

PREQUALIFYING THE LISTING PRESENTATION SCRIPT

Before I come ... there are a number of questions I need to ask you ... OK?

1. If what I say makes sense ... and you feel comfortable and confident that I can ... sell your home ... are you planning to ... list your home with me when I come out on _____?
2. Are you planning to interview more than one agent for the job of selling your home?
3. Tell me again ... where are you moving to?
4. How soon do you have to be there? (Three months) Great!
5. When I see you ... how much do you want to list your home for?
 - a. As a professional Real Estate Agent, I study homes and prices everyday ... therefore I assume you'll list with me ... at a price that will cause your home to sell ... correct?
 - b. So ... what price won't you go below?
6. How much do you owe on the property? (\$100,000) Excellent!
7. Have you ever thought about selling it yourself? (No) Terrific! (Yes) Interesting
8. Will you help finance the home for the buyer ... or do you want your cash out?
() That's great!
9. Would you please describe your home for me?
10. I'll be sending over a package of information ... will you take a few moments and review it? Thank you.
11. Do you have any questions before I arrive? (No) Great!
12. So you know ... our meeting should only take between 5 to 25 minutes ... is that OK? I'll look forward to seeing you on _____ at _____.