday April 10, 2023



This year we are spending a lot of time on Processes and Systems that will cause you to have a consistent flow of business... a bigger piece of the pie... *despite a lower number of sales overall.*



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What we have worked on so far is available to you in YCMPedia 24/7 to watch again or better yet, download to your own computer.



- We have worked on your Schedule and the importance of fitting your Big Rocks in First.
- We worked on Consistency and the importance of it.
- We worked on the Power of a Vision Board.
- We worked on Minimum Standards and an Ideal Client and the Marketing Message for them.
- We worked on Prospecting (including the value of a day of it) and Lead follow up.
- We worked on Trust Building conversations.
- Coach Steph has worked with you on taking small sweet steps and reviewed life intentions and standards of integrity.
- We worked on creating your 150 VIP's so you can have a life that doesn't require 3-4 hours a day of prospecting.
- We worked on creating a Demographic or Geographic Farm.
- **Coming up Coach Steph will be sharing a 2-part series on the Mindset of Happiness and Gretchen Rubin's Happiness System.**

Today we work
on another
system... the one
that builds
**success from
success...**

The Closing and
Post Closing
Process!
But first...



When you build out a system for what you
will do AT and AFTER a closing... *you
can't wait to get to the next closing!*
Because it's SO fun for YOU and for them!



Are you ready to get EXCITED about
creating a sale... SO THAT... **you GET to
do this?**



Great- Let's start with a few slides on
finding a sale FAST that you can Practice
today's Closing and Post Closing Process
with.



Success Begets Success – Let's get you to a CLOSING to practice this on - sooner!

It's been said that if we need to create some success for ourselves, we can get that by STARTING with **building on another success.**

When we have a success, and promote it well, we are more likely to find more potential clients...

because we just HAD a success.

People want to work with Successful people!





Which of these Successes was the last one – One you'd like to duplicate?

1. I have a Buyer that wants to buy.
2. I found a Buyer a home to buy.
3. I listed a home for a Seller.
4. I got a contract accepted.
5. I closed a sale.

The Next
Question is
HOW to get
that success
“out there”
and
“to whom”



It doesn't matter **where** the listing or sale is... or what the price range was... Don't get confused...

Market that sale in the Area you WANT to work and to the people you WANT to work with! It's not necessary to do it in the neighborhood the house was in!

Dozens of you got new listings or buyers from marketing your success via:

Direct Mail (letter/postcard)- \$

Door Knocking - Free

Social Media Posts - Free

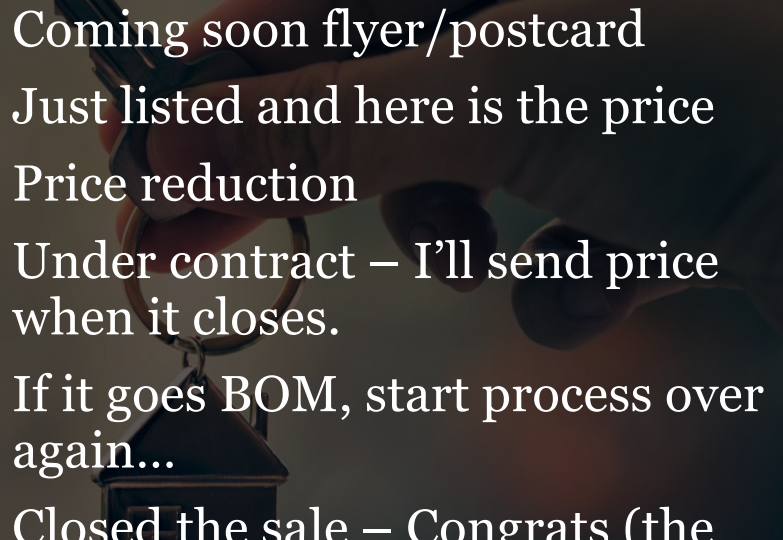
Calling People - Free

What other way can YOU think of?



Just ONE listing can
cause all these way to
contact a small group

*How about your 150
VIPs? Or as KW just
announced – their
“201 Club”*

- 
- 1) Coming soon flyer/postcard
 - 2) Just listed and here is the price
 - 3) Price reduction
 - 4) Under contract – I'll send price when it closes.
 - 5) If it goes BOM, start process over again...
 - 6) Closed the sale – Congrats (the buyer's name and pic in front of house)
 - 7) Now that I sold that one, who do you know that needs to sell?



—

OK... DO that
work...

and Let's assume
you have a closing
coming up...

**What IS your
Process?**

#1 – Create a Pre-Closing Checklist. Let's Brainstorm. If YOU were the client, what would YOU like to happen before closing?

