

Listing Presentation Script

1. Past Experience

Purpose: Learn about the seller's history with real estate and uncover their expectations.

- Have you sold a home before?
- When was your last sale?
- What worked well for you during that process, and what didn't?
- If you could design this sale to go exactly the way you want, what would it look like?

2. Motivation & Goals

Purpose: Clarify why they are selling and what success looks like for them.

- What's prompting your decision to sell right now?
- Where do you see yourself moving next? Would you like help finding your next place?
- Is there a specific date you'd like to be moved by?
- Would arriving earlier than that be helpful?
- If we reach that date and the home isn't sold, what's your plan B?
- If we receive an offer that closes quickly, within a week or so, would that timing work for you?

3. Other Properties

Purpose: Identify if there are additional transactions you can assist with.

- Do you own any other properties you're planning to sell?
- Would you like me to help with those as well?

4. Inclusions & Exclusions

Purpose: Avoid confusion later by clarifying what's staying with the home and what's not.

- Can we review inclusions and exclusions? Which items do you want to include with the home, and which ones will you be taking with you?
- Do you want appliances, window coverings, or light fixtures included in the listing, or excluded?
- Would you like me to note any exclusions clearly so buyers know up front?

5. Listing Package Review

Purpose: Demonstrate preparation, build trust, and invite feedback.

- I prepared some information for you — did you have a chance to look it over?
- Do you have any questions about what's inside?
- Based on what you've seen so far, do you feel comfortable with me handling the sale of your home?

6. Market Positioning

Purpose: Show them where their home stands in the market and set realistic expectations.

- My goal is to help you move to [insert new location] on time.
- Let's look at how the market is performing right now for homes like yours.
- Neighbourhood absorption rate, price ranges, and recent activity for similar homes.

7. Pricing Strategy

Purpose: Educate the seller on buyer behaviour and the importance of correct pricing.

- Are you comfortable listing your home at today's market value?
- Market value is set by what buyers are willing to pay and what sellers are willing to accept, considering the competition.
- Buyers choose homes first by size & style, location, and price, then by condition and features.
- Let's review your CMA: recent sales, active listings, and homes that didn't sell. Where do you think your home fits in?
- Where do you think we should price it to make sure you move on time?
- Do you feel that price will meet your timeline? If not, what's your fallback plan?

8. Readiness to Sell

Purpose: Confirm they're prepared for offers and avoid hesitation.

- If we received an offer today for \$____, how would you respond?
- If the right buyer came in over the next few days — even the very first person to see the home — would you be ready to move forward?

9. Closing the Appointment

Purpose: Confidently ask for the listing.

- My focus is to get you where you want to go, on time, with as little stress as possible, and at the best price the market allows.
- Are you ready to move ahead and get started on your listing agreement?