



PRE-QUALIFYING THE LISTING PRESENTATION SCRIPT (To be used after the appointment time is set)

NAME... before I come out/we speak tomorrow ... there are a few questions I need to ask you ... OK? (transition if necessary)

1. Are you planning to interview more than one agent for the job of selling your property?
2. Tell me again ... you are moving to/selling because _____ ... correct?
(watch for motivation change)
3. And you wanted to be there by/have that accomplished by _____
right?
4. When I see you ... how much do you want to list the property for? (do not comment after they give you this number!)

As a professional real estate agent, I study homes and prices every day, therefore I know you'll list with me ... at a price that will actually cause your property to sell and not just stay on the market indefinitely ... correct?

5. So... what price won't you go below? (use top agent tip here – buyer offer)
6. How much do you owe on the property?
7. Are there any other encumbrances on the property, second mortgages or home equity lines?
8. And you're NOT planning on selling this yourself.... are you? (ELIMINATE IF FSBO, go to FSBO Script if Needed)
9. Will you help finance the home for the buyer ... or do you want your cash out?

10. Is there anything positive or negative about the property you want to share with me that may affect the sale? What kind of buyer feedback did you get? (If they aren't realistic or forthcoming, use the "if you were to stay for 3-5 more years, what kinds of changes would YOU make to the property?")

11. I'll be sending over a package of information (obtain their email) ... will you take a few moments and review it before we get together? <<what's included?>>
I'm glad you asked! Just three simple things: 1) my/our track record, 2) comparables for your property and 3) a proven plan of action to get your property sold for the most money possible.

12. And NAME... if what I say makes sense, and you feel completely comfortable and totally confident that I can... sell this for you... are you planning to list your property with me when we meet? <<yes>> If <<NO>>, then rephrase... I can understand this is a big decision, and at the same time... if you know in your gut that I'm the professional that can get this done for you at the price you need, we could do business together... couldn't we? (must get a POSITIVE response to this, or no appointment)

13. So you know ... our meeting should only take about 20 minutes ... is that OK for your schedule?

14. I see on the tax record the property is listed in _____ name(s), so are there any others involved in the decision to sell the property? Will that person/people be present when we speak?

Perfect! I'm excited to meet with/speak with you and _____ (use their names) at _____ (date/time).

(Careful, if the owner has multiple properties, be sure you are meeting at the property to be sold. Many SWFL owners live here and/or have more than one property. Be sure to get their cell phone number and give them yours in case anything changes.)