



Listing Presentation
Script Book



Prequalifying Script:

“Name, before our meeting on _____, I need to ask you a few important questions to make sure I can help you get the best possible price in the least amount of time, would that be ok with you? (Great)

Can you please describe the home for me in detail? This will help me prepare the right price analysis and similar comparable sales. (thanks)

You said you are moving to _____, correct?

You also said you prefer to move by _____, right?

Do you have any existing mortgage on the property?

Do you mind telling me how much you owe? This will help me prepare a net sheet to show you how much you will actually net from the sale...

During our meeting, while I present you my plan of action along with my marketing plan... as long as everything makes sense to you and you feel absolutely certain and assured that I can sell your home (for the price and terms you want), will you then agree to list your home with me?

Are you scheduled to interview any other agents? (if so, would you mind sharing who are the other agents?)

Assuming you'll decide to list your home with me, how much would you want to list your home for? (Interesting)

Is that your bottom line price or do you have some room to negotiate? (I see)

I will be sending/delivering you a pre listing package with all the information necessary for our meeting. Can you review the information before I arrive? (Fantastic)

Our meeting will take between 25-30 minutes. Is that Ok with you? (awesome)

BTW can you make sure that all the decision makers will be at the meeting? (great)

Do you have any specific questions for me? (Great)

I will see you _____ at _____. “



Listing Presentation Part 1

“Hello Mr. & Mrs. Seller, it’s nice to finally meet you ☺ ...Would you mind if I leave my stuff at the kitchen table while I take a quick look around the house and make some notes?... (Great!)”

A side note: If a kitchen table is not available, go to the dining room table. Don’t sit on a coach!

Upon your return:

“Thank you very much... I am very excited about the opportunity we’re having today... to get your home sold...and get you closer to _____ (insert where they’re moving to)... let’s begin the process now, shall we? (Great)”

At this point you are ready to begin setting some positive expectations. Ask them for the pre-listing package and once they give it to you, continue with:

“_____, Naturally... at the end of my presentation today... you’ll be able to understand what it takes to... sell your home quickly...while maximizing the selling price...Isn’t that what we want? (awesome!)”

“Now, there are 3 possible outcomes we can expect today:

- 1. You’ll feel great about my marketing plan and the price we choose... and you’ll decide to...list your home with me...OR***
- 2. You might feel uncertain about the process and need some time to sleep on it...Or***
- 3. I might not be able to take the listing, if our expectations are not aligned...***

I just want you to know that any one of these options are fine by me...”

At this point you are ready to begin part 2 of the presentation.



Listing Presentation Part 2

“I’ve written down some important questions for us to discuss... do you mind if I read these questions to you?” (Thank you, SMILE)...

At this time we’ll continue with the questions portion of the presentation. Continue here:

“Did you make a definite decision to sell this home?”

Would you like to price your home to sell quickly?... Or... would you prefer to price it HIGH... and keep it on the market for a LONG period of time?

Once we find a “ready, willing and able” buyer for your home... how quickly can you close?

During our phone conversation you mentioned you were moving to _____, am I right?

And the reason you are moving there is _____?

You mentioned you prefer to move by _____, correct?

And you want us to list it for _____, is that right?

Are you interviewing any other agents?



Listing Presentation Part 2 continue

What expectations do you have... from the agent you'll choose... to list your home with?

Thank you for taking the time to answer these questions...

Now...before we get into pricing, it's important to understand the 3 main issues in selling real estate today:

- 1. The seller's motivation*
- 2. The buyer's motivation*
- 3. The listing price*

Since we know buyers determine value by looking at what's currently available for sale... then they compare these homes with other similar homes that have recently sold... and based on that information they come up with an offer.

I have prepared a home evaluation report for you which I included in the pre-listing package that I sent/gave you...

Did you have time to go over it? (great)...

The study is showing us comparable homes that are actively listed... as our competition... and other similar homes that have recently sold...these will also help us make sure your home will appraised....it makes sense doesn't it?

