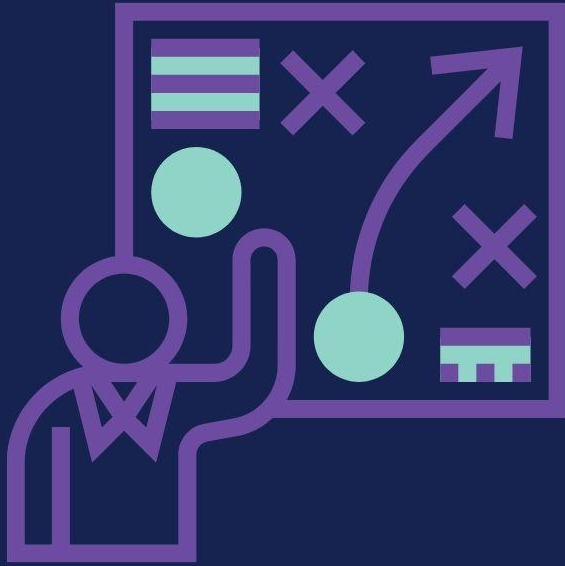


THE LISTING APPOINTMENT PLAYBOOK

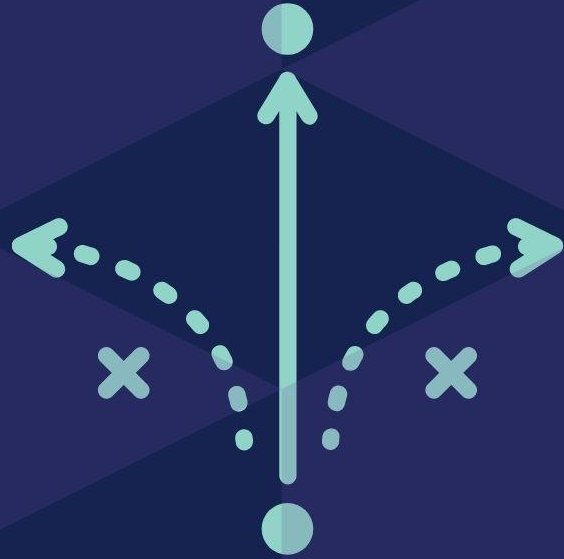




At listing appointments, are you dancing in the end zone or fumbling the ball?

Winning starts with a great game plan, and that's what we've created here: a play-by-play that will help you impress sellers, win more business, and earn referrals.





Prep for Success

What does your listing presentation look like?



Your Listing Presentation Checklist



- Comparative Market Analysis
- Suggested Listing Price
- Listing Data Sheet
- Property Information, including:
 - Tax map
 - Tax bills
 - Previous listings
- Forms, including:
 - Exclusive Right to Sell Contract
 - Purchase Offer Form
 - State-Mandated Disclosures
 - Advertising Permission Form

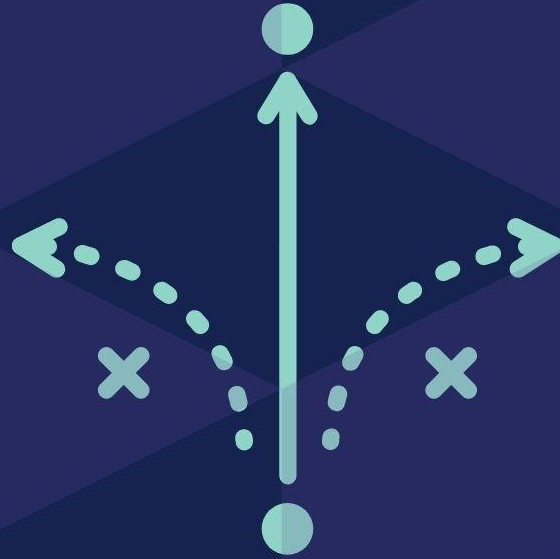


Your Listing Presentation Checklist



- ❑ Recommendations from your previous clients, such as:
 - ❑ Flyer with testimonials
 - ❑ Printout from a review site like Zillow
- ❑ Differentiators and advantages of listing with you
- ❑ Explanation of what clients can expect from working with you
- ❑ Informational resources for first-time sellers





