



THE LISTING PRESENTATION

1. Hi _____. Thanks for having me over! Are you excited about moving to _____? Would it be OK if I gave myself a quick tour?
2. If it's OK...let's use the kitchen table, so we can lay everything out.
3. [As sitting down] Let's talk about getting you to _____ [motivation]!

CONFIRMING MOTIVATION

4. Now, the first thing I'd like to do is...review your situation and...what's important to you about making this move...is that OK? [Review & confirm SELLER SHEET Questions 4-13] Fantastic!
5. Now...I have three bottom line questions for you. Are you ready?
 - #1 Are you definitely ready to... sell your property? (Yes.) Fantastic!
 - #2 Will you...price it where it will sell...or are you OK just keeping it on the market for a long time? (Yes/Not Sure) Great!
 - #3. And most important, _____...Do you...want me... to... get it sold...for you? () Terrific!

[If they say "yes," go to PRICING. If not, go to CONFIRMING THE GOAL.]

CONFIRMING THE GOAL

6. _____, the purpose of our meeting today is two-fold:
 - #1. Is for me to provide you with some very important information about what it's going to take to...get your house sold...for top dollar...so you can get to _____ by _____ [motivation] ...right? (Yes.)
 - #2. Is for us to...decide today... if the right thing for you is to...work with me ...in the sale of your home. Does that sound fair enough? (Yes.) Excellent!
7. And whether you...decide to hire me...or not....I hope it will become clear to you through our meeting....that my goal is to help you get what **you** want. If I can't help you...I'll tell you today...because I'm not interested in just getting a listing. I'm **very** interested in helping you get to _____ [motivation]. ...Because that's what you want, right? (Yes.)
Then we're on the same page!
8. Now...There is really one key item that we have to address today...and that is to...determine the right price...to set on your home...that will cause it to sell. Because obviously you don't want to...put it on the market...to have it **not** sell, correct?
9. Here's what I will do...as soon as you...decide to hire me... I am going to do everything it takes through my Action Plan to...get your home exposed ...to all of the qualified buyers in the market. That is the kind of exposure you want, right? (Yes.) Great!

10. So the key today is for us to...establish the right price... that will make those qualified Buyers excited about your house when they see it. Does that make sense?

CMA PRESENTATION:

11. In preparing for our meeting, I did a thorough Market Study for your home...also called a Comparative Market Analysis...Are you familiar with this? (Yes/No) Perfect!

12. There are 3 main parts to the market study: (*point to each section as you explain it*)

A. **First are Active Listings.** These are your competition, right? I call this "Hope Land"...because it's what people HOPE to get for their house...but you don't know...what it's actually going to sell for...right?

B. **Second are Expired Listings.** Do you know what these are? () That's right, homes that didn't sell at all. They wanted to sell, but something went wrong. I call this "Never Never Land." Can you see why? () Exactly. ...Because you NEVER want to be here, right?

C. **Last are the SOLD houses.** This is "REALITY." Because it tells us what homes are actually going for in this market. Are you with me? (Yes.) Excellent.

13. So this [SOLDS] is where we'll focus today...because obviously...to get you to _____ by _____ [motivation], in which of these three categories do we...want your house to end up? (SOLD.) Exactly!

14. The purpose of the Market Analysis...is to determine the value of your home...

A. **First, as Buyers** will look at it... and second as an appraiser will look at it... I'm sure you can understand why that's important, right?

B. **First...the appraiser**, because that's who the lender will hire to determine the value of your house based on what comparable homes are actually selling for...which is what Buyers are actually paying **now**. Does that make sense?

C. Second, to make sure we price your home in a way that will...make it attractive to Buyers. Is a BUYER only going to look at your home...or are they going to shop around and compare your home with others? (Compare.) Obviously!

D. So as they look at houses...what do you think they are comparing? () Exactly. They are comparing the features, such as quality, condition, and location, AND...they are comparing price.

E. Are you ready to take a look?

15. [GO THROUGH the CMA with them, start with ACTIVE. Focusing on SOLDS.]

A. This home is comparable to yours...

B. Notice, how many bedrooms? () How many baths? () How big is the garage? () What year was it built? () How many square feet? () [Wait for them to answer.]

C. Have you seen this home? [*Explain...comparing features of each property...*]

1) Your house has more value than this one...because...(explain why)

2) [OR] This property is a little nicer than yours...because...(explain why)

3) [OR] This property is very comparable to yours...(explain why)

D. What was/is their price?

E. Notice how long on the market?* How's that going to work to get you to _____ by _____ [motivation]?

16. So based on what the market is telling us...what price do you feel will... get Buyers excited ...about choosing your property over our competition?

