

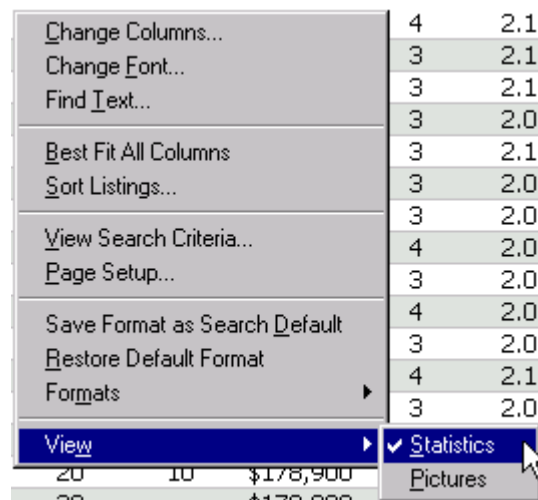
**Taking the listing every time**

**Taking the listing every time:** Statistics and how to present them. Creating your own statistics with LMP. Listing Manager Pro flyers, brochures, post cards. Making your presentations look professional while taking little to no time to prepare. This class is for those of you who think you know Listing Manager Pro (LMP) but, haven't used the report writer tool.

## EASY Statistics in LMP

Listing Manager Pro has it's own version of statistics available to you.

1. Do a search and get the listings back in the table format.
2. Use the Right Mouse click to bring up a menu of items.
3. Click on View
4. Then Click Statistics. It will open another window at the bottom of the screen



5. You may adjust the window size by clicking and moving the separation bar.
6. The Table will print with Statistics, from the File Print menu.
7. You may see this by going to File, Print Preview. If the Statistics don't appear on the screen click "NEXT" until they do.
8. Notice on the same menu you may see photos. There will also be a scroll button to see the multiple photos if they are there.
9. Visual CMAS are recommended.
10. The naming scheme for photos is as follows.
11. The first photo is MLS number \*\*\*\*\* .000
12. The second photo is \*\*\*\*\* .001
13. The Third \*\*\*\*\* .002 etc
14. The Photos are located in a Folder on your C:\ drive. The path should be: C:\Program Files\Wyldfyre\Wyldfyre 6\Pictures\
15. If you take your own photos and want them to appear on any listing this is how you will name them.  
Note if you save the table by using File, Save. It saves to a folder called DATA.

16. There is a problem with this way to save. It saves EVERY FIELD and the headers aren't easily deciphered. Each time a file is saved, it saves 3 ways: DBF, MLS and SRC. The DBF file is easily opened in MS Excel.
17. Here's a better idea. Use the File, Export Command. It saves the results in a folder called EXPORT and in a DBF format.
18. The DB folder is the timed download folder.

## Where else may I find statistics?

1. In NTREIS Listings when you perform a quick search you may enter the search criteria and then instead of clicking on SEARCH click on Statistics.

The screenshot shows the 'Statistics Results' page. On the left is a vertical menu with options: Search, Statistics (highlighted with a mouse cursor), Download, Map, Search by Map, Save As, Custom, and Clear. The main content area displays two tables of statistics. The first table is for 'ACT - 75 Properties Found' and the second is for 'OPT - 6 Properties Found'. Both tables have columns for Square Feet, Bedrooms, Full Baths, Half Baths, and List Price, with rows for Min, Avg, and Max values. Below the tables, it states 'Your Search Criteria Returned 81 Properties' and provides an input field for 'Enter Number of Properties to View: 81 (500 maximum)'. At the bottom, there are two buttons: 'View Requested Listings' and 'Revise and search again'. A SQL query snippet is visible at the very bottom: 'a: ((ListStatus IN ('act','con','opt','ko')) AND (Area in ('20')) AND (ListPrice>=185000 AND ListPrice

	Square Feet	Bedrooms	Full Baths	Half Baths	List Price
<b>Min</b>	1678	2	2	0	\$185,000
<b>Avg</b>	<b>2403</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>\$191,030</b>
<b>Max</b>	3065	5	3	1	\$195,000

	Square Feet	Bedrooms	Full Baths	Half Baths	List Price
<b>Min</b>	2125	3	2	0	\$189,900
<b>Avg</b>	<b>2459</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>\$193,100</b>
<b>Max</b>	2848	4	3	1	\$195,000

Notice that you have the option to "Enter the number of properties to view:" This will let you see more than 250 listings and print more than 250 up to 500 listings, if there was a reason to do so.

