



How to Secure a Listing Appointment

- Building Rapport with Icebreakers
- Important Questions for Potential Sellers
- Asking to Schedule a Listing Appointment



Icebreakers to Build Rapport | Warm Up Question Examples

- How did you hear about me?
- How is your day going?
- Would you like me to run quick market value of your home?
- Or would you like me to notify you of market changes in your neighborhood?
- What is your address?
- What information would you like me to provide that is not on our website?

Reasons & Motivations for Moving

- Tell me about your home: beds/bath/size/neighborhood etc?
- Describe your home.
- What other amenities does your home have?
- What do you like most about your home?
- What do you like least?
- What do you like most about your neighborhood? What do you like least?
- Give me 3 reasons why you bought your current home?
- What is motivating you to sell?

Readiness to List and/or Urgency

- What challenges will you face when putting your home on the market?
- Where are you moving to?
- What is your time-frame for selling?
- How soon do you want to have your home on the market?
- Who is on the title?
- Will you be trying to sell yourself first?
- Have you looked into leasing it?
- Would you have to sell in order to buy another home?
- When will you be interviewing Agents?

Opinion of Home Value

- What do you feel your home is worth?
- What upgrades have you done since you purchased the home?
- Will you be competing with any neighbors?
- If so, how does your home compare?
- How long have you lived in your current home?
- What is your estimated pay off?
- Do you own your home outright?
- If not, what type of mortgage do you have on the property?
- Are your payments current?

Previous Experience with Real Estate

- What do you expect from your agent?
- What has your previous experience been like with Realtors
- What criteria will you be using in hiring an agent?

Set the Expectations

- What are you looking for in a Realtor
- What else do you think I should know?
- “Here’s what I will do...”
- “Here’s how I work...”



Ask for
**LISTING
APPOINTMENT**
or schedule a
meet and greet