

Tom Panos' ultimate recipe for listing presentations

Going to a listing presentation and want to best strike rate?

Use these hard-hitting scripts and dialogues to win your future vendor over.

1. On the day of the listing presentation, call your vendor and say:

“Hi *[client name]*,

This is *[your name]* from *[your agency name]*.

We have an appointment scheduled later today to discuss your property. I thought it would be helpful to ask you a few basic questions to give me a better understanding of your needs and allow us to make the most of our time together.”

Best questions to ask your prospective vendor:

- How would you describe the property?
- Why are you looking to sell?
- What is the price that will excite you?

End the conversation with:

“Thank you for sharing that information, *[client name]*.”

It gives me a better idea of what you're looking for. I'll send you a snapshot of what to expect at our meeting later today. Looking forward to it!”

2. After you hang up, prepare a Digital Introduction using Realtair with this email template:

“Hi *[client name]*,

Thanks for your time on the phone earlier. I've put together a quick snapshot of what you can expect at our meeting later today. *[insert the link to your Digital Introduction]*.

I'm looking forward to discussing how I can help you achieve your dream sale.

[your name]”

3. After the listing presentation and before you leave the house, say this:

“Thank you for meeting with me today. After seeing the property and learning more about your reasons for selling, I'm excited about working with you to achieve a price you're happy with.

In the coming days, I will send you a proposal detailing my recommended marketing strategy and options for method of sale based on what we discussed.”

Win the listing by sending one of Realtair's digital proposals that take less than 10 minutes to create.

Want more prospecting resources?

bit.ly/tom-panos-prospecting-rocket-fuel



**TOM
PANOS**

