

WHAT TO EXPECT DURING A LISTING PRESENTATION

You've decided that the time is right to sell your home and now it's time to meet with your REALTOR® to discuss the next steps. Below is a list of 10 items that your REALTOR® will review during the listing presentation.

FOR SALE

10

Review and explain all clauses in Seller Brokerage Engagement Agreement and obtain seller's signature

9

Explain different agency relationships and determine seller's preference

8

Explain REALTOR®'s role in screening inquiries in order to identify qualified buyers and protect seller from curiosity seekers

6

Discuss goals in order to market effectively, and present a strategic master marketing plan

7

Explain the work the brokerage and REALTOR® do "behind the scenes" and their availability on weekends

5

Offer pricing strategy based on professional judgment and interpretation of current market conditions

4

Present a Comparative Market Analysis, including comparables, solds, current listings and expired listings

3

Present company's profile and position or "niche" in the marketplace

2

Review his or her personal credentials and accomplishments in the market as well as the structure of his or her team, if applicable

1

Give you an overview of current market conditions and projections

YOUR REALTOR® WILL...

Selling your home is an exciting time and using a REALTOR® will ensure a smooth process.

CONTACT YOUR REALTOR®
to start your selling journey by making an appointment for your listing presentation!

Source: HouseLogic.com

REALTOR NAME

PHONE NUMBER | WEBSITE