Great...let's take a look..."



Listing Presentation Part 3 (Active)

Ok, let's get into the home evaluation report script:

“These 3 homes are actively listed for sale...let's look at the first home:

1. Address: _____.

- ***It has _____ Br's & _____ baths***
- ***It has been listed for _____ days/months***

(if they reduced the price, show and talk about the reduction now)

- ***It is listed for \$ _____***
- ***Did you get to see this home?***

let's look at the second home:

At this point simple repeat the process above on all 3 homes and then move into the actual solds.



Listing Presentation Part 3 (Sold)

Now let's look at a few similar homes that have recently Sold:

1. Address: _____.

- *It has _____ Br's & _____ baths*
- *It has been listed for _____ days/months*

(if they reduced the price, show and talk about the reduction now)

- *It is listed for \$ _____*
- *Did you get to see this home?*

let's look at the second home:

At this point simple repeat the process above on all 3 homes and then move into the actual solds.

Continue here:

“Did you get to see any of these homes before?”



Listing Presentation Part 3 continue

“Now that we know how buyers determine value...and we also know buyers will compare your home with the competition, especially with these homes that have been recently sold... which price do you feel we should use to position your home above the competition? (great)

If you wish to sell your home fairly quickly...based on my experience and knowledge of the market, I would recommend to begin with \$_____.

This way, you'll be able to get what you want, in the time frame that allows you to _____ (mention their motivation/reasons to sell).

Let's go over the agreement and make sure you understand the process...



Listing Presentation Part 3 continue

If they are objecting the price at this point, saying: ***“We cannot list our home less than \$_____”***
(which is more than your recommendation), use this objection handler:

“_____, If you were a buyer looking for a house today (similar to yours), How would you feel about that price?... Wouldn't you prefer to buy the other house (similar to their house) and spend the extra \$_____ on a new kitchen or a new bath? Or _____? Of course you would, I would too...”

Now, don't you agree that we should do what's best for your situation, and position your home above the competition to get it sold faster?

Great!

let's go ahead and take a look at the rest of the agreement, shall we?



Handling Objections Scripts

We wish to hire a local company... OR... Your Office is too far... Or... we never heard about your company” (and any similar variation of that objection)

One way to handle it:

“That’s a valid concern ... _____, based on my marketing plan of action I shared with you tonight and what we spoke about so far... do you feel I can sell your home? Terrific! ... I think you understand that companies don’t actually sell homes ... in today’s era the individual agents are actually the ones who sell homes ... let’s do what’s best for you and start the process today”

Another way to handle it is:

“When a home seller, like yourself, is not very familiar with how homes actually sell in today’s market, that can be a valid concern... Can I tell you what I mean by that? In today’s era, the majority of buyers are working with an agent as well as searching online, and since agents have access to all homes for sale through the MLS system, the buyers are coming to look at your home from all over the country... Does that make sense?...let’s do what’s best for you and start the process today”

Another way to handle it is:

“That’s a valid concern ... you see, I work with agents from all over the country who represent buyers in our community... In addition, when buyers search for a home in this community on Zillow or Trulia they’ll immediately see all my listings in this community...so, when you list your home with me, your home will be exposed to all buyers who search on these platforms...Isn’t that what you want? An online exposure of your home to all these buyers?...Of course you do...let’s do what’s best for you and start the process today”.



Handling Objections Scripts

An agent from XYZ company said they could get me more money...OR...Another agent agrees to list our home for higher price.

One way to handle it:

“I am sure there might be some desperate agents out there who will agree to overprice your home, and then use your home as a marketing tool to find buyers and show them other homes ...but what’s in it for you?... They will help selling your competition instead of selling your home and you will be the one ending up losing time and money not them. Can you see why that will work against you? great...let’s do what’s best for you and list your home for \$_____?”

