Step 10 – Listing Presentation Planned and Practiced

Listing Presentation Part One

(Top Pros use this presentation for their center of influence and referrals because they already know, like, and trust them.)

Hi, thanks again for having me over. Shall I take off my shoes? (Top Pros always ask this as it builds instant rapport) I'm excited about getting your home on the market and getting it sold for you…

Do you mind if we sit at the kitchen table? Then we'll take a look at your home.

I have three key questions for you …

Do you absolutely have to sell your home? Right!
Will you be pricing your home to sell? Great!
Do you want me to handle the sale for you? Excellent!

(If no/maybe: What will make you feel comfortable with the decision to list with me now?)

Do you have any questions? If no… Great!

All we need to do now is simply sign the contract so I can help you get what you want in the time you want, won't that be great?

IF THEY SAY YES, STOP TALKING. WRITE THE CONTRACT!
If they are not ready to sign yet, go to listing presentation part 2

Share your success and let Coach Carol know you've completed this step.

Copy and paste this tweet onto Twitter: *I just completed Step 10 in my Top Pro Seller Certification @CarolMazur #topprogroup*

Becoming a high volume top producer is a serious step in life, which requires professional systems and guidance. Congratulations on putting your expired systems in place!

Search **e10** for additional real estate training tips.