

Pinnacle Listing Presentation Outline

An outline is critical because it helps keep you _____.

What should be the first things you do once you get inside the house?

Why is it important to have the seller show you around the house?

What should you pay attention to while previewing the house?

Where should you do the presentation? _____.

What should be the seating arrangement? Sit _____ to them.

What's the one thing the seller wants to know when you come in? _____.

Goal: The highest _____ in the shortest period of time with the fewest _____.

Topics

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____

How do you know what to say about each topic or how long you should spend on it?

Write four bullet points for each _____.

For each bullet point you must explain how the seller _____ from that point.

Reasons We Ask Questions

- 1. _____.
- 2. _____.
- 3. _____.
- 4. _____.

Do NOT ask _____ and _____ questions.

Ask _____ questions.

Ask the _____ questions _____.

Most important factor in asking questions is _____. You must be a good listener.

Four Quick Listening Tips:

- 1. _____.
- 2. _____.
- 3. _____.
- 4. _____.

Qualifying Questions to Sellers:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____

People hire agents based on three factors.

- 1. Do they _____ you?
- 2. Do they _____ you?
- 3. Do they see you as _____?

A common objection is _____.

Selling agents prefer to show _____ with higher _____.

An experienced agent can save the client additional money through _____.

Questions You Should Be Prepared For:

1. Do you work as a full-time realtor?
2. How many buyers are you currently working with?
3. How will you get other realtors to show my home?
4. What price do you recommend?
5. On average, how many days are your listings on the market before they sell?
6. Will you advertise my home every week?
7. Will you work for less than six percent?
8. Will you sit my house open every weekend?
9. Do you have any references?

Listing Presentation Tips

Dress for _____.

_____ a lot.

Be _____ and give _____.

Relax and _____. Be yourself.

Mirror and _____.

Portray _____.

Know the _____.

Respect men, women, children, and pets.

Practice, practice, practice.