LISTING INTERVIEW

Name _____ Date _____

Address _____

Phone _____ E-Mail _____

1. Take a quick look at the home.

2. Sit at the kitchen table or stand:

3. I wrote down 3 very important questions for you . . .

   A. Do you absolutely have to sell your home? Fantastic!
   B. Will you . . .price your home to sell? Great!
   C. Do you. . .want me . . To handle the sale for you? Excellent!

   (If you client replies "yes" to all three questions, go directly to the listing paperwork)

4. At the end of my presentation tonight, 1 of 3 things will happen:

   A. You'll have the opportunity to **list your home with** me . . . Or
   B. You'll decide not to **list your home with me** . . . Or
   C. I'll decide not to take your listing, and any one of these three things are perfectly fine!

5. Let's review the questions I asked you over the telephone. . .

   A. You said you were moving to _____, correct?
   B. You said you had to be there by _____, right?
   C. You would like to price your home at _____, is that correct?
   D. And, you said you owe approximately _____, does that seem accurate?
   E. Now, you weren't planning to sell this home yourself were you? _____Terrific!
   F. You do (do not) want your money out of the sale of your property, correct? ____ Great!

6. There are only 2 issues we have to look at tonight: #1: **Your motivation to sell** this home and #2 **the price we s**et on your home. It's very important that you understand those are the only 2 issues in selling real estate today. Do you have any questions about that? _____ Great!

7. I've prepared what we call a Comparative Market Analysis. There are 2 parts to this research. Part 1 we call "*fantasty land"*! That is what homeowners **list** homes for. Part 2 we call *"reality"!* That is what real estate agents **list and sell** houses for.

   We're going to decide tonight where you're going to spend your time. Let's go through the two parts together. . . *(Review the CMA at this point)*

8. Now that you have seen these prices, I'm going to recommend a price of $ _____.
   Will you *(name)* **list your home with me** for that price tonight? Terrific!

9. What price do you absolutely have to have? $ _____ Ouch! That may be cause for concern.

10. Based upon that, there are a couple of very important questions I need to ask.

    A. Specifically, **why** do you feel your home is worth $_____ more than your neighbors?

    Option A: *(Name)* In today's market, that means you've simply brought your home up to selling standard, correct?

    Option B: So, allow me to ask, if a buyer wants to buy your home but they plan to get rid of *(recite whatever the amenity or feature they spend money on to update, etc.)* the moment they buy your home, how much is it worth then?

    Did you add that to your home for the benefit of the next buyer or did you add that for your own enjoyment? Great! If **you** were purchasing a home and 2 similar homes were for sale, one for $ _____ the other for $_____, which would you buy? Exactly! Wouldn't you want to use the extra $_____ to do what you wanted to the home? **Don't you think** most buyers would feel just like you? Exactly!

11. Based upon what we know, I'm going to again recommend a list price of $_____.
    Do you want to **list your home with me tonight** for that price?

    (Go directly to the listing paperwork or now you must make a decision on a price. Do you take it at your price or at their price?)

12. *(Name)* do you realize what it means to have a home "overpriced"? Terrific!

13. May I tell you what happens when a property is **overpriced**? You have fewer showings than if it's priced properly, meaning fewer people will **even look** at your home just because of your price. And, at your price, you'll be helping the competition sell their home. May I explain?

14. There, I'm going to recommend, once again, a price of $_____, based soley on what we know. Do you want to **list your home with me** for that price tonight?
    Tremendous!

    (If the client say yes, yet still insists on starting at a higher price, either smile and take the listing or discuss the "Listing High and Coming Down Later" objection and handler)