- All numbers are reviewed and **gone over one line at a time** vs “here's the estimated closing sheet, any questions?”
- All parties understand clearly what they need to bring (photo Id, etc.) and when/where the closing will occur – clearly knowing what will happen beforehand.
- A reminder and help with setting up home insurance, utilities, trash service/cans, etc.
- Will home need to be re-keyed? Can you help arrange?
- Packing Boxes to pack branded (with your logo/number) were provided?
- Arrange and accompany on final walkthrough with keen eye several days before closing.

What else would YOU have liked prior to your last closing?

#2 – Create an AT Closing Unexpected Experience!

- Tell them you will be taking some pictures, so they know in advance.
- Have props to take pictures with “I just bought a home” “I just sold a home” – either at CLOSING or better yet, in front of the house and sign.
- Sparkling Wine with Glasses to toast to the closing.
- Congratulations Balloons.
- Housewarming gift.
- Listen to Teresa Hower talk about HER Party in a Box Closing Process:
<https://ycmpedia.yourcoachingmatters.com/members-library/?sfid=77&s=hower>

What else would YOU have liked at your last closing?





#2 continued:

Tips to an Unexpected Closing EVENT

- Arrive early with props to SET THE STAGE. Bring an assistant if possible because You want to be focusing on the client, not the “stuff.” YOU want to be part of the event.
- Set everything up so when they arrive... they are the STARS. Greet them as such! Your Future’s so bright you have to wear Shades, hand them sunglasses. Red Carpet with pics?
- In Hawaii we might give them a lei as they walk in. In New Orleans you might give them beads. It could be a crown & tiara... Anything that makes them feel special.
- Set up photo taking area.
- Consider something to eat and popping open Sparkling Wine. If kids, arrange something for THEM to do.
- Be sure the closing attorney is in on it, so they are in the Party Mindset as well.



#3 – What happens right AFTER closing?

- Do you go to the house and do a picture there? If so, your assistant can stay to clean up the Closing Party and then follow you to the house to take more pics with YOU in them.
- Do you let them in the door personally and hand them the keys as they cross the threshold?
- Do you remove the sign and lockbox (even if not yours) so the house feels like THEIRS?
- Have you left a Welcome Home package for them to find with essentials on move in (TP, Paper towels, hand towel, spray cleaner, flowers in a vase, bottle of wine, pizza delivery coupon, paper plates, napkins, waters in the fridge, etc.)

What else would YOU have liked to find in the home when YOU arrived at your last closing?

#4 – What happens During the Honeymoon Period... before they make that first payment?

- How often do you check on them? And by what means?
- Do you mail a welcome to your new home card?
- Do you provide a Welcome Home Door Mat?
- Could you bring New return address labels for them by and drop them off in person?
- Do you print out local restaurants and your list of handmen so the have those on the fridge with your magnet?
- Do you set up something like The Personal Marketing Company (they do those return address labels for you! For \$25 for FIVE years!
<https://tpmco.com/> that regularly contacts them on your behalf starting week 1?
- Do you offer to host a Housewarming Party getting all they want to invite in YOUR Database to invite? You welcoming all as they come in and provide simple food/drink?

What else would YOU had liked to have in the week or 2 after closing?





#5– What do you do the first year *over and above* future years?

- Do you check in monthly to be sure they are settling in and asking if you can help? Sometimes people HATE a new home or neighborhood... or have circumstances that have changed. They may want to talk about moving again. Be sure you are the one they are talking to about it.
- Do you send a CMA showing how value changed in their first year?
- Do you do a monthly/quarterly "State of the Market & New Homeowner Tips" video to send to new homeowners (check your air filters, check batteries in smoke detectors, etc.)
- Do you send a 1-year anniversary - I know someone that send a pillow for the couch that says "Jones Home Established Year" as a one-year anniversary gift.
- Do you send a quarterly "Just thinking of you, so enjoyed working with you and would love to keep in touch and help anyone else you know that could use my services" handwritten note?
- Are they on your monthly/quarterly Housing Tips newsletter and do you check the first year each time you send that they are getting it?

What would YOU like to see from YOUR Realtor in the first year?