PRICING

17. After looking at your house and reviewing what the market is telling us... I'm suggesting we... list the house for \$ _____. ...And you can see why that's the right price, correct?
18. That will get you the best price for your home in this market, in the best time possible...so we can get you to _____ by _____ (their motivation). Won't that be exciting!?
19. Do you have any questions about anything we've covered? (). Are you ready for the next step?

NET SHEET PRESENTATION

20. The net sheet gives you all the costs associated with selling your house...and how much you are actually going to walk away with after the sale of your house. That is something you would like to know, correct?

[GO THROUGH NET SHEET WITH THEM]

21. These are all standard closing fees & expenses for Sellers. Any questions on that?

[FINISH SHOWING OR CALCULATING THEIR NET]

22. Based on a realistic sales price of \$ _____ and a closing date of _____...here are the ESTIMATED total net proceeds to you at closing (and after your tax escrow refund)... [CIRCLE THE NET \$ AMOUNT]

23. _____, is that a number you can live with? (Yes/No.)

A. *[If they say yes, go to DECISION. If not:]* I understand...it's less than you were expecting. Is it a number you could live with if you had to? (Yes.)

DECISION

24. So we'll...get it on the market at \$ _____ ...which we agreed is the right price, correct? (Yes.) Excellent!
25. And...I'm ready for you to...put me to work! Are you ready to...let me help you...make this move happen...and get to _____ [motivation]? (Yes.) Awesome!
26. I'm going to have you...initial right here...on the CMA and the Net Sheet... *(Put your initials first and a spot for theirs and let them initial.)* And then we'll take care of the rest of the paperwork...and I'll get to work! Congratulations! *(Shake their hand and proceed to signatures.)*

PRICING OBJECTIONS:

“That’s not enough.” Or “That’s too low.” Or “We have to get more than that.”

I understand... that's less than you were hoping for. (Pause) However, you can see why that's the right price, right? ...Based on what the market is actually telling us. (yes.) Excellent.

“Can we start higher?” Or “We want to try it at a higher price.”

1. Of course...that's always an option...to test the market, right?
2. You want the good news or bad news first? (Good/Bad.) The good news is...these sellers (point to comparables that have been on the market a long time) have already done that for us. Does that make sense? [Explain how many price reductions they have had, etc.]
3. So the reality is... starting at a high price actually works against you. That's the bad news, right? () Exactly
4. Because the best time to get top-dollar in this market is when a home first hits the market. You do want top dollar, right? (Of course!) Absolutely!
5. That's why...as you can see...\$ _____ is the right price...to get the most buyer interest fast...which will always get you the best price. Make sense?

**Always be prepared to explain number of price reductions a listing has had along with days on the market, because it tells a story that can help keep the seller from making the same mistake.*

Also be prepared to show how homes were positioned in the market that sold fast or for full price or above. The more you know about the statistics, the more powerful you will be.

PRESENTATION GUIDE NOTES:

Your initial walk through the home should be brief. Take notes of key items you notice and that's all. You can do a thorough walk-through after they hire you.

#3,#6,#7,etc.) _____[motivation] - Every time you see a blank with "[motivation]," you are going to fill in the blank with whatever their primary motivation is...such as:

- "...San Diego by the end of summer!"
- "...your new home on the golf course!"
- "...your new job in Pheonix!"
- "...out from under all this financial stress."

Remember, their motivation is your leverage to help them make the decision to hire you.

#4) The SELLER SHEET has all the pre-qualifying questions you ask before going on the appointment to identify their motivation and potential objections, etc.

#5-3) If they say "yes" to hiring you up front, skip to PRICING only if:

They know and trust you enough to price it where you recommend.

You feel confident that they are actually ready to sign the listing agreement at the right price. (if you skip to PRICING and then run into resistance, go back immediately to CONFIRMING THE GOAL.)

#12) At this point, show them the CMA, but do NOT hand it to them. Keep it in your hand as you explain the 3 parts to them. (If you hand it to them, they will immediately stop listening to you and start reading it and interpreting it on their own.) And as you explain each part, use your other hand to firmly point to each section "Dream Land," "Never, Never Land," and "Reality" as you describe them. The key to getting sellers to accept a realistic price for their property, is helping them to associate pain with the prices of Active (Dream Land) and Expired listings (Never Never Land) and to associate pleasure (Reality) with Sold listings. Nobody wants to think of themselves as living in "Dream Land" or "Never Never Land." This process is call "Visual Anchoring" in NLP, and is very powerful in getting them to list at the right price.

#15) As you ask them each question, "How many bedrooms?" etc., it is critical that you let them give the answer. When the read the data on the CMA aloud, they are subconsciously confirming that they accept the data as true. Once they do this, they are much less likely to argue with you or the CMA about the validity of the information as it relates to setting a realistic price on their home.