

THE LISTING PRESENTATION SCRIPTS

YESMASTERS.COM
GET MORE YES'S AND MORE SUCCESSES IN BUSINESS... AND IN LIFE

YesMasters® LISTING PRESENTATION

1. Hi _____. Thanks for having me over! Are you excited about moving to _____? Would it be OK if I gave myself a quick tour?
2. If it's OK...let's use the kitchen table, so we can lay everything out.
3. [*As sitting down*] Let's talk about getting you to _____ [*motivation*]!

CONFIRMING MOTIVATION

4. Now, the first thing I'd like to do is...review your situation and...what's important to you about making this move...is that OK? [*Review & confirm SELLER SHEET Questions 4-13*]
Fantastic!
5. Now...I have three bottom line questions for you. Are you ready?
 - #1 Are you definitely ready to... sell your property? (*Yes.*) Fantastic!
 - #2 Will you...price it where it will sell... or are you OK just keeping it on the market for a long time? (*Yes/Not Sure*) Great!
 - #3. And most important, _____...Do you... want me... to... get it sold... for you?
() Terrific!

[*If they say "yes," go to **PRICING**. If not, go to **CONFIRMING THE GOAL**.*]

CONFIRMING THE GOAL

6. _____, the purpose of our meeting today is two-fold:
 - #1 Is for me to provide you with some very important information about what it's going to take to...get your house sold... for top dollar... so you can... get to _____ by _____ [motivation] ...right? (Yes.)
 - #2 Is for us to... decide today... if the right thing for you is to...partner with me ...in the sale of your home. Does that sound fair enough? (Yes.) Excellent!
7. And whether you...decide to hire me...or not...I hope it will become clear to you through our meeting....that my goal is to help you get what *you* want. If I can't help you...I'll tell you today...because I'm not interested in just getting a listing. I'm very interested in helping you get to _____ [motivation]. ...Because that's what you want, right? (Yes.) Then we're on the same page!**
8. Now... There is really one key item for us to address today...and that is to...determine the right price... to set on your home... that will cause it to sell, right? Because obviously you don't want to... put it on the market... to have it not sell, correct?
9. Here's what I will do... as soon as you... decide to hire me... I am going to do everything it takes through my Action Plan to...get your home exposed... to all of the qualified buyers in the market...because that is the kind of exposure you want, right? (Yes.) Great!
10. So the key today is for us to... establish the right price... that will make those qualified Buyers excited about your house when they see it. Does that make sense?

CMA PRESENTATION:

11. In preparing for our meeting, I did a thorough Market Study for your home... also called a Comparative Market Analysis...Are you familiar with this? (Yes/No) Perfect!
12. There are 3 main parts to the market study: (*point to each section as you explain it*)
 - A. First are Active Listings. These are your competition, right? I call this "DreamLand"...because...it's what people want to get for their house...but you don't know...what it's actually going to sell for...right?

- B.** Second are Expired Listings. Do you know what these are? () That's right, homes that didn't sell at all. They wanted to sell, but something went wrong. I call this "Never Never Land." Can you see why? () Exactly. ... Because you NEVER want to be here, right?
- C.** Last are the SOLD houses. This is "REALITY." Because it tells us what homes are actually going for in this market. Are you with me? (Yes.) Excellent.
13. So this [*Point to SOLDs.*] is where we'll focus today...because obviously...to get you to _____ by _____ [motivation], in which of these three categories do we...want your house to end up? (*SOLD.*) Exactly!
14. The *purpose* of the Market Analysis...is to determine the *value* of your home... **A.** First, as Buyers will look at it... and second as an appraiser will look at it...
I'm sure you can understand why that's important, right?
- B.** First...the appraiser, because that's who the lender will hire to determine the value of your house based on what comparable homes are actually selling for...which is what Buyers are actually paying *now*. Does that make sense?
- C.** Second, to make sure we price your home in a way that will...make it attractive to Buyers. Because...Is a BUYER only going to look at your home...or... are they going to shop around and compare your home with others? (*Compare.*) Obviously!
- D.** So as they look at houses...what do you think they are comparing? () Exactly.
They are comparing the features, such as quality, condition, and location, AND...they are comparing price, right?
15. Are you ready to take a look? [*GO THROUGH the CMA with them, start with ACTIVE. Focus on SOLDs.*]
- A.** This home is comparable to yours...
- B.** Notice, how many bedrooms? () How many baths? () How big is the garage? ()
What year was it built? () How many square feet? () [*Wait for them to answer, and then affirm each answer.*]

C. Have you seen this home? *[Explain...comparing features of each property...]*

- 1) Your house has more value than this one...because...*[explain why]*
- 2) *[OR]* This property is a little nicer than yours...because...*[explain why]*
- 3) *[OR]* This property is very comparable to yours...*[explain why]*
- 4) Does that make sense?

D. What was/is their price?

E. Notice how long on the market?* How's that going to work to get you to _____
by _____ *[motivation]*?

16. So based on what the market is telling us... what price do you feel will... get Buyers excited... about choosing your property over our competition?

PRICING

17. After looking at your house and reviewing what the market is telling us... I'm suggesting we... list the house for \$_____. ...And you can see why that's the right price, correct?

18. Because...that will get you the *best* price for your home in this market, in the *best* time possible...so we can get you to _____ by _____ *[their motivation]*. Won't that be exciting!? () Fantastic.

