

THE MFO LISTING PROCESS

I would like each of you to follow this process verbatim. It will help each of you secure a higher percentage of the listing presentations you go on. Remember, if we can increase our closing percentage we're earning additional income with no more time spent.

Step 1 ... Prequalify 100% of all prospects 100% of the time ... no exceptions.

Step 2 ... Mail or deliver a Pre-Listing Package ... which includes:

- A. Personal references (Four or five only)
- B. A copy of your Plan of Action
- C. A complete C.M.A. (Three to five comparable listings, solds and the list price you suggest)
- D. A completed net sheet
- E. A completed contract
- F. All disclosure statements

Step 3 ... Call back and confirm that they've looked at the package and are prepared for your appointment.

Step 4 ... Show up physically, mentally and emotionally.

Step 5 ... Use the scripts verbatim.