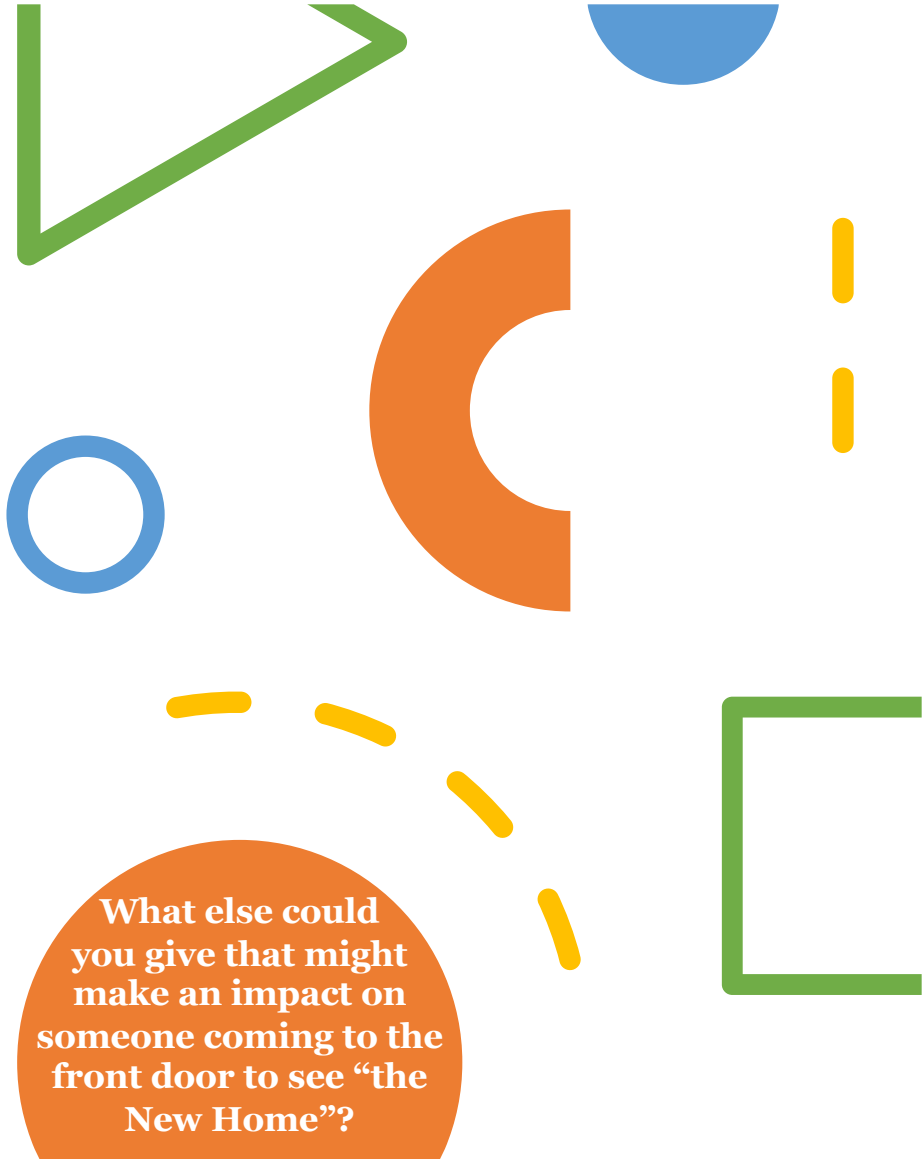
Why is so much
contact important
this first year?

Because everyone they know will be coming by to see the new house!

And you want the STORY they tell their guests about buying it...to be one **FEATURING YOU** as the star – the heroine/hero!

Remember that Door Mat idea? There are many other options at front door...

If people notice it and ask about it, they say “My Realtor gave it to us right after we moved in. She/he was **AMAZING!** If you ever need an Agent, they are the **BEST!**”





#6 – Years 2 and Beyond

- How often do you check on them? They are aging – we all are. Do they still feel you are their Realtor? Remember: Lives are changing. On average a person will move 7-8 times. Will you be their agents for the next move?
- Annual CMA, of course! try <https://homebot.ai/real-estate-agents/> Check it out.
- Do you talk about your current listings and Buyers and ask who they know that might want to sell or buy to fit your current clients (making them one of YOUR team)?
- Do you regularly ask about FORD? Family; Occupation, Recreation, Dreams.
- Do you mail holiday cards? New Years. Valentines. St Patrick's Day. Memorial Day. 4th of July. Halloween. Labor Day. Thanksgiving... If you know their religion, you can also do religious holidays yet there are LOT of holidays that are not.
- Do you invite to an annual or semi-annual Client Party? When? What do you give at them? Lottery Tickets for St Patrick's -Flags for 4th of July. Pumpkins at Halloween. Pies at Thanksgiving.

What else would YOU like to see from YOUR Realtor year after Year?



IN CLOSING

GET YOUR SYSTEM IN
WRITING

DECIDE WHO IS IN CHARGE
OF IT

WHAT PARTS CAN YOU
DELEGATE

WHAT DO YOU NEED TO DO
PERSONALLY?



**I hope this inspired you to create
your own checklists and system
process for closing and Post
closing!**

**Choose just a few of these ideas
to make part of YOUR process!**

**I'd love to hear YOUR feedback
or Ideas!**



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