

Pre-Listing Packet

Introduction Letter

Tab 1: All About ...

Company Information-Sales graphs
Agent Brochure & success record
Agency Disclosures
Pledge of Performance/Seller Guarantee

Tab 2: Pricing Your Home ...

*5 Reasons Why Pricing Your Home Correctly is So Important**
*6 Truths about Today's Marketplace**

Tab 3: Prioritizing the agenda...

Seller Concerns

Tab 4: Any additional information requests from the seller

First Visit with Seller...

Tour home

Take good notes

Qualify the seller...Why are they selling? What is the motivation?

**Go over pre-listing packet information & learn seller concerns.
LISTEN!!! Don't leave your first visit without this information
from the seller.**

Set 2nd appointment if not taking listing at first appointment

2nd Visit...Listing Appointment

Step 1: CMA Presentation

*17 Things That every Appraiser Considers**

Step 2: Marketing Plan

Step 3: Pricing & Seller Net Equity Sheet

Step 4: Listing Agreement

Step 5: Required Seller Disclosures

Step 6: Any necessary work to be done prior to showings

*Final Checklist Before Buyers Visit Your Home**

*5 Important Guidelines When Your Home Is Being Shown**

Step 7: Marketing Calendar...setting dates for office tour, Public Open Houses, Brokers Tours, Sellers Checklists*

Upon re-visiting with your seller to bring back listing sheets, brochures and any other paperwork that you took to copy...Be sure to:

- Ask seller if they have any other questions/concerns
- Review Brochure & MLS Listing Sheet
- Review Purchase Agreement

Stay in touch! Remember relationship marketing!

Review weekly/bi-monthly/monthly market activity **in writing**

* Taken from Real Estate Checklists & Systems©