

TYPES OF PRE LISTING GIFTS

Pre listing gifts are a great way to show the future seller you **ARE SERIOUS** about winning the business and building rapport while invoking the law of reciprocity.

Some say this is cheesy and others believe it borders on bribery, the truth is who doesn't like receiving a free little something for nothing to show that **THEY ARE VALUED**. However, like anything it cannot be a one size fits all. With Sellers and different demographics there is horses for courses so to speak. Here is some example and explanations of some different pre listing gifts

- 1 **A BOX** of something for everyone - this is the go to pre listing gift that is filled with goodies for everyone in the house even the kids, cats and dogs. (This is question that is asked at the pre appraisal discovery call) This will have things like Tim Tams, natural confectionary lollies for the kids , smackos for the pooch and some whiskers for the cat. This is a crowd pleaser and a winner for families in any demographic
- 2 Mini **BOTTLE OF WINE** with Tim Tams for singles or executive couples without kids. If they have pets, then put something in for them too.
- 3 A rolled up SOLD sticker with **TOFFEES, FUDGE, CHOCOLATE** or liquorice filled into it with stoppers and a ribbon perfectly tightened around it.
- 4 A **SCENTED CANDLE** made locally that when burned helps people make a decision and encouraged to burn at home opens to help buyers buy
- 5 In fact any locally made item or produce is a great gift like **HONEY, PICKLES**, sauces or something like that. It shows you know the area and support local. This is great in remote or rural areas
- 6 Specialised gift are even more powerful. In cases where you know the people and let's say they love **BARISTAS COFFEE**, find out the brand and buy a pack of beans or likewise with tea drinkers.
- 7 Lovely **BUBBLE BATH SALTS** or liquid could be a unique pre listing gift with a little card saying "for when you have finished preparing your property for sale here is some to help soak in the bath and recoup and relax." You could add chocolates or goodies to help pamper mum. After all who usually make the decision in the home?
- 8 A colourful **WELCOME DOOR MAT** for people to wipe their feet before entering the home with a little card saying "here's a mat to ensure that if given the opportunity I will be taking really good care of your home and making sure buyers wipe their feet and swipe their credit cards "
- 9 A bottle of **CHAMPAGNE** is always a good idea saying "here a gift for you celebrate with when we get you that pop the champagne price "
- 10 **COOKIE DOUGH** is another good idea with the card saying "some cookie dough to stick in the oven before your opens to add to that homely smell and feel"

In fact, the pre listing is a blank canvas, own it make it yours and have some fun with it.