Listing Questions

The contents of a listing presentation effectively provide an owner with a business plan for their sale. Top-notch presentations focus on clients’ actual needs, rather than those which we might easily perceive as their needs.

A professional presenter guides the owner towards their decision to list, through the quality of the presentation. The best way to engage the owner is to draw them into the decision making process through a series of strategic questions which are designed to lead you to success.

**The questions that follow are applicable to all occasions, helping you to win the listing.**

Questions to ask. Strategies that will be activated.

1. What would you like to achieve from our meeting today?

***Strategy: agenda setting – they are in control.***

2. Can you tell me about any improvements that you have made, that you consider have added to the value of your home?

***Strategy: empathy, thoroughness, explore their price expectations.***

3. How do you feel about having a signboard outside?

***Strategy: trial close, expression of empathy.***

4. Do you think your home would suit a morning or an afternoon photo?

***Strategy: attention to detail, expertise.***

5. When were you hoping to see the property advertised?

***Strategy: trial close, set an expected timeframe.***

6. Are there any photos that you would like to include in the campaign?

***Strategy: attention to detail, vendor involvement.***

7. Do you have a spare key or should I have one cut?

***Strategy: trial close, progress the meeting.***

8. Have you met any other agents? May I ask why you haven’t appointed any of them?

***Strategy: explore their expectations.***

9. Do you know very much about our company?

***Strategy: credibility, community feeling, test perception, present profile.***

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10. If we achieve a price that delights you, where will you move to?

***Strategy: trial close, set an expected timeframe.***

11. Would you like me to estimate the change-over cost for you?

***Strategy: show expertise, establish the feasibility.***

12. Have you seen a marketing strategy recently that has caught your eye?

***Strategy: preferences, points of difference.***

13. If you were a buyer, would you see the benefit in that?

***Strategy: gain acceptance.***

14. Have you had a property on the market before and how did it go?

***Strategy: explore expectations, previous experiences.***

15. That is going to take a little while. How are you going for time?

***Strategy: explore timeframe.***

16. Do you have a good solicitor for handling real estate?

***Strategy: explore timeframe, establish common ground.***

17. How do you feel about having your home open for inspection?

***Strategy: trial close, explore motivations, express empathy.***

18. What are you looking for in a marketing agent?

***Strategy: trial close, explore motivations, express empathy.***

19. Is this all making sense?

***Strategy: trial close, explore motivations, express empathy.***

20. The agent you choose will have a major effect on the price you will receive. How will you know that another agent can negotiate effectively for you?

***Strategy: explore expectations, previous experience, engage in a role play or give an example.***

21. If all the agents charged the same fee, would you list your property with us?

***Strategy: trial close, explore motivation, isolate any concerns.***

22. Suppose that I am working with a buyer who likes your home and is in a position to make you an offer. However, they say that they have seen some other homes and would like to think it over. What would you like me to do?

***Strategy: establish credibility, show understanding of your duty to complete the sale.***

23. Has anyone explained the law of selling?

***Strategy: final close, gain acceptance, demonstrate product knowledge.***

24. Is your feeling today about winning or is it about engaging the very best agent?

***Strategy: reinforce credibility, show understanding, confront the fee issue head on.***

Appendix 9