Another way to handle it is:

“I understand...but have you considered the fact that an agent who will agree to overprice your home, is simply using your home as a marketing tool to attract buyers for other homes?”

Another way to handle it is:

“An agent who agrees to overprice your property ... assumes they can take the listing now ... and then they will start beating you up on the price on a weekly basis ... is that what you want? Of course not...These agents are afraid to tell you the truth so they choose to lie and take the listing. I prefer to tell you’re the truth. Isn’t that what you want?”.

Another way to handle it is:

“Can you share with me how will you benefit from listing your home at the wrong price?...Let’s go over the prices of your competition one more time shall we”



Handling Objections Scripts

We can only give you a 30 day listing (or any shorter term than the minimum 6 months)

One way to handle it:

“Unfortunately my company’s policy is minimum 6 months for all listings. But, here is what I can do for you today: if for any reason you are unsatisfied with my services and wish to cancel our agreement, I will give you an unconditional withdrawal and you will have no obligation. _____, I don’t want to force anyone to have a professional relationship with me especially if they don’t like me. Does that make sense?...great! let’s do what’s best for you and start the process today”

Another way to handle it is:

“I am sorry _____, but my broker will not allow it. 6 months is our company policy... since we invest our money and time on your behalf and we don’t charge you for it...until we sell your home... which is what you need... an agent who can get your home sold, correct? (great)...Let’s do what’s best for you and simply begin the process shall we? ”.

Another way to handle it is:

“ _____, How fast do you want your home to sell?... If you are willing to list your home for (suggest a much lower price), I am sure we can sell it in one week, therefore a 30 day listing is OK. But if you want to list at (their price), based on the information I just shared with you (the other active listings in town), you can clearly see that 6 months will be the minimum time frame to sell this home...let’s do what’s best for you and start the process now, shall we?”



Handling Objections Scripts

We prefer to sell ourselves and save the commission OR we might want to sell it by ourselves for the next ____ days to save commission OR we feel that we can sell our home by ourselves and pay you the buyer side commission if you bring us a buyer...

One way to handle it:

“I understand you can save commission by selling it yourself but that leaves you only 2% chance of selling it...can I explain why? Based on a research from National Association Of Realtors, only 2% of all buyers are looking at for sale by owner listings ... while 98% of all homes buyers are working with real estate agents like myself...therefore 98% of all homes are listed and sold by real estate agents ...You don't want to have only a 2% chance of selling your home, do you?

Great! let's do what's best for you and start the process today

”

Another way to handle it is:

“You might save the commission, but you won't net more money from the sale. Can I explain? Based on a research from the national association of realtors, it's a fact that only 2% of all buyers are looking for for sale by owner listings ... while 98% of all homes buyers are working with a real estate agent like myself...therefore when you list your home with me, automatically more buyers will come to see your home ... and that will obviously bring you more offers to negotiate and up your chances to get a higher price.You want to have more buyers looking at your home, do you not? let's do what's best for you and start the process now, shall we? ”.



Handling Objections Scripts

We prefer to sell ourselves and save the commission OR we might want to sell it by ourselves for the next ____ days to save commission OR we feel that we can sell our home by ourselves and pay you the buyer side commission if you bring us a buyer...

Another way to handle it:

“I agree... and since more than 97% of buyers choose to work with a real estate agent, by selling it yourself you are dramatically reducing the amount of showings as well as your opportunity to receive more offers. Don't you want all the buyers who can qualify to buy your home... to come look at it? Obviously the more offers you get, the better chance of netting more money from the sale and that is clearly what's best for you, right?”



Handling Objections Scripts

Let's list higher, we can always drop the price later... OR... We want to list for \$_____ and then if we don't sell in a few months, we'll reduce the price... OR... Can you list it for \$_____ and then if we don't get any offers we could talk about reducing the price?

One way to handle it:

“Mr. & Mrs. seller, I understand you want to list high and leave room for negotiations ... Can I tell you how that might work against what we're trying to achieve?

