

Listing Appointment Checklist

You got this!

Step 1

Introduce Yourself

Don't shy away from being personable and confident as you introduce yourself and share one to two stories of recently delighted customers you had the honor of working with. As you share their stories, include your own by going through your 8-page Agent Brochure and current Quarterly Sales Portfolio.

ITEMS TO HAVE:

- ☐ Just Sold Postcard from a past client
- ☐ Book-Fold Brochure from a past client (especially if this is a luxury property listing appointment)
- ☐ 8-page Agent Brochure
- ☐ Current Quarterly Sales Portfolio (for agents with multiple listings and sold properties)

Step 2

Demonstrate Your Marketing & Selling Strategy

Sellers depend on you to guide them through the often stressful journey of selling their homes. You can help put their minds to rest by sharing how you strategically work for them and sell their home as efficiently as possible. This is your time to "show and tell" how you are the best agent for them.

Include a detailed Current Market Analysis (CMA) to set clear expectations with prospective sellers about your local market expertise and ability to get them the best value for their property.

ITEMS TO HAVE:

- ☐ Current Market Analysis (CMA)
- ☐ Sellers Net Sheets
- ☐ Sellers Contract and expectations
- ☐ Picture of your Sign with Sign Rider and Property Flyer Sign in the yard
- ☐ Example: Online marketing posts and ads
- ☐ Example: Property Flyer
- ☐ Example: Just Listed Postcard
- ☐ Example: Welcome Sign for Open Houses

Step 3

Provide Visuals For Closing Celebration

Bring along two of your favorite closing props and let them choose which one they would like to use at their closing celebration. These props provide positive anticipation and clearly show that you are thinking about their real estate journey from beginning to end.

ITEM TO HAVE:

- ☐ Example of two closing props

Step 4

After Your Meeting

Be sure to have a Thank You card on hand, already addressed and stamped, ready for you to write a brief personal note about your visit and thank them for their time and how much you look forward to working with them on selling their home. Include your business card in your thank you note and pop it into the mail.

ITEMS TO HAVE:

- ☐ Thank you note and envelope
- ☐ Business Card