

The Listing Plan of Action ... Scripts

“Mr. & Mrs. Seller ... there are two ways to get a home sold once it is listed. They are ... wait for a buyer to show up, or wait for another agent to bring a buyer to it. Or ... I can spend my time trying to find a buyer or promote other agents to bring one to us. I’ve chosen the second method ... okay?”

“As I’ve written, my objectives are the following ...” (Read the 3 objectives ... or ask them if they had a chance to read them from your pre-listing package.)

“Okay, here are the steps I take to get a home sold!”

Read #1 ... “Are you familiar with how our MLS works here locally?” Yes or no ... “As you know there are _____ members of our local Board ... A small percentage may have a prospect interested in your home at this time ... you do want me to submit your home to MLS don’t you?”

Read #2 ... “As you can see from our discussion price is always a major factor in selling a home, would you agree that we have to open our market as wide as possible?”

Read #3 ... “Our office has a weekly meeting of the agents to promote our listings to each other ... is there anything in particular you would like me to tell them?”

Read #4 ... “Would you share with me the various features you’d like me to list on the features sheet please?”

Read #5 ... “I’ve developed a list of the top 25 agents in the area, the ones like myself who are very active in the marketplace ... is there anything in particular you’d like me to tell them? Are there any agents you’d also like me to notify regarding your home being for sale?”

Read #6 ... “I’m always looking for agent feedback after showings ... to improve saleability. Are there any changes you’re planning to make in the next few days to your home?”

Read #7 ... Go on to #8.

Read #8 ... “One of my two jobs is to find a buyer for your home so I prospect daily ... is there anyone you know that I should be calling regarding the purchase of your home?”

Read #9 ... Go on to #10.

Read #10 ... “You do want a sign and a lock-box don’t you?”

Read #11 ... “Unfortunately you and I can’t control who shows the property or the qualifications of their prospects ... I’ll do the best I can to convince all the agents to pre-qualify ... okay?”

Read #12 ... Go on to #13.

Read #13 ... Go on to #14.

Read #14 ... “Would you mind keeping the cards of the salespeople, so I can pick them up and follow-up? Where would you like to keep them for me?”

Read #15 ... Go on to #16.

Read #16 ... “Will you generally be available on weeknights or should I call you at the office ... when an offer comes in?”

Read #17 ... Go on to #18.

Read #18 ... “This is the part we all like the best, it’s when you get your 94% and we get our 6% ... are there any other questions about what I’ll be doing to get your home sold?”