

# THE MFO LISTING PROCESS

I would like each of you to follow this process verbatim. It will help each of you secure a higher percentage of the listing presentations you go on. Remember, if we can increase our closing percentage we're earning additional income with no more time spent.

Step 1 ... Pre-qualify 100% of all prospects 100% of the time ... no exceptions.

Step 2 ... Mail or Deliver a Pre-Listing Package ... which includes:

- a) Personal references (4 or 5 only)
- b) A copy of your Plan of Action
- c) A complete CMA (3-5 comparable listings, solds & the list price you suggest)
- d) A completed net sheet
- e) A completed contract
- f) All Disclosure Statements
- g) Mike Ferry's Selling the Homeowner DVD

Step 3 ... Call back and confirm that they've looked at the package and are prepared for your appointment.

Step 4 ... Show up physically, mentally and emotionally.

Step 5 ... Use the scripts verbatim.