

# Listing Mastery™

Scripts - Session 1

What Makes a Successful Listing Presentation?



To your Achievement of Excellence in Life

OPTION A – PRE-LISTING QUESTIONS

Sellers Name \_\_\_\_\_

Property Address \_\_\_\_\_

Do they live at the address? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are there two decision makers? \_\_\_\_\_ Yes \_\_\_\_\_ No

Did I talk with both? \_\_\_\_\_ Yes \_\_\_\_\_ No

Who did I talk with? \_\_\_\_\_

When did I talk with them? \_\_\_\_\_

*Thanks for the opportunity to meet with you on \_\_\_\_\_ at \_\_\_\_\_. In order for me to be well prepared I would like to get a little more information about your goals, objectives about selling your home. I also want to be clear on your expectations of service for me so I can exceed those expectations. It takes about 15-20 minutes, do you have time now or would you like to do that at another time?*

1. Where are you hoping to move to?
2. How soon are you hoping to be there? (Motivation)
3. Tell me about your perfect timeframe. When do you want this move to happen?
4. Is there anything that would cause you not to make this move?
5. What do you feel caused your home not to sell?
6. How effective was the marketing in generating leads, calls, traffic, showings and offers?

7. Do you think the marketplace had an effect on your home not selling? How much of an effect do you think it had?
  
8. Do you think your initial asking price had an effect on your home not selling? How much of an effect do you think it had?
  
9. If you had to select only one reason or fact why your home didn't sell of all possibilities, what would that be?
  
10. What was the most frustrating part for you during your previous listing period?
  
11. Was there anything that you feel was missed by your previous agent?
  
12. How many properties have you sold in the past?
  
13. When was your last sales experience?
  
14. What was your experience with that sale?
  
15. How did you select the agent you worked with?
  
16. What did you like best that they did?

17. What did you like least?

18. And, how much do you want to list your home for? (Number/Motivation)

*Most people have at least a ballpark idea of value or what they want from the sale of their home. What is your view of value as it relates to your home?*

*Most people before they sell start to do at least a little watching of what their neighbors, friends, and homes around them sold to get an idea of their home value. I assume you have done that. What have you found out?*

→ **Assumptive Strategy**

*Because I sell a lot of homes in the marketplace, have a complete handle on marketplace trends, and provide outstanding service to clients I would assume that when I give you the value for your home that you will list at that price...is that correct?*

→ **Backdoor Strategy**

*Because I sell a lot of homes in the marketplace, have a complete handle on marketplace trends, and provide outstanding service to clients I would assume that when I give you the value for your home that you will list at that price...is that correct?*

19. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?

20. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

*I desire, as a professional agent, to give you all the information you need to make the best decision for your family. I always do a net sheet for my clients, so they know the true amount they are going to net out of the sale of their home. To do that, I need to know more information about your current property.*

21. How much do you owe on the property?

22. Have you ever thought about selling it yourself?

23. Are you interviewing any other agents?

➔ **Company Probe Technique**

*Bob, I certainly understand your hesitation to name someone personally. Because companies in real estate vary so much what are the companies you are considering?*

*Wow, that's great. (XYZ Real Estate) is a very good company...good for you. I have a lot of friends at (XYZ Real Estate); who are you talking with there?*

24. Please describe your home for me.

\_\_\_\_\_ Bedrooms                      \_\_\_\_\_ Square feet  
\_\_\_\_\_ Bathrooms                      \_\_\_\_\_ Type of home  
Yard, landscape \_\_\_\_\_  
Condition of property \_\_\_\_\_

25. Are you planning on listing your home with me when I come out on \_\_\_\_\_?

26. Did you receive the package of information we sent you?

27. Did you fill out the information that was in the packet? We sent a number of disclosure forms.

### Disclosure Form Script

*Bob, in order for me to properly value your home I need to review your completed disclosure form. The disclosed information; how, what, where and why about your home can have an influence on the value of your home. Can you please get that done before we meet on \_\_\_\_\_?*

### Transition Script

*Because my desire is to create long-term successful service relationships with my clients, I need to ask you a few questions with regards to service and your expectation of service.*

28. What is your expectation of the agent you choose?

29. What are the specific services that you want from me?

*Besides just getting your home sold, are there other specific services you want?*

30. What would it take for you to be confident that our service will meet your requirements?

31. How will you measure success in our relationship?

32. So, if I provide you \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_, what will you do?

33. Do you have any final questions that you need answered before I come out?

OPTION B – PRE-LISTING QUESTIONS

Sellers Name \_\_\_\_\_

Property Address \_\_\_\_\_

Do they live at the address? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are there two decision makers? \_\_\_\_\_ Yes \_\_\_\_\_ No