Comparative Market Analysis & Pricing

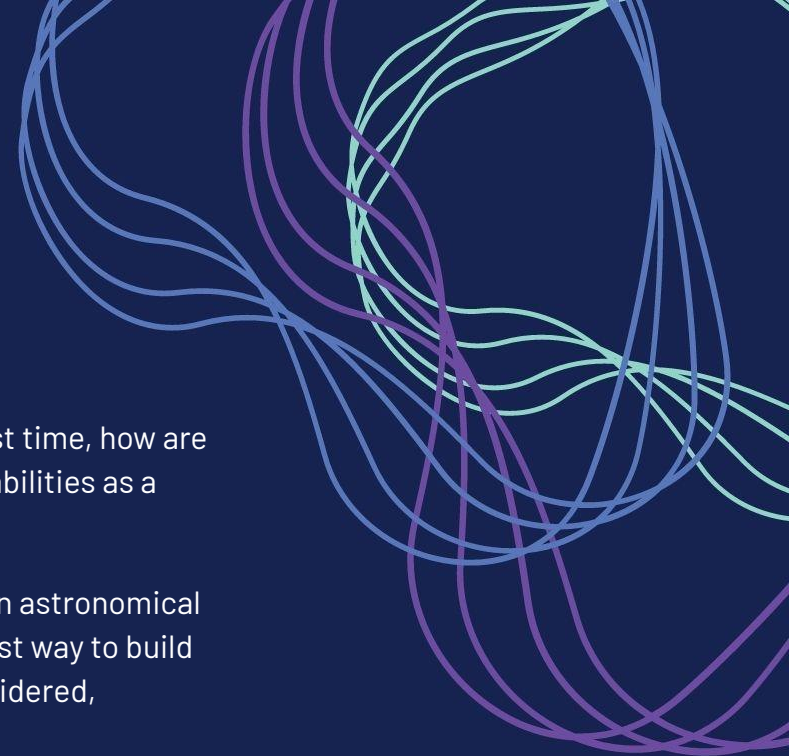
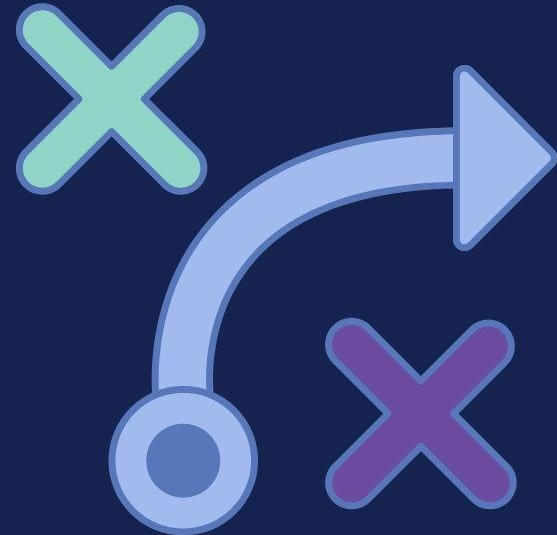
How do you price properties for
sale?

