

LISTING APPOINTMENT DIALOGUES



PRE-QUALIFYING YOUR LISTING APPOINTMENT DIALOGUE

Hi (name)... it's (name) with (company)... I'm calling to confirm our appointment for (day/time)... does that time still work for you?

I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out... so I have some additional questions for you... do you have a few minutes?

Let's confirm... when we sell your home... you're moving to (city), correct?

And you want to be there by (time frame) right?

Assuming you... choose me... to represent you... how soon can we begin marketing your property?

Tell me again... your main reasons for selling this property?

So... what price do you want to sell your home for?

How did you determine that price?

And... how much do you owe on the property?

Are there any other special features of the home... you feel could impact the value?

Is there anything that could be perceived as a negative... that could also impact the property value?

This sounds great... I'll be sending over my marketing proposal via email... will you take a few moments and review it before I arrive?

Will all the decision makers be there?

IF YOU ARE COMPETING... ask...

So tell me... what are you looking for in the agent you choose to represent you?

How will you know when you have the right agent?

Do you have any questions for me before I arrive to prepare for our meeting?

Obviously... if you are as confident as I am that I can... sell your home... will you be ready to... list with me... at the appointment?

(If no) Tell me about that? (discover and resolve)

(If yes) Wonderful... please have a copy of your key and your mortgage information handy for me, okay?

This sounds great... I have everything I need to prepare... Again... I'll be sending over my marketing plan and more... Will you take a few moments and review it?

I look forward to seeing you (day/time)... Have a great day.

UNIVERSAL PRE-QUALIFIER DIALOGUE

(You can use the dialogue for most leads you speak with by modifying your opening)

If you sell your home, where are you moving to? Terrific!

How soon would you like to be there? Tell me about that...

So what's causing you to move to (x)? Tell me more about that?

Who is involved in the process of (x)? How do you feel about it?

What has to happen in order for you to (x)?

Do you have a plan "B"... in case this doesn't work out?

Let's go ahead and set an appointment...which is better for you... mornings or afternoons?

How about (____) or (____) time?