



# Secrets to Winning Listing Appointments

The No-Fail Approach to Serving Sellers and Growing Your Listing Inventory



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The No-Fail Approach to Wooing Sellers and Crushing Your Goals

You're an awesome real estate agent. **But you could be even awesome-er if you'd stop losing out on listing opportunities.**

This isn't news to you, I'm sure. If you're anything like the hundreds of agents I've coached, you're probably feeling frustrated and discouraged by the amount of time you spend with potential clients... only to have them list with another agent. *Whomp-whomp.*

**I have good news for you: Winning listings doesn't have to be so hard.** You're about to learn the exact process I use to win 99% of my listing appointments.

# How NOT to Approach Your Listing Appointments

First, let's talk about what not to do at a listing appointment. Fair warning: Some of this might sting, but please know I'm not being judgmental here. *Most* agents do these things, which is why they aren't enjoying the success they deserve.

If you're doing any of the following, you're *decreasing* the likelihood of winning your listing appointments:

- Preparing an extensive PowerPoint or printout showing how great you are.
- Reviewing market research and impressive statistics.
- Describing your marketing plan in detail and at length.
- Sharing all the reasons the seller should list with you.

Friends, if this is you, you may think you're killing it and you're probably completely baffled by your track record. **So, I'll tell you what's happening: You're talking too much.** Your potential clients are bored out of their mind and they just want the meeting to end.

*Listen, I know that stings.* It stung when I realized I was doing it wrong, too. But facts are our friends—and because I want to see you win, I'm not going to waste your time with sugar-coated half-truths.

**And now I'm going to teach you what to do instead.**

# Turn Your Listing Appointments Into *Listening* Appointments

When sellers feel heard and understood, they'll want to work with you.

## Step 1: Send an Email

*Get valuable intel on the seller before you meet face-to-face.*

Before your meeting, send the seller an email that includes:

- **A questionnaire.** It's good to get some of the hard-to-ask questions out of the way before your appointment. For example, if you've ever asked a seller face-to-face what they want to price their home, you've probably been met with: "Well, isn't it *your* job to determine the price?" or "I want to hear what *you* think, first." Your questionnaire avoids all that poker-hand awkwardness. (Tip: It's easy to set up a questionnaire like this in Google Forms or Typeform.)
- **Your marketing plan.** Sending your marketing plan ahead of time means you don't have to bore them with it during your appointment. Keep it brief so you customize the plan as you learn more about what the seller does and doesn't like.
- **Confirmation of the time/place of your meeting.**

Hello [First Name(s)] -

It was great to meet you over the phone today, and I truly look forward to helping you sell your home. [INSERT MORE PERSONAL INFORMATION BASED ON YOUR CONVERSATION]

As promised, attached is a look at our marketing plan, all of which will be customized for

your sale. If you get a chance, please look it over prior to our meeting.

In addition, I've put together a quick questionnaire so I can get to know you better. When you have a moment, can you please answer the following questions? [INSERT YOUR LINK TO QUESTIONNAIRE]

I look forward to meeting you at [TIME] at [LOCATION].

Have a great day!

[Your Name]

### The Pre-Appointment Questionnaire

In addition to the basics like name and contact information, ask questions like:

- What attracted you to your home when you bought it? (This brings up happy memories for the seller, and helps you market what's important to them.)

At what price do you think your home will list and sell for? (Again, this is the easiest, least uncomfortable way to draw out the seller's expectations.)

- What are your concerns or questions about the home selling process?
- We want our motivation to match YOUR motivation! On a scale of 1 to 5, with 1 being "just thinking about" to 5 being "get my house sold today," where would you rate yourself?

*Agent Rise coaching clients receive a 25-question pre-appointment questionnaire and marketing plan template. [\[I want coaching!\]](#)*

## Step 2: Have a Conversation at the Kitchen Table

*Establish trust and set expectations.*

Do not start your listing appointment by taking a tour of the home. Beginning with a conversation at the kitchen table gives you an opportunity to establish trust.

