***Listing Appointment Strategy – The Power is in the Process!***

**Phase 1**

* Initial request call comes in
* Pull Title
* Pull old listing info off MLS system
* Pull assessment data
* Pull the CMA data
* Prepare all the listing documentation (Checklist for all documents required)
* Pre Listing Package delivered to client and all listing documentation for their review (Courier, You or Assistant delivers)
* Follow up call (Re Confirming initial meeting, date, time, confirming they received pre listing package, confirming they read it and gather items in the package for our first meeting with you)
* Pre interview questionnaire (when, why, how, who) see attached

**Phase 2 Seller Process (1st time face to face)**

* FORD – Family Occupation Recreation Dreams. Take notes…(talk long enough connection in common)
* Tour time (Nobody knows the home better than you, show me the home the way you want me to show it to the buyers) Take notes, photos, measurements (point out flaws clean, smoke, pets, repairs) Should I Question?
* Pre-planned seller questions ( see attached ), recap summarize pre listing apt questionnaire (see attached)
* Educate benefits to them of the two-stop process
* Educate them on your appraisal process
* Ask to not make any decisions before we meet again
* Confirm the second stop appointment
* Leave them with “thank you” chocolate bar, note pad, pens (Gift Swag Bag)

**Phase 3 Seller Process (all decision makers must be present)**

* Small talk first (not about real estate)
* Recap summarize our first meeting, ask if they forgot to tell you anything about their home when we first met
* Tour again (if they just love touring me around)
* Sit them down at kitchen table and do Listing Presentation
  + Sell them on the benefits to them of your presentation
  + Debunk the myth - all realtors and companies do the same thing
  + Get to see behind the scenes and know what is happening when it feels like nothing is happening
  + Hold you accountable, make sure it gets done and done right
* 22 minutes max ( BIGNESS, RESULTS, MARKETING, OHT’S) 5 mins per section
* Close – If we can agree on price, do you see any reason why you wouldn’t list with me and company today?
* Pricing Presentation Time
* Close – Sign up listing, pack up and head out

**Phase 4 Seller Process**

* Bouquet of flowers delivered to their home day one of listing
* Listing Marketing Checklist
  + Sign, Photos, Feature sheet
  + Business cards with mini MLS listing Avery sticker label on back of your cards. (50 cards)
* Deliver all copies of listing documentation (value in physical delivering)
* Build Sellers homework book with the sellers (dining room table) survey plan, utilities, tax notice, neighbors, transit, schools (Bind up nicely, master copy sticker, place on dining room table)