

## THE C.M.A. PRESENTATION

4. (Name) at the end of my presentation tonight ... one ... of three things will happen ...

One ... You'll have the opportunity to ... list your home with me ... or ...

Two ... You'll decide not to ... list your home with me ... or

Three ... I'll decide not to take your listing ... any one is fine ...

5. Let's quickly take a moment and review the questions I asked you over the phone ...

A) You said you were moving to \_\_\_\_\_ right?

B) You said you were moving because \_\_\_\_\_?

C) You said you had to be there by \_\_\_\_\_ ... correct?

D) You would like to price your home at \_\_\_\_\_ ... right?

E) And ... you said you owe \_\_\_\_\_ ... is that right?

F) Now ... you weren't planning on selling it yourself, were you? Terrific!

G) You did (did not) want your money out ... correct? Wonderful!

6. Now ... there are only two issues we have to look at tonight ... Number one ... your motivation to ... sell this home ... and ... Number two ... the price we set on your home ...

7. I've prepared what we call a comparative Market Analysis ... There are two parts to this research ... Part one ... we call ... fantasyland ... what homeowners list homes for ... Part two ... we call ... reality ... what Real Estate Agents list and sell homes for ... We're going to have to ... decide tonight ... where you're going to spend your time ...

8. The purpose of the comparative Market Analysis ... is to determine the value of your home ... in the eyes of a Buyer ... Do you know how Buyers determine value?

9. Buyers determine value by comparison shopping. They look at the price of your

home based on its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?

10. For example ... if you were going to purchase a new car ... and one dealership had a car for \$50,000 ... and another dealership had the same car for \$45,000 ... but ... it included fancy wheels and the upgraded audio system ... Which would be more valuable?
11. What if the first dealership ... put the car that did not include fancy wheels and the upgraded audio system ... on sale for \$45,000 ... Which would be more valuable? ... Why?
12. So ... you can see ... that if you want to increase value:
  - A) Lower the price ... or ...
  - B) Have more features and benefits ... for the same price ... Does that make sense? Good!
13. So ... unless you are planning to add more features and benefits to your home ... Are you? ... (No ...) price is the only issue ... Can I show you what I mean?
  - A) This home is just like yours ...
  - B) How many bedrooms?
  - C) How many baths?
  - D) How many square feet?
  - E) Do you know this neighborhood?
  - F) Have you seen this house?

(Based on the features and benefits of the home tell them)

- a. Your house is better
- b. This house is a little better than yours
- c. This house is very similar to yours (Justify why you said that by

comparing their features and benefits)

- G) What price are they asking?
  - H) Look how long it's been on the market?
  - I) You need to be in \_\_\_\_\_ by \_\_\_\_\_ ... right?
14. What price do you feel we should use ... to create value in the eyes of the Buyer ... and get someone to decide to buy your home versus the competition?
  15. Now that you've seen these prices ... I'm going to recommend a price of \$ \_\_\_\_\_ ... will you (name) ... list your home with me ... for that price tonight?
  16. All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?



## THE LISTING PRESENTATION SCRIPT - CONTINUED

17. \_\_\_\_\_ what price do you absolutely have to have? ( ) Ouch!
18. Based on that ... there are a couple of real important questions I need to ask you ...
19. Specifically ... why do you feel your home is worth \$ \_\_\_\_\_ more than your neighbor's?
20. (Name) in today's market place ... that means you've simply brought your home up to selling standard ... right?
21. All homes need \_\_\_\_\_ ... right?
22. Let me ask you a question ... If a Buyer wants to buy your home ... but ... they plan to get rid of \_\_\_\_\_ ... the moment they buy your home ... how much is it worth then? Exactly!
23. Did you add that to your home for the next Buyer ... or ... for your own enjoyment?
24. If you were purchasing a home ... and two similar homes were for sale ... one for \_\_\_\_\_ ... and one for \_\_\_\_\_ ... which would you buy?
25. Wouldn't you want to use the extra \_\_\_\_\_ ... to do what you wanted to the home?
26. Don't you think most Buyers would feel just like you? Of course they would.
27. That's why ... I'm going to recommend ... a price of \$ \_\_\_\_\_ ... based on what we know ... do you want to ... list your home ... for that price tonight?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?