

Pre-Listing Appointment Script

It's also important to have a real estate prospecting script prior to a scheduled listing presentation where you receive the signed contract to sell someone's home. Having a script for this scenario can help ensure this step of the process goes smoothly. Here's how it goes:

- You: Hi (name), it's (your name) with (company). I'm calling to confirm our appointment for (day/time). Does that time still work for you?
- Homeowner: Hello! Yes, it does.
- You: Great! Let's review a few things. You're moving to (city) when you move, is that right?
- Homeowner: Correct.
- You: And you want to be there by (date), right?
- Homeowner: Yes.
- You: Fantastic! Tell me again, what are your main reasons for selling this property? And what price do you want to sell your home for?
- Homeowner: I'm relocating for a job, and I want to sell my home for \$350,000.
- You: How did you come up with that price?
- Homeowner: I looked at homes selling nearby.
- You: How much do you owe on the property?
- Homeowner: \$50,000.
- You: Great. Are there any special features that you feel could impact the value?
- Homeowner: Yes, I recently installed a new roof and driveway.
- You: Perfect, and is there anything that could negatively impact the property value?
- Homeowner: The windows will need to be replaced soon.
- You: This sounds great. I'll be sending over my marketing proposal via email. Can you review it before I arrive?
- Homeowner: Yes, I can do that.
- You: I'm really excited about the opportunity to sell your home. I want to be 100% prepared before I come out, so I have some additional questions for you. Do you have a few minutes?
- Homeowner: Thank you, and yes, I have some time.
- You: Fantastic! Will all the decision makers be there when I arrive?
- Homeowner: Yes, they will.



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- You: Do you have any questions for me before I arrive to prepare for our meeting?
- Homeowner: Not at the moment.
- You: Perfect. Will you be ready to list with me at the appointment?
- You: (If homeowner says no) Tell me about that? (discover and resolve)
- You: (If homeowner says yes) Wonderful. Please have a copy of your key and your mortgage information handy for me.
- Homeowner: Will do.
- You: Great. I have everything I need to get started. Again, I'll be sending over my marketing plan and more. Will you take a few moments and review it?
- Homeowner: Yes, I will.
- You: Wonderful. I look forward to seeing you (day/time). Have a great day.

Depending on how the conversation goes, you will be able to go over your marketing plan to explain to your client how you plan to sell their home. You can also go over a pricing presentation and other pertinent information the client might need to know.

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