



Listing Presentation Breakdown

ProCoaching Infinite Resources

Introduction

Hi...thank you 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?

Ask Questions

I wrote down three really important questions for you...

- 1) Do you absolutely have to sell your home? (Downswing) Fantastic!!
- 2) Will you price your home to sell or do you want it to stay on the market a long time?
(Downswing) Great!!
- 3) Do you want me to handle the sale for you? (Downswing) Excellent!!

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?!!

4) _____, at the end of my presentation one of three things will happen...

- 1) You'll have the opportunity to list your home ... with me.... (smile) Or
- 2) You'll decide not to list your home... with me... or ...
- 3) I may decide not to take your listing ... any one is fine (smile)

5) Let's quickly take a moment and review the questions I asked you over the phone...

A) You said you were moving to_____.



- B) You said you were moving because_____.
- C) You said you had to be there by_____.
- 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 on selling it yourself, were you? Terrific!
- G) You did (did not) want your money out.... Correct? Wonderful!!!

6) Now... There are only two concerns we have to look at. **The first concern** Your motivation to sell this home and **the second concern**... is the price we set on your home.

7) I've prepared what we call a Comparative Market Analysis.... There are two parts to this research. **Part one** we call fantasyland... this is what homeowners list homes for and **part two** we call reality... this is what real estate agents list and sell homes for. We're going to have to... decide today... where you're going to spend your time... Does that sound good?

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 on its features, benefits and compare it with features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

10) For example... (go visual) ... if you were going to purchase a new car.... and one dealership had a car 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 these features didn't matter to you? What would you expect the other dealership to do in order for you to even consider buying their car?

12) So...just like you just said they would need to....

- a. Lower the price.... Or
- b. Have more features and benefits for the same price.... Does that make sense? Good!!!

(Review their house now)

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

(Review Comps)

- A) This home is just like yours....
- B) How many Bedrooms?
- C) How many bathrooms?
- 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 why you said that 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?

AFTER COMPARABLES ARE PRESENTED.....go to #14

14) What price do you feel we should use to create value in the eyes of a buyer... and get someone to decide to buy your home versus the competition? **IF THE NUMBER IS RIDICULOUS, GO BACK TO COMPS. REMEMBER, COMPS ARE FACTS!**

Ways of handling Price Objections

15) Now that you've seen these prices.... What price would you list your home for?
...Will you _____, list your home with me for that price today?

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) _____, what price do you absolutely have to have? Ouch!!!

18) Based on that There are a couple of very important questions that I need to ask you?

19) Specifically... why do you feel your home is worth \$_____ more than your neighbors?

20) _____ in today's marketplace.... That means you've simply brought your home up to selling standards.... Right?

21) All homes need _____...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 add that 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) Would you want to use the extra \$_____ 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 am going to recommend a price of \$_____ based on what we know. Do you want to list your home for the price today?

All we need to do now is simply sign the contract so that I *can help you get what you want... in the time you want. wont that be great?!!!*