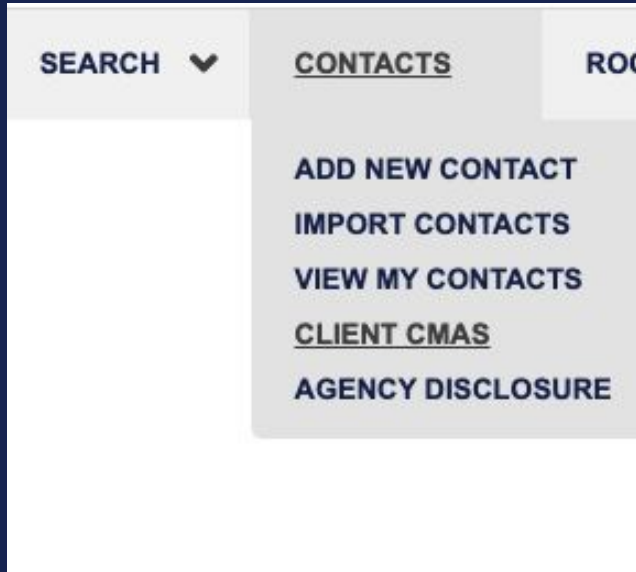
Pricing Property

When meeting with a seller for the first time, how are you building their confidence in your abilities as a representative for their home?

It may be tempting to promise them an astronomical price to win their business, but the best way to build long-term relationships is a well-considered, market-conscious price.

Creating a CMA will put sellers at ease with your price recommendation by giving data that backs up your opinion (and shows that you're thinking ahead).





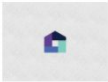
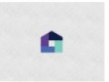

Creating a CMA

With My State MLS, you can create a CMA right from your account. Just select **CONTACTS** at the top of the page, then the **CLIENT CMAs** option. You will have an option to create a new CMA and even associate it with one of your existing contacts.

If you aren't a member yet, don't worry! You can follow these instructions to create a CMA with a little more work using your favorite document or spreadsheet program.

CMA Title

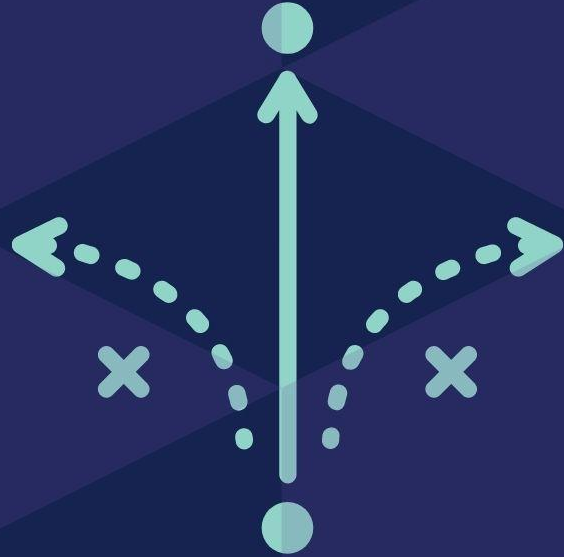
Client: Joe Test

| | Subject Property | Actions ▾ | Actions ▾ |
|-----------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| |  |  |  |
| | Change Photo | Change Photo | Change Photo Drag and Drop |
| Source ID | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Property Type | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Address | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| City | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| State | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| School District | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Status | ----- | <select> ▾ | <select> ▾ |
| List Price | <input type="text"/> | <input type="text" value="0"/> | <input type="text" value="0"/> |
| Sold Price | ----- | <input type="text" value="0"/> | <input type="text" value="0"/> |
| List Date | ----- | <input type="text"/> | <input type="text"/> |
| Sold Date | ----- | <input type="text"/> | <input type="text"/> |
| DOM | ----- | | |

Creating a CMA

In the CMA tool, fill out the details you know for the prospective listing under the “Subject Property” section. Then, you can import comps from existing listings on My State MLS or click the “Add Custom Comp” button to use comps from other sources.

Once you’re finished, just click “View CMA Report” to download and print your CMA! You’ll receive a high-quality PDF that fully explains your suggested price and reasoning to your prospective seller.



Forms and Other Paperwork

Do you have a standard folder of forms you bring to listing appointments?





