Yay, You have a Listing appointment set! Now what?

Before the listing meeting:

1. Have sellers fill out the client intake JotForm
2. Email the pre-listing meeting guide to sellers

Day of listing meeting:

1. Show up on time, prepared, with a smile and positive attitude. Be confident in yourself and your abilities
2. Set your things at the dining room table then ask the seller to take you on a tour of the home (take your notebook & pen)
3. Give compliments and point out features that will be good selling points- take notes of these special/unique features
4. Ask questions about the age of the roof, HVAC system, hot water tank, appliances, is it on a well, is it on septic, etc. are there any reserve items? Curtains, rods, tv mounts. – take notes
5. If you see any major problem areas (large stains on carpet, in need of paint, holes in wall, etc,) note those, ask if they plan to repair those areas, do they need contractor contacts?
6. Meet back at the table, go through the seller's guide and show them what you will do to get their home sold. Find out what their motivation to move is. What's their timeline? What is their work schedule? Are there pets?
7. Explain the showing process, showing time notifications, set expectations for the inconvenience so they are mentally prepared,

What to take to your listing meeting:

□