Did I talk with both? \_\_\_\_\_ Yes \_\_\_\_\_ No

Who did I talk with? \_\_\_\_\_

When did I talk with them? \_\_\_\_\_

*I really appreciate the opportunity to meet with you today about your goals, dreams and objectives for your family. In order for me to provide the highest quality service to my clients I prepare in advance a series of questions so I can clearly understand your expectations and exceed those expectations. Would it be alright if we spend a few minutes working through those questions now?*

1. Where are you hoping to move to?
2. How soon are you hoping to be there? (Motivation)
3. Tell me about your perfect timeframe. When do you want this move to happen?
4. Is there anything that would cause you not to make this move?
5. What do you feel caused your home not to sell?
6. How effective was the marketing in generating leads, calls, traffic, showings and offers?

7. Do you think the marketplace had an effect on your home not selling? How much of an effect do you think it had?
  
8. Do you think your initial asking price had an effect on your home not selling? How much of an effect do you think it had?
  
9. If you had to select only one reason or fact why your home didn't sell of all possibilities, what would that be?
  
10. What was the most frustrating part for you during your previous listing period?
  
11. Was there anything that you feel was missed by your previous agent?
  
12. How many properties have you sold in the past?
  
13. When was your last sales experience?
  
14. What was your experience with that sale?
  
15. How did you select the agent you worked with?
  
16. What did you like best that they did?



17. What did you like least?

18. And, how much do you want to list your home for? (Number/Motivation)

*Most people have at least a ballpark idea of value or what they want from the sale of their home. What is your view of value as it relates to your home?*

*Most people before they sell start to do at least a little watching of what their neighbors, friends, and homes around them sold to get an idea of their home value. I assume you have done that. What have you found out?*

➔ **Assumptive Strategy**

*Because I sell a lot of homes in the marketplace, have a complete handle on marketplace trends, and provide outstanding service to clients I would assume that when I give you the value for your home that you will list at that price...is that correct?*

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19. Are you planning on making another investment in another house? How much are you hoping to put down on the next property?

20. Are you expecting that entire amount down to come from the proceeds of this house, or are you going to put down additional funds?

*I desire, as a professional agent, to give you all the information you need to make the best decision for your family. I always do a net sheet for my clients, so they know the true amount they are going to net out of the sale of their home. To do that, I need to know more information about your current property.*

21. How much do you owe on the property?

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23. Are you interviewing any other agents?

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*Bob, I certainly understand your hesitation to name someone personally. Because companies in real estate vary so much what are the companies you are considering?*

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Yard, landscape \_\_\_\_\_  
Condition of property \_\_\_\_\_

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### Transition Script

*Because my desire is to create long-term successful service relationships with my clients, I need to ask you a few questions with regards to service and your expectation of service.*

28. What is your expectation of the agent you choose?

29. What are the specific services that you want from me?

*Besides just getting your home sold, are there other specific services you want?*

30. What would it take for you to be confident that our service will meet your requirements?

31. How will you measure success in our relationship?

32. So, if I provide you \_\_\_\_\_ and \_\_\_\_\_ and \_\_\_\_\_, what will you do?

33. Do you have any final questions that you need answered before I come out?

OPTION C – PRE-LISTING QUESTIONS

Sellers Name \_\_\_\_\_

Property Address \_\_\_\_\_

Do they live at the address? \_\_\_\_\_ Yes \_\_\_\_\_ No

Are there two decision makers? \_\_\_\_\_ Yes \_\_\_\_\_ No

Did I talk with both? \_\_\_\_\_ Yes \_\_\_\_\_ No

Who did I talk with? \_\_\_\_\_

When did I talk with them? \_\_\_\_\_

*Hi, \_\_\_\_\_, this is \_\_\_\_\_. I am looking to our appointment on \_\_\_\_\_ at \_\_\_\_\_. Are you and your \_\_\_\_\_ both going to be there? Because I am investing time to be well prepared I need a little more information about some of your goals and objectives as well as a little more detail about your home. I have some questions I need to ask. I need about 15 minutes so I can do the best job for you. Is now a good time for me to ask them?*

1. Where are you hoping to move to?
  
2. How soon are you hoping to be there? (Motivation)
  
3. Tell me about your perfect timeframe. When do you want this move to happen?
  
4. Is there anything that would cause you not to make this move?
  
5. What do you feel caused your home not to sell?
  
6. How effective was the marketing in generating leads, calls, traffic, showings and offers?

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