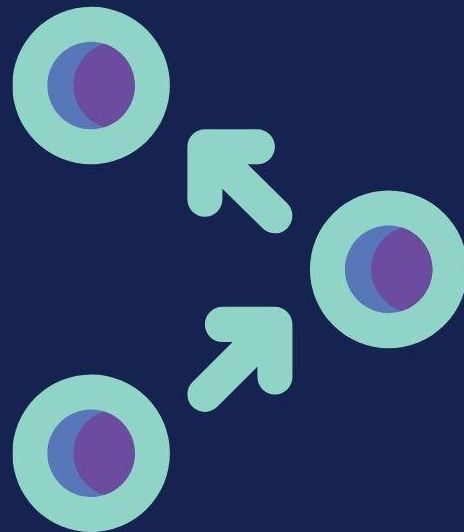
Be Prepared



When it comes to listing appointments, Boy Scouts have the right idea: the most important thing is to Be Prepared.

If you're a My State MLS member, you can find a full library of forms [here](#). If you aren't a member yet, your broker may have a library of forms you can use.

Arriving with the necessary listing forms already filled out and ready to sign shows you're a proactive, responsible agent and helps reduce the risk of needing to chase your clients down for signatures later in the home selling process. The same goes for pre-filling as much of the listing data sheet as possible.



Set yourself up for success by taking a few minutes before your listing appointment to prepare everything you'll need to list the property.



| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------|
|   Single Family Listing Sheet | Listing Agent 1 | |
| | Listing Agent 2 | |
| | Listing Agent 3 | |
| | TYPE, STATUS, & PRICING | |
| Property Type | | |
| Sale/Rent/A? | Sale / Rent / Auction | |
| Listing Price | \$ | |
| LOCATION | | |
| State | | |
| County | | |
| Street Info | Street # | Street Name |
| Unit # | | |
| Display Address | | |
| City | Note: This is the mailing address city of the property. | |
| Zip Code | | |
| Hamlet | | |
| Township | | |
| School District | | |
| Neighborhood | | |
| Zone | | |
| Property Class | | |
| Tax Parcel ID | | |
| LISTING INFORMATION | | |
| Listing Type | | |
| Listing Date (mm/dd/yyyy) | | |
| Expiration Date (mm/dd/yyyy) | | |
| LISTING VISIBILITY | | |
| Listing Syndication | ListHub (60+ Sites) | Realtor.com |
| | Zillow | Trulia |
| | Home.com | HomeFinder.com |
| | International | Juwai |
| | DX | |
| SHOWING INFORMATION | | |
| Showing Instructions | | |
| Showing Sign Posted? | | |
| Additional Showing Sign Notes | | |
| Showing Key Combo | | |
| Showing Key Location | | |
| Showing Alarm Code | | |
| Showing Alarm Location | | |
| Showing Phone # on Prem | | |
| COMMISSION INFORMATION | | |
| Total Commission | | |
| Broker's Agent Commission | You must enter at least one of the commission fields below | |
| Buyer's Agent Commission | | |
| Sub Agent's Commission | | |
| Bonus Amount | | |
| OWNER INFORMATION | | |
| Owner Name 1 | | |

The Listing Data Sheet

Use a listing data sheet to ensure you get all of the information you need at listing appointments, rather than relying on taking notes. The options for updates and amenities on a well-formatted listing data sheet can help homeowners remember even more features of the property, allowing you to create the most comprehensive listing possible.

| | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|----------------|
|   Single Family Listing Sheet | Listing Agent 1 | |
| | Listing Agent 2 | |
| | Listing Agent 3 | |
| | TYPE, STATUS, & PRICING | |
| Property Type | | |
| Sale/Rental? | Sale / Rent / Auction | |
| Listing Price | \$ | |
| LOCATION | | |
| State | | |
| County | Street # | Street Name |
| Street Info | | |
| Unit # | | |
| Display Address | | |
| City | Note: This is the mailing address city of the property. | |
| Zip Code | | |
| Hamlet | | |
| Township | | |
| School District | | |
| Neighborhood | | |
| Zone | | |
| Property Class | | |
| Tax Parcel ID | | |
| LISTING INFORMATION | | |
| Listing Type | | |
| Listing Date (mm/dd/yyyy) | | |
| Expiration Date (mm/dd/yyyy) | | |
| LISTING VISIBILITY | | |
| Listing Syndication | ListHub (60+ Sites) | Realtor.com |
| | Zillow | Trulia |
| | Home.com | HomeFinder.com |
| | International | Juwai |
| | IDX | |
| SHOWING INFORMATION | | |
| Showing Instructions | | |
| Showing Sign Posted? | | |
| Additional Showing Sign Notes | | |
| Showing Key Combo | | |
| Showing Key Location | | |
| Showing Alarm Code | | |
| Showing Alarm Location | | |
| Showing Phone # on Prem | | |
| COMMISSION INFORMATION | | |
| Total Commission | | |
| Broker's Agent Commission | You must enter at least one of the commission fields below | |
| Buyer's Agent Commission | | |
| Sub Agent's Commission | | |
| Bonus Amount | | |
| OWNER INFORMATION | | |
| Owner Name 1 | | |

