

Listing Presentation Script

Hi _____, thanks again for having me over...Again (So you know), our meeting should only take between 5 and 25 minutes...

- A. Do you mind if I take a quick look at your home?
- B. Do you mind if we sit at the kitchen table?
- C. I wrote a few very important questions for you...
 1. What attracted you to this home when you purchased it? -
--Fantastic.
 2. What has changed?—Ok, Great!
 3. If we can accomplish your goals, how will that make you feel? –Wonderful!
 4. Do you absolutely have to sell your home?--Fantastic!
 5. Will you price your home to sell?--Great!
 6. At the end of my presentation tonight...one of two things will happen...

7. One we will decide to work together in selling your property.
8. Two we will decide not to work together in selling your property.
9. We have two issues to look at tonight... number one your motivation in selling and number two the price we set on your home.
10. Those are the only two issues in selling real estate today-
-Great!
11. I've prepared what we call a CMA. There are two parts of the research. Part one is fantasyland...what we list homes for. Part two is reality...what we sell them for.
12. We're going to have to decide where you're going to spend your time...lets go through the two parts together...(go through CMA)
13. Now that you have seen the research, I'm going to recommend a price of \$_____!...
14. Will you list your home for that price?

(If they say yes, go to contract, if they say no proceed)

15. What price do you absolutely have to have?

16. Based on that there are a couple of really important questions I need to ask you...

Specifically why do you feel your home is worth \$_____ more than your neighbors?

Mr. Customer, in today's market place...those items mentioned simply mean you brought your home up to selling standards.

Did you add those items for the next buyer or were they for your own comfort and enjoyment?

17.If you were purchasing two similar homes and one was \$_____, and the other was \$_____, wouldn't you want the extra \$_____ to personalize the home to your taste?

18. Don't you think most buyers would feel the same way?

I'm going to recommend again we list it at \$_____ Based on what we know. Do you want to list your home for that price tonight?

If yes, go to contract, if no proceed...

Mr Customer may I tell you what happens when houses are overpriced?

You have fewer showings than if it were priced right...meaning fewer people will even look at your home, just because of the price. And at your price you will be helping the competition sell their home, let me explain...

It's very common when agents show property that they show the one that is overpriced first, in this case...yours. Then they say, if you like this one, you will love the one down the street at only \$_____.

They use your over priced home as leverage to sell another fairly priced property.

As a real estate professional, it's my job to price property accurately for the market. If I represent you I want you to get top dollar. I don't want your home sitting on the market for 6 months with no bites. Your neighbors and potential buyers know it's over priced. They will not even look at this property. The best I can suggest is that we put in on the market for 30 days at \$_____ just \$_____ lower than your price. I will give my full marketing support. If we don't get even so much as a bite, that we sit down and reprice it at that time. Would you like to list it at this price?—Fantastic!