19. Do you have any questions about anything we've covered? (). Are you ready for the next step?

NET SHEET PRESENTATION

20. The net sheet gives you all the costs associated with selling your house...and how much you are actually going to walk away with after the sale of your house. That is something you would like to know, correct?

A. *[GO THROUGH NET SHEET WITH THEM]*

21. These are all standard closing fees and expenses for Sellers. Any questions on that?

A. *[FINISH SHOWING OR CALCULATING THEIR NET]*

22. Based on a realistic sales price of \$_____ and a closing date of _____...here are the ESTIMATED total net proceeds to you at closing (and after your tax escrow refund)...
[CIRCLE THE NET \$ AMOUNT]
23. _____, is that a number you can live with? (Yes/No.)
[If they say yes, go to DECISION. If not:] I understand...it's less than you were expecting. Is it a number you could live with if you had to? (Yes.) Excellent.

DECISION

24. So we'll...get it on the market at \$_____... which we agreed is the right price, correct? (Yes.) Excellent!
25. Well... I'm ready for you to... put me to work! Are you ready... for the next step? (Yes.) Awesome!
26. Can I lay out for you what's going to happen next? Here are the highlights...
- A. First, we want to...make sure the house shows at its best, right?...[explain staging, etc.]
 - B. Second, I will be preparing the marketing for your property and...launch my pre-marketing campaign immediately...because you did...want us...to get the most exposure to the market as fast as possible, correct? (Yes.) Perfect.
 - C. Next, we launch...our **Exclusive 10-Day Marketing Blitz!**[®] Sound exciting?
 - D. Your property will be marketed to every potential buyer out there, and promoted to every licensed Realtor and their buyers through the Multiple Listing Service. Plus...I have it syndicated to over 5,200 real estate websites...including all the most popular ones buyers go to online. Of course, you understand how important that kind of internet exposure is for you, right? (Yes.) Excellent.
 - E. [Go through the other highlights of your plan...] Because you do...want me to give you the right exposure... that will get the best buyers in here, right? (Yes.) Awesome. Because that's exactly what you're going to get with me.

F. And with that exposure, assuming the market responds as we expect, we will be getting lots of buyer traffic. I'll be following up with all of that...which will then give us the best offers. Then I'll be negotiating all offers we get...to ultimately... get your property sold... for top dollar... and get you _____ [motivation]. Are you ready for that? (Yes!) Great!

G. So...are you ready to...start packing? ()...I don't mean today...but soon! (Yes.) Perfect.

27. Any questions...before you're ready to...** let me help you... make this move happen... and get to _____ [motivation]? (We're ready.) Awesome!

28. I'm going to have you... initial right here... on the CMA and the Net Sheet...*** And then we'll take care of the rest of the paperwork... and I'll get to work! Congratulations! *[Shake their hand and proceed to signatures.]*

*[OR whatever action plan you use.]

**[OR] "...or are you ready to..."

****[Put your initials first and a spot for theirs and let them initial.]*

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YesMasters® LISTING PRESENTATION PRICING OBJECTIONS

OBJECTION: “That’s not enough.” Or “That’s too low.” Or “We have to get more than that.”

I understand... that’s less than you were hoping for. *[Pause]*

However, you can see why that’s the right price, right? ...Based on what the market is actually telling us. (Yes.) Excellent.

OBJECTION: “Can we start higher?” Or “We want to try it at a higher price.”

1. Of course...that’s always an option...to test the market,right?
2. You want the good news or bad news first? (*Good/Bad.*) The good news is...these sellers (point to comparables that have been on the market a long time) have already done that for us. Does that make sense? *[Explain how many price reductions they have had, etc.]*
3. So the reality is... starting at a high price actually works against you. That’s the bad news, right?
() Exactly
4. Because the best time to get top-dollar in this market is when a home first hits the market. You do want top dollar, right? (*Of course!*) Absolutely!
5. That’s why...as you can see...\$_____ is the right price...to get the most buyer interest fast...which will always get you the best price. Make sense?

[OPTIONAL:]

And this is why it’s important to... understand the Buyer’s perspective. ...Because what they see before they see the house...is the price...and because it’s higher than the competition... the price actually makes them afraid to fall in love with your house. So... they actually come to see your house...trying NOT to fall in love with it...just because of the price. *[PAUSE]*

And your house may be perfect for them, but they feel the price forces them to say “no.”

Are you beginning to see why I’m concerned about pricing it high?

YesMasters® GUARANTEED SALE SCRIPT

** *[Insert this conversation normally between #7 and #8 in the Listing Presentation]*

You were also interested in the GUARANTEED SALE, correct? (Yes.)

The way this works is very simple... *[go over highlights of your terms sheet]*

1. We make sure we price your home accurately and strategically to generate maximum Buyer interest....which we will be going over the best price shortly, make sense?
2. We make sure your home is in "showcase" condition when buyers come through so they are ...sold ...on your home. So we will schedule our professional stager to come in and go over with you how to ...get your home looking at it's best for Buyers. Because we do.... want Buyers to fall of love with your house, right? (YES.) Absolutely.
3. And then, I'll be getting to work to get your property sold in the next 28 days for top dollar! Sound great? (YES.) Excellent.
4. Do you have any questions about how the guarantee works? (No.) Good.

[Continue with Listing Presentation #8]