In today's market, most buyers won't even bother looking at homes that are priced too high ... knowing that this approach will significantly lower your chances of selling this home... Is that what you really want?...Wouldn't you prefer to have a lot more buyers take a look at your home and then we'll have a much better chance of getting offers... Isn't that better than having no offers at all?... let's do what's best for you and list your home at the right price to attract more buyers, shall we?”

Another way to handle it is:

“Although listing high might sound like a good idea... most buyers will avoid looking at homes that are priced too high...They will simply go to the other homes in town that are priced right and you will lose a lot of potential buyers that might want to buy your home if it was priced right. Wouldn't you prefer to have multiple buyers bidding on your home, than having no offers at all?...let's do what's best for you and start the process on the right foot, shall we? ”.



Handling Objections Scripts

Let's list higher, we can always drop the price later... OR... We want to list for \$_____ and then if we don't sell in a few months, we'll reduce the price... OR... Can you list it for \$_____ and then if we don't get any offers we could talk about reducing the price?

Another way to handle it:

“Although listing higher at the beginning might sound like a good idea, it will actually hurt you. Can I explain why?... When you list your home at a high price... you are making a statement to the buyers that you are not motivated to sell yet... Now... since all the motivated buyers that are qualified and ready to buy don't like to work with unmotivated sellers... you will cut your chances of selling and end up with the unmotivated buyers that never buy unless they get a “good deal”, meaning they will lowball you with ridiculous offers hoping you will significantly drop your price. Wouldn't you prefer to have all the motivated buyers to come and see your home? ...let's do what's best for you and list your home for \$_____, shall we?”



Handling Objections Scripts

Let's list higher, we can always drop the price later... OR... We want to list for \$_____ and then if we don't sell in a few months, we'll reduce the price... OR... Can you list it for \$_____ and then if we don't get any offers we could talk about reducing the price?

Another way to handle it is:

"You're right, listing high is an option... and let me show you why this option might ultimately give you the exact opposite result and will actually drive your final sales price down..."

When we list your home at the right price and market it with the strategies I've shared with you today... your home will sell and it will sell for top dollar...

on the other hand...if we release your home to the market at the wrong price, all the other experienced agents who see it will know it's overpriced...and they'll suggest their buyers to wait for the seller to get more realistic... and then these agents will stop showing your home to buyers until you drop your price...then once we reduce the price the agents will ask the buyers to wait a bit longer until you, the seller, get desperate to sell...and when we reduce the price again, they start giving you lowball offers at a much lower price...

In this process we lose momentum and have less showings, which reduces our chance of getting what you really want. Bottom line, the longer you are on the market for the wrong price, the lesser chance we have of getting your home sold for top dollar.

Since we want to maximize the price for your home, I suggest we list your home at the right price from the beginning and drive more buyers to compete and make multiple offers...let's do what's best for you and list your home for the right price, shall we?"



Handling Objections Scripts

We need more time to think about it Or we are not ready yet

One way to handle it:

“I understand... This is clearly an important decision to make...Can I ask you a question? ... Based on my presentation tonight and everything we discussed so far, do you believe that I can sell your home? Great! Do you also believe that by putting your home on the market and exposing it to the maximum amount of buyers, you are increasing the chance of selling your home? Great! ... and by maximizing your exposure, you also maximize your chance of getting a higher price...and that is what’s important to you correct? Great, let’s do what’s best for you and start the process now, shall we?”

Another way to handle it is:

“I have an idea...Why don’t we finish signing the paperwork right now and postdate it for tomorrow evening, this way contingent upon your approval by tomorrow evening you’ll have all the time you need to sleep on it... and if you’ll choose not to list your home at that time, we will simply change the date on the listing...or cancel it...Does that make sense?”

