

Essentials of a Successful Listing Presentation

It's essential to conduct an exceptional listing presentation to show your seller that you are the right person for the job! Follow these three steps to showcase your expertise:



1 Preparation

The most important thing you can do to ensure a successful listing appointment is to have a pre-listing phone conversation with the seller. The purpose is to build rapport with the seller and to find out some key information by asking the following questions:

1. **Do you have a specific time frame you'd like to move by?**
2. **What would you say your home is currently worth?**
3. **And, the interior, is it in good shape? What enhancements or improvements have you made to the property?**

The seller's answers to these questions give you valuable information on how motivated they are, some specific things about the home itself, and the sellers' ideas of what they think their home is worth.

3 Before You Leave: Ask for the Listing

"Based on everything you've heard, are you ready to move forward today?" Even if they need a few days to think it over, make sure you ask them directly for their thoughts. If they do take a few days, remember to follow up.

2 The Listing Appointment

During the listing appointment remember to be enthusiastic and encourage them that their house is going to sell. Follow these steps for a successful listing appointment:

1. **At the beginning of the listing appointment tell the seller what you plan to go over with them.**
2. **Ask them to give you a tour of the home, ask specific questions and take notes throughout.**
3. **At the end of the appointment, present the price quickly and confidently, outline your marketing plan and explain how the market works putting them in the buyer's shoes.**

Remember to educate the client on how commissions are paid and the value of your negotiating ability in the sale of their home. If you remain confident in your ability they will see you as a true professional.