The Listing Presentation Script

One, Five and Twenty Minute Presentation

Hi...thanks again for having me over...I'm excited about getting your home on the market...and getting it sold…

Do you mind if I take a quick look at your home?

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

1. Do you absolutely have to sell your home? (Whatever they say) Fantastic!
2. Will you . . .price your home to sell? (Whatever they say) Great!
3. Do you...**want me**...To handle the sale for you? (Whatever they say) Excellent!

If at this point, they agree to list the property with you at the indicated market value price, proceed directly to signing the listing contract and all related addendums, and disclosures

The Presentation of the Market Analysis

4. *(Name)* at the end of my presentation tonight. . .one. . .of three 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 quickly take a moment to review the questions I asked you over the telephone. . .

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

6. Now. . . there are only 2 issues we have to look at tonight: number one: **Your motivation to sell** this home and number two **the price we s**et on your home.

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** homes for. We're going to decide tonight where you're going to spend your time.

8. The purpose of the Comparative Market Analysis. . .is to determine the value of your home. . .in the eyes of a **buyer**...Do you know how **buyers** determine value?

9. Buyers determine value by comparison shopping. They look at the price of your home based upon its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

10. For example...if you were going to purchase a new car...and one dealership had a care for $20,000 and another dealership had the same car for $20,000...but….it had a CD Player and fancy rims...Which car would be more valuable? . . .Why?

11. What if the first dealership...put the car with NO CD player and rims...on sales for $15,000...Which would be a better value then? . . .Why?

12. So. . .you can see. . .that if you want to increase value:
    a) Lower the price . . . Or . . .
    b) Add more features and benefits . . . For the same price . . .Does that make sense? Good!

13. So. . .unless you are planning to add more features and benefits to your home. . .Are you? . . . (No . . .) **price** is the **ONLY** issue. . .Can I show you what I mean?

    a) This home is just like yours . . .
    b) How many bedrooms?
    c) How many baths?
    d) How many square feet?
    e) Do you know this neighborhood?
    f) Have you seen this house?

    (Based on the features and benefits of the home tell them)

    1. Your house is better
    2. This house is a little better than yours
    3. This house is very similar to yours

    (Justify what you said by comparing their features and benefits)

g) What price are they asking?

h) Look how long it's been on the market?

i) you need to be in _____ by _____ . . .right?

14. What price do you fell we should use . . .to create value in the eyes of the buyer … and get someone to decide to buy your home versus the competition?

(If their price is unrealistic proceed to #17)

15. Now that you've seen those prices. . . I'm going to recommend a price of $ _____ . . . Will you (name)...**list your home with me**...for that price tonight?

16. 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?!!

17. *(Name)* what price do you absolutely have to have? ( ) Ouch!

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

19. Specifically. . .why do you feel your home is worth $_____ more than your neighbor's?

20. (Name) in today's market place...that means you've simply brought your home up to selling standard. . .right?

21. All home needs *(Whatever improvement or enhancement the seller made)* . . . Right?

22. Let me ask you a question...If a buyer wants to buy your home. . .but. . .they plan to get rid of _____ the moment they buy your home. . . How much is it worth then? Exactly!

23. Did you _____ to your home for the next buyer . . .or . . .for your own enjoyment?

24. If you were purchasing a home. . .and two similar homes were for sale. . .one for _____ and one for _____ . . . Which would you buy?

25. Wouldn't you want to use the extra (amount of money). . . To do what you wanted to the home?

26. Don't you think most buyers would feel just like you? Of course they would.

27. That's why. . . I'm going to recommend. . .a price of $_____. . . Based on what we know… do you want to . . .**list your home with me**. . .for that price tonight?

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