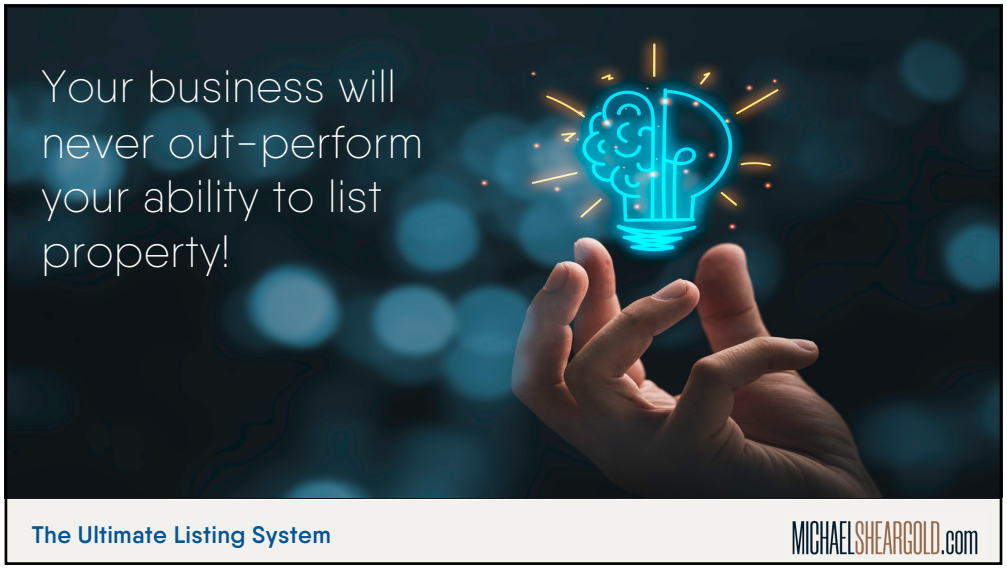
Your business will never out-perform your ability to list property!
The Ultimate Listing System
MICHAELSHEARGOLD.com

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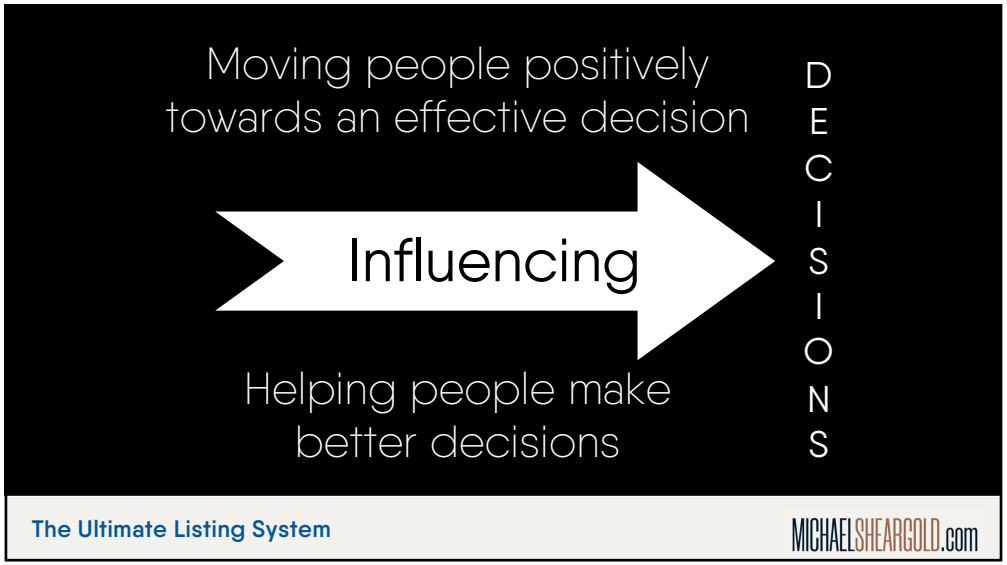
Moving people positively towards an effective decision
Influencing
Helping people make better decisions
DECISIONS
The Ultimate Listing System
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The Ultimate Decision

Are you ready to put me to work?

