

The 12-Steps of Your Listing Presentation

1. Review of the Qualifying Questions.
2. Uncovering the Client's needs & Expectations – AKA Finding their PAIN.
3. Reviewing the Client's Needs & Expectations.
4. Previewing The Property
5. Discussing the motivation and the price of the property.
6. Answering and Asking The BIG QUESTION!
7. The Seventh Inning Stretch.
8. Discussing the features of our Service and how those features will benefit the Seller.
9. A Question & Answer session, where we'll most likely be handling some objections.
10. Exchange of commitments.
11. Review of The Paperwork
12. Post Close Segment.