Another way to handle it is:

“I understand, selling your home is a big decision... When we spoke over the phone yesterday, you mentioned you need to sell because (_____)... right?...Did anything change about your need to sell?

if they answer No, continue with:

“Great!, let’s do what’s best for you and start the process now, shall we?”

If they answer Yes, continue with:

“I see...Can you share with me what specifically changed about your situation?”



Handling Objections Scripts

Another way to handle it is:

“I hear you...and may I ask you: What is it specifically you need to think about?...”

After they answer, follow with one or all of the following:

Is it my marketing plan of action?

Is it my final listed price?

Is it my commission?

If you realize the sellers just need more time to think, continue with:

“Mr seller, do you feel I can sell your home?”

If they say yes, continue with:

“I have an idea...Why don’t we finish signing the paperwork right now and postdate it for tomorrow or the following day, this way you’ll have all the time you need to sleep on it with no pressure and if you decide to list with me, I will pass by to pick up the paperwork and begin the process. How does that sound?”

After they sign it continue with:

“Now that you’ve signed the paperwork, do you feel a little bit more relieved? That’s very typical. Now the questions is, do you want to hold the contract for another day or two or are you ready to put me to work for you right now?”



Handling Objections Scripts

I was thinking to list with a relative/friend OR...I have a realtor friend..

One way to handle it:

“I understand what you mean since we all have friends in the business... May I ask you a question? ...

What’s more important to you at this time:

Doing your friend a favor...or...

Getting your home sold?”

Wait for an answer! And then ask:

What’s your plan B in case your friend won’t be able to sell your home?...(I see...)

May I make a suggestion?...When you list your home with me today, your friend will make 3% commission if they bring us a buyer...and if they don’t, we’ll still promote your home to all the other agents in town as well as to all the buyers that are looking for a home in this area, this way it’s a win win for you...does that make sense?

Great, let’s do what’s best for you and start the process now, shall we?

Another way to handle it is:

“Great, let’s do what’s best for you and start the process now, and I will contact your relative first thing in the morning to let them know they can show the house if they have any clients, they’ll make 3% commission for selling it and you get the best of both worlds”.

Another way to handle it is:

“That’s great. Can I tell you why? Since half of the commission will go to the buyer agent, they will have a chance to make 3% commission if they really have a buyer for your home and if they do it quickly, I will even throw in a bonus for them. Won’t that be great?



Handling Objections Scripts

I was thinking to list with a relative/friend OR...I have a realtor friend..

Another way to handle it:

“That can be a positive or a very negative thing. Can I explain? If they manage to sell your home everyone will be happy... But, if you will have a negative experience, and they won’t be able to sell your home, this can literally ruin your relationship. On the other hand, when you list your home with me, they will still have an opportunity to make 3% commission in case they have a buyer, and in case they don’t, your relationship will stay positive. Doesn’t it make sense? ”

Another way to handle it is:

“Have you consider the fact that you might need to reveal more private information to your friend than you’d like? When we start negotiating the sale, we will need to discuss your finances, your private life and our bottom line. Do you really want to expose that information to your friend? Plus, assuming you might get irritated or mad throughout the process, would you rather be yelling at your friend or yelling at me?”.



Handling Objections Scripts

We are scheduled to interview some other agents... OR... We'll let you know in a few days after we are done interviewing other agents ... OR... We still want to interview other agents

One way to handle it:

"I understand... This is clearly an important decision to make...Can I ask you a question? ... What are you looking for in an agent that I haven't already committed to do for you? ...

Based on my presentation and everything we discussed so far, do you feel that I can sell your home? Can you see the benefit in my marketing plan of action? Great!than let's do what's best for you and start the process now, shall we?"

Another way to handle it is:

"I respect that decision....and let me ask you a question: What would cause you to decide to hire me today without meeting any other agents?"

When they reveal to you the real reason behind interviewing other agents you can say:

"So basically you are happy with my marketing plan of action and now it comes down to:

_____ (list whatever they mentioned to you, normally commission or price), is that right?"