<b>Ask this question:</b>	<b>To help you:</b>
Have you sold a house with a realtor before? If so, how did it go? What did you like most about that experience? What frustrated you most?	Set expectations for what it'll be like to work with you.
What's the one thing I need to do that will make our relationship and the process awesome—and give you the motivation to refer me to your family and friends?	Reinforce expectations and get more insight into what the seller is looking for in an agent. It's also nice to drop in that referrals are important to you.
What marketing on other listings have you seen that you appreciate?	Avoid talking about approaches they don't care about.
How do you feel about open houses?	Learn if this marketing option is even on the table. (I once spent a ton of time talking with a seller about how we do open houses with excellence, and they didn't want an open house. They almost listed with another agent.)
How long do you expect the sale to take?	Set expectations for price and timeline.
Do I have your permission to be 100% honest with you when we're touring your home today?	Get their permission, or risk insulting them.
Do you have any questions?	Continue to establish trust and get additional insight from the seller.

After your kitchen table Q&A, give a *very brief* overview of your marketing plan.

### Step 3: Take a Tour

*Be generous with your expertise.*

While you're touring the seller's home, offer suggestions—and remember you have their permission to be honest!

Some agents will hold back on giving staging recommendations until the seller has signed a listing agreement. This is a *mistake*. By giving sellers advice before they've even committed to listing with you, they'll experience you as generous and helpful. **Offer as much advice as they'll take.**

### Step 4: Head Back to the Kitchen Table

*Now it's time to win your listing!*

As you know, sellers often make the mistake of hiring whichever agent suggests the highest list price. You obviously don't want to inflate a price just to win a listing (that never, ever ends well). Fortunately, even if the seller's expectations are too high, you can still win their business—without overpricing.

**How?** By educating them about three pricing structures: Retail, Fair, and Auction. Here's a script you can use when you talk with sellers.

We have three options for pricing your home: retail, fair, and auction.

Imagine walking into a high-end retail store. The products still have price tags. The environment is sparkling and shiny. The smell of "new" sucks us in. *You know the feeling,*

*right?* With a **retail price** structure, your home would need to hit on all of that sparkly, showroom-new goodness. We'd start with a price that might be perceived as high, and then if your home doesn't sell in a couple of weeks, we'd do a price adjustment to get it sold—much like retail stores have sales to move their products.

With a **fair price** structure, we'd go right in the middle of the high and low, and we'd make sure people perceive the enormous value of the house by having great showings. With this approach, we should sell quickly—and we might even get multiple offers. In a *rare* situation, we might need to do a price adjustment.

Finally, we could use an **auction price** structure. We'd set an opening bid, knowing we're under-pricing the house to bring in offers that will ultimately drive up the price. This is perfect for property we might be selling as-is or that needs some repairs.

**Next, review comparables.** Your strategy here is to bring the seller along on the journey to help determine the listing price. Remember, you know what price they're thinking about because they've completed your pre-listing questionnaire. That will help you direct the conversation. For example, "I know you want \$325,000, and this comparable sale supports that all day long, this one helps us get *more* than that, but this comparable kind of hurts us."

Third, have the seller choose their pricing structure—retail, fair, or auction.

Finally, it's time to ask one more critical question: "Now that we've determined the price, are you ready to work out our listing timeline and get the listing documents started?"

*Do not shy away from asking for the sale.* You've added loads of value and you've listened well. You deserve this!

## Win Your **Listening** Appointments

Remember: When sellers feel heard and understood, they'll want to work with you! Don't waste another opportunity. Stop talking, start listening... and win more listings.

## Are You Feeling **Stuck**?

I get that you want to be a successful, confident real estate agent. But without a clear plan for growing your business, it's easy to get discouraged and frustrated. My personal coaching program will help you get unstuck so you can build a real estate business you love.

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