



## The Listing Appointment Reminder Script

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Hint from the Pros: If the customer is out of town, you still schedule an appointment for the listing – it just becomes a Zoom or phone appointment.

Hi, NAME – this is \_\_\_\_\_ (name) and I'm looking forward to our \_\_\_\_\_ (appointment time) later today.

I wanted to make sure you got the information I sent over to you, and that you had a chance to print and review it? <<yes>>

OK, GREAT! Any questions for me before I arrive? <<yes, what's your commission – I see here that you have X% - is that negotiable?>>

So, you're wondering if there's any wiggle room in the commission, is that right? << yes>>

I can appreciate you wanting to... NET THE MOST MONEY... from the sale of the property. I want that too. I'm making a note of that now and it will be the first thing we discuss that when I get there at \_\_\_\_ (time). Any other questions? ISOLATE the OBJECTION. Keep asking until they say, << no more questions>>

Ok, I will see you then! Be sure you have a spare key ready for me! Thank you!

**The point of this conversation is for you to pull from the customer whatever their questions/hot buttons may be BEFORE you get to the appointment. This gives you the chance to pull the statistics, scripts or other information to be completely prepared.**

**No matter the question, simply repeat and then say, "I'm making a note of that and it will be the first thing we discuss when I get there." Any other questions? (downswing tone)**