The Listing Data Sheet

Much of the basic information you'll need is available online from tax data or previous listings. While you're looking, download and print any tax bills and parcel maps you can find to provide more information for potential buyers.

We're partial to the Listing Data Sheet available to My State MLS members [here](#), but your broker may have a specific listing data sheet they'd prefer you use.

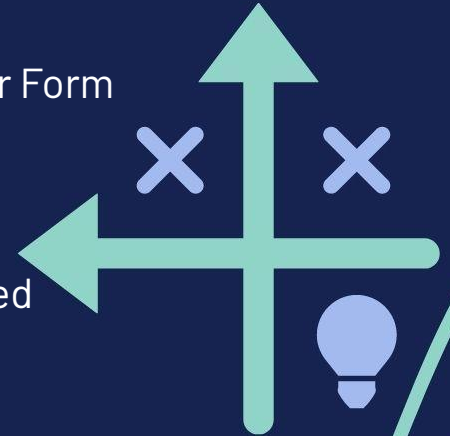
Other Listing Forms

Come prepared with each form you'll need to list the property. This includes the obvious, like:

- ❑ Exclusive Right to Sell Contract
- ❑ Advertising Permission Form
- ❑ Any State-Mandated Disclosures

However, you can speed up any future sale by having sellers pre-fill (and in some cases, pre-sign) other forms like:

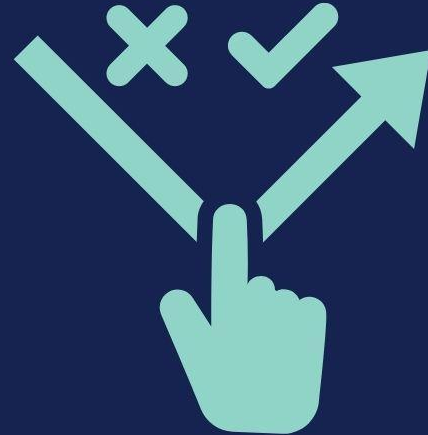
- ❑ Purchase Offer Form
- ❑ Addendums mandated by sale type
- ❑ State-Mandated forms

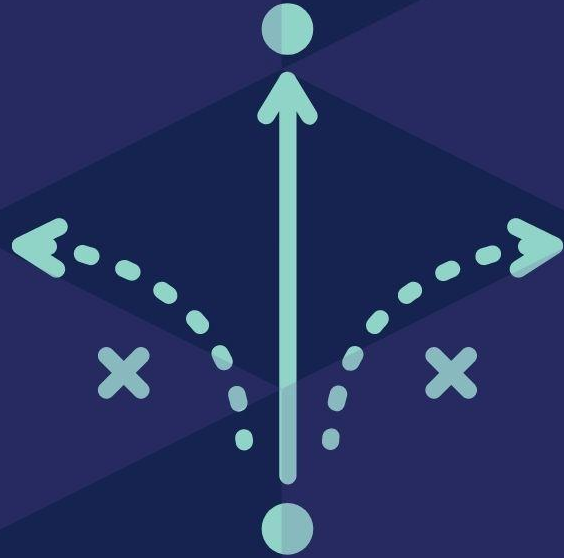


Other Listing