

Steps to a Listing Appointment

_____ Thank you for the opportunity to meet with you today. First I would like to discuss with you the 8 points we are going to cover today.

Set Mutual Expectations –

On a scale of 1-10 with 1 being not so great and 10 being great, what would have to happen to make this a 10+ experience for you? _____

If we could add 1 more thing what would that be? _____

How does someone win with you? _____

How does someone lose with you? _____

2) Discuss market conditions –use Market Statistics Report (Absorption Rate), interest rates, list to sell price ratios

3) Price your home – Present your Comparative Market Analysis

4) Sign the Listing Contract

5) Calculate their bottom line using an Seller Net Sheet

6) Discuss their Marketing Plan

7) Review mutually set Expectations and the selling process

8) Prepare and Stage their home (many times this is a separate appt.)