



POWERFUL CLOSES FOR LISTING PRESENTATION

1. To give your property maximum exposure ... I am going to recommend we get a lockbox on the property right away ... a sign in the front yard ... and of course ... we'll get it on the internet as fast as possible ... Now ... when would you like us to come by with the sign and lockbox? Sign the contract.

2. Do you feel I can sell your home? Sign the contract.

3. Is there anything else stopping you from listing your home with me tonight?

Sign the contract.

4. As a professional service ... and to start our relationship ... I'll call the agents you still have appointments with ... and cancel the appointments for you ... Would you like to know what I'm going to say?

"They thought you were terrific ... They wanted to give you a chance but ... I convinced them to ... list with me tonight! If you have any buyers ... go ahead and bring them by ... the lockbox will be on the door tomorrow morning!"

Let's make a list of who I need to call.

5. Mr. and Mrs. Seller ... Based on your time frame ... what you want for your home ... and the marketing and exposure you need ... I'm the right person for the job ... Put me to work for you right now ... Sign the contract.

6. Have you noticed that all Realtors say basically the same thing?

Let me show you how I separate myself from my competition ... (Show track record)

(Name) ... I sell _____ home per year while my competitors average _____ per year ...



If you were going to hire a doctor to perform surgery ... would you hire someone who does it now and then ... or ... the doctor who's done it day in and day out for years?

Why?

I agree! Go ahead and sign the contract.

7. When would you like to receive your first offer?

All we need to do now ... is simply ... sign the contract ... so I can help you get what you want in the time you want ... won't that be great?