

GET CHOSEN™ • FREE DOWNLOAD

The Seller Service Flow

A repeatable client experience — so every transaction feels handled, and is worth talking about afterward.

Most solo agents don't lose referrals because they did poor work. They lose them because the experience was *uneven* — excellent in a quiet month, thin in a busy one. Sellers can feel that difference, and inconsistency is quiet. Nobody complains. They just don't mention you.

This isn't a transaction checklist. It's a map of the moments where a seller decides whether you are **handled** or **scattered** — and what happens at each one.

HOW TO USE THIS

1. **Read the flow once, start to finish.** Don't edit yet. Just notice which stages you already do consistently and which ones change depending on how busy you are.
2. **Mark the gaps.** The uneven stages are where referrals leak. That's your build list.
3. **Check the Carried By column.** Every touch belongs to someone. If a touch is assigned to you but doesn't require your judgment, it belongs to your Quiet Team™ instead.
4. **Build one stage at a time.** Pick your weakest stage and make that touch automatic before moving to the next. A flow you actually run beats a flow you admire.

The Carried By Key — the 40/30/30 doctrine

QUIET TEAM ≈ 40%. Your systems: CRM, AI, MLS, file system, templates. Runs whether you're rested or slammed.

PARTNER ≈ 30%. Your Edge Business Partner™ — the planner and structure that decides *when* the touch happens and holds you to it.

YOU ≈ 30%. Judgment, conversation, and negotiation. The work only you can do — and the reason to protect it.

The point of assigning touches isn't to remove you from the experience. It's the opposite. When the routine 70% runs on its own, you show up fully for the 30% that decides whether you get chosen again.

The Seller Service Flow

Stages 1–5 • First conversation through active on market

STAGE	WHAT THE SELLER IS QUIETLY WONDERING	THE TOUCH THAT ANSWERS IT	CARRIED BY
01 First Conversation	<i>"Is this person going to pressure me before I've decided anything?"</i>	Same-day reply that answers their actual question and asks nothing in return. A short market snapshot for their area — no appointment request attached. Tagged in the CRM by stage and timeline before you hang up.	YOU QUIET TEAM
02 Pre-Listing Prep	<i>"What am I walking into? How much is this going to cost me before I see a dollar?"</i>	A pre-listing packet sent <i>before</i> you arrive: what the appointment covers, what you'll need from them, and a plain-language cost breakdown. Confirmation the day prior with parking, timing, and length.	QUIET TEAM PARTNER
03 Listing Conversation	<i>"Are they telling me what I want to hear, or what's true?"</i>	A pricing conversation built on current inventory and days-on-market — not enthusiasm. The marketing plan written down and left behind. One honest thing they didn't expect to hear.	YOU
04 Go Live (First 72 Hours)	<i>"It's listed. Now what? Is anything actually happening?"</i>	Photos, copy, and syndication confirmed live. A "you're live" message with the direct link and where it now appears. Sign, lockbox, and showing instructions verified — not assumed. First feedback loop opened.	QUIET TEAM PARTNER
05 Active on Market	<i>"Nobody's called me in a week. Have they forgotten about my house?"</i>	A weekly update on a fixed day — every week, including weeks with nothing to report. Showing activity, feedback themes, competing inventory, and one recommendation. Silence is the only unforgivable stage.	PARTNER QUIET TEAM

Before you turn the page

Of stages 1 through 5, which one changes most depending on how busy you are?

What would have to be true for that stage to run without you deciding to run it?

The Seller Service Flow

Stages 6–9 · Offer through the handoff that earns the referral

STAGE	WHAT THE SELLER IS QUIETLY WONDERING	THE TOUCH THAT ANSWERS IT	CARRIED BY
06 Offer & Negotiation	<i>"Is this a good offer, or just the first offer?"</i>	Every offer presented in writing with net proceeds calculated — not just price. Terms explained before they're asked about. Your recommendation stated plainly, and the reasoning behind it, so they can disagree with you intelligently.	YOU
07 Under Contract	<i>"How many ways can this still fall apart, and will anyone tell me?"</i>	A dated timeline of every deadline delivered the day the contract is executed. Milestone confirmations as each one clears. Inspection and appraisal results delivered with context and options attached — never forwarded raw.	QUIET TEAM YOU
08 Closing Week	<i>"What do I need to do, and what do I need to bring?"</i>	A single closing-week message: time, place, what to bring, utility and mail steps, key and remote handoff. Final figures reviewed with them before they see them at the table. No surprises in the last 72 hours.	QUIET TEAM PARTNER
09 The Handoff	<i>"That's it? Do I matter now that they've been paid?"</i>	A closing-day note that isn't a request. Their file delivered in one organized place they can find in five years. Moved from active to past client in the CRM the same week, with the post-close sequence started — not scheduled to be started.	YOU QUIET TEAM

Your one build

Pick the single stage where your experience is least consistent. Build that one touch until it runs on its own. Then come back to this page.

The stage I'm building:

The touch that has to become automatic:

This is the map. The Local Presence Builder is the material.

The flow tells you which touches matter. It doesn't hand you the pre-listing packet, the weekly seller update, the closing-week message, or the post-close sequence — branded to your brokerage, ready to send. That's what the Local Presence Builder is for.

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