

Listing Appointment Questions

Question	Good Follow-Up Questions	Reactions/Notes
1. Why Are You Selling Your Home?	<ul style="list-style-type: none">- Are you looking to sell fast, or is maximizing your property's value more important?- What's your ideal timeline for closing the deal?	
2. What Updates Have You Made?	<ul style="list-style-type: none">- Are there any planned updates or repairs before listing?- Have contractors worked on major improvements?	
3. What's Most Important to You?	<ul style="list-style-type: none">- Are there specific marketing materials or strategies you'd like to prioritize?- Do you want open houses?	
4. Have You Worked with Other Agents?	<ul style="list-style-type: none">- What did you like or dislike about their approach?- Are there specific services or communication styles you prefer?	

5. Do You Have a Pricing Strategy?	<ul style="list-style-type: none"> - Have you reviewed recent sales in your neighborhood? - Are you open to adjusting the price based on trends? 	
6. Is Your Property Unencumbered?	<ul style="list-style-type: none"> - Are there any legal or financial details I should be aware of? - Have you consulted with attorneys or advisors? 	
7. What Makes Your Property Stand Out?	<ul style="list-style-type: none"> - Have buyers commented on specific features they loved? - Are there historical or neighborhood highlights to include? 	
8. Do You Need Help with the Agreement?	<ul style="list-style-type: none"> - Would a listing presentation checklist make this clearer? - Do you have specific concerns about the agreement? 	
9. Would You Like to Hear My Track Record?	<ul style="list-style-type: none"> - Would examples of my recent listings or a marketing plan be helpful? - Can I provide references from past clients? 	
10. Are You Familiar with the Process?	<ul style="list-style-type: none"> - Should I provide a step-by-step guide or checklist? 	

	- Would you like to role play a listing presentation?	
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- Stay Organized: Use tools like a listing appointment checklist.
- Bring Marketing Materials: Showcase your unique selling points.
- Set Expectations Clearly: Avoid surprises during the sales process.
- Use Market Data: Back up your pricing strategy with valuable insights.