## Using MS Excel to create Charts and Graphs

You may take information into Excel and create Charts and Graphs.

You may take information from either NTREIS Listings (Use the download function. It saves to the Desktop unless you change it.) or Listing Manager Pro.

There is an amazing secret about how to create charts in Excel. =The F11 Key.

1. Select the data that you want to include in the chart by highlighting it.
2. Press the F11 Key and it will immediately create a graph you may use the smaller menu that pops up to change the look, labels etc
3. If the menu is not on the screen use the right click button and click on CHART to see this menu:



4. Hold the mouse (without clicking!) over any of the icons on the menu bar to see what each does.

## **What is the property archive report and why do I care?**

1. The property Archive report is available in NTREIS Listings and will tell you information that might be important.
2. Just as you would print the tax rolls prior to taking a listing you should print the property archive report.
3. It will tell you if the property has been listed before and who had done so.
4. I would recommend printing the listings that are there for future reference.
5. You might want to take a moment or 2 and see their website and investigate how they marketed the listings that are there today.

This is a good spot for notes or doodling if you like to do it.

## **Prior to going on your listing appointment, consider taking:**

- a. The archive report, with full printouts on every time the property was listed. If the property was listed before ask, “What happened?”
- b. A hot sheet, you could set up a hot sheet to automatically e-mail to the seller and yourself daily on the subdivision to keep them up to date on the market trends. Or you could have it e-mailed to you daily and forward the updates to them once a week. “I wanted you to be able to see what has been going on in this subdivision in the past month.”(Week, couple of weeks, couple of days)
- c. The tax report printed in full including demographics, neighbors etc.
- d. Copies of all of your marketing, including the marketing calendar in LMP
  1. Samples of the marketing pieces that have been your most successful ones.
- e. The Pricing Triangle – helps get the listing priced right the first time.
- f. The marketing window – Do what they need to do quickly and price right.
- g. Your resume – Just in case they care enough to ask for it, have a copy.
- h. A report on Days on the market. Speaks to their expectations.
- i. A CMA with
  1. Actives, =The competition
  2. Pending, =the Condition of the properties that are going under contract today.
  3. Sold, = Market Value (the homes that the buyers, appraisers and lenders have approved).
  4. Expired Listings = Listings that the buyers, appraisers &/or Lenders have rejected.
- j. Maps – So that they can see where their competition is located and perhaps help justify pricing based upon location (convenience to schools, shopping parks etc.)
- k. Listing agreement, Seller’s disclosure, Data input form etc. (seal the deal)
- l. Flyers on this new listing, Open house ad, and pre-addressed envelopes to notify neighbors of the Just Listed status and open house date(s).
- m. Lockbox and Sign
- n. Staging notes (remember to add your favorite deep cleaning company and perhaps a local mini storage company at the bottom.)

- o. A list of the websites where their listing will be advertised and the approximate timeframes to see them.
- o. A 3-ring binder with details of the listing, to be left in a conspicuous place in the house. Explain how useful this has proven to be. Tab this book so that the seller will do their part. Give them a to do list for the book and the condition of the house at all times. Tell them when you will return with copies of the Seller's disclosure and any other copies that they need made for the book. Include the Tax roll information a copy of the listing information, extra copies of Fax back forms for opinions on the property and ask for Paid receipts for repairs. Inspections, Appraisals, copies of power, gas, city bills (water/garbage) cable if available. The name of the company insuring the property may prove useful, if the Buyer can't find insurance any other way they may be successful through the existing carrier.
- p. Extra business cards, a stack for the house and 5 each in small (Coin) envelopes for referrals from the Seller. Put a sticker on the envelope asking for the referral and your phone number when they run out.

Note: This is just a suggested list. You will not use all of it, but it's certainly nice to have an arsenal of tools when you need it.