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Why you win...

1. On time & prepared
2. Connected with positive rapport
3. Understood the client's needs
4. Great market stats & intel
5. Strong sales record
6. Explained the strategy
7. Used relevant case studies
8. Handled objections well
9. Asked for the business
10. Demonstrated value

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3 Big Skills
Rapport
Framing
Story Telling
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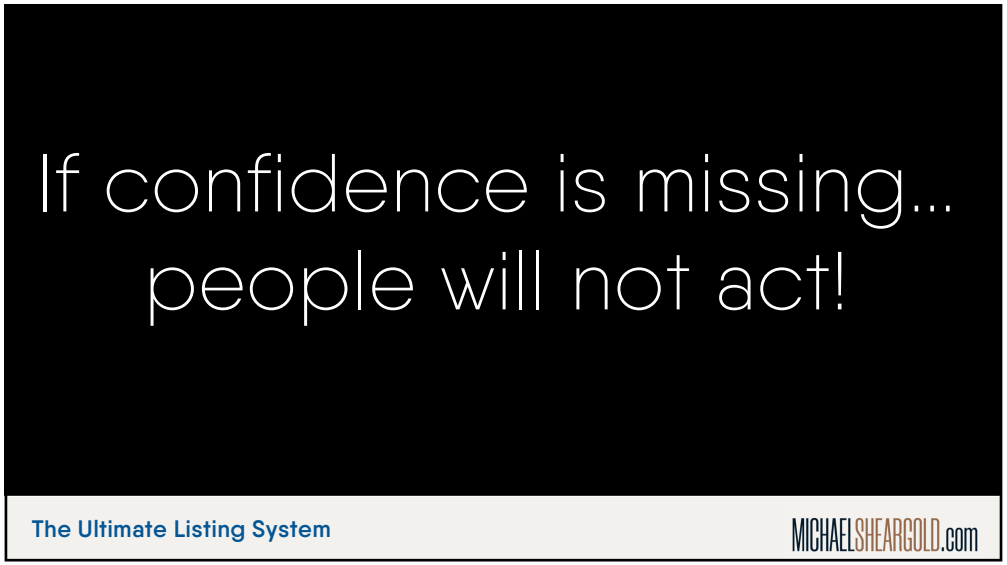
If confidence is missing...
people will not act!
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Pre-Listing Essentials

1. Brilliant phone qualification
2. At least 5 quality touch points
3. Pre-Listing Kit
4. Exceptional Research
5. Online client search
6. Drive by/Google Maps
7. Team brainstorm
8. Relevant Case Studies
9. Market Stats
10. Sales Performance Stats.

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Client Questions before you walk in...

- What's your track record?
- What do you estimate our property to be worth and why?
- Which method of sale do you recommend and why?
- In preparing our home for sale, are there any improvements?
- How much will it cost me to sell?
- How will I be kept informed of what's happening?
- What's your strategy to achieve the highest price possible?
- Is now really the right time for me/us to sell?

At List Essentials

1. Think First Date
2. Make every time the first time
3. Integrating the 3 C's
4. Tuning in vs broadcasting
5. Questions vs Statements
6. Premeditated spontaneity
7. Play the ball not the man
8. Bombing not Dumping
9. Understand Motivation – What's the main reason...
10. Position You & Your Agency.

Question Strategies

1. Pre-Framing questions
2. Conversational not Interrogational
3. Question softeners
4. Positive strokes
5. Colombo – how do you mean?
6. Question with a question
7. Always be confirming

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Question Based Listing

1. People & their situation
2. Where to from here
3. Motivation & Ideal Timing
4. Real Estate Experiences & Concerns
5. Marketing/Method Preferences
6. Agent Criteria & Expectations
7. Property Features

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