

Listing Presentation Elite System

Wealth Horizons Academy | \$497

WIN THE LISTING EVERY TIME

The listing appointment is where careers are made or broken. This elite system gives you the complete framework to walk into any listing appointment and walk out with the signed agreement.

THE LISTING APPOINTMENT MINDSET

You are not going to a listing appointment to pitch. You are going to diagnose, prescribe, and commit.

The doctor analogy: - A good doctor listens before prescribing - A good listing agent listens before proposing price and marketing - Sellers can tell the difference between an agent with a cookie-cutter presentation and one who has studied their specific situation

PRE-APPOINTMENT PREPARATION

Never walk into a listing appointment without: - Full CMA with 3 active, 3 pending, 3 sold comparables - Property profile (tax records, prior MLS history, permits) - Neighborhood market statistics (days on market, list-to-sell ratio) - Your complete marketing plan in writing - Testimonials from past sellers (at least 3) - A clear understanding of their timeline and motivation

THE APPOINTMENT STRUCTURE

Building Rapport and Understanding Motivation (15 min)

"Before I show you everything I've prepared, I want to understand your situation. What is driving the decision to sell? What is your ideal timeline? Where are you going next? What concerns do you have about the process?"

Listen. Take notes. Reference what they tell you throughout the presentation.

Property Tour (15 min)

Walk the home as a buyer would see it. Make mental notes about condition, improvements, and potential challenges.

Ask during the tour: "What improvements have you made? What do you love most about this home? Are there any issues buyers should know about?"

The CMA Presentation (20 min)

Present your research professionally.

Structure: 1. "Here is what is currently competing with your home..." 2. "Here is what has recently sold in your area..." 3. "Here is what did NOT sell and why..." 4. "Based on this data, my recommended list price is..."

Be direct about price. Agents who give price ranges lose credibility.

Your Marketing Plan (15 min)

Present your specific marketing plan for THEIR home: - Professional photography (non-negotiable) - Virtual tour / 3D walkthrough - MLS listing with maximum exposure - Social media campaign - Email blast to your database - Open house strategy - Targeted digital advertising - Exposure to buyer's agents network

Addressing Objections (10 min)

Be ready for: - "Your commission is too high" → Focus on net proceeds, not gross commission - "We want to list higher and come down" → Show data on price reduction stigma - "Another agent said it's worth more" → Ask for their CMA and compare the data

The Close (5 min)

"Mr. and Mrs. [Name], I have the expertise, the marketing plan, and the commitment to get your home sold for the best possible price. I would love the opportunity to represent you. Are you ready to move forward?"

AFTER THE APPOINTMENT

If they did not sign: - Send a recap email within 2 hours - Follow up 24 hours later - Follow up 7 days later - Follow up 30 days later (many listings expire before they even list)

The persistent professional wins.

Educational purposes only. Not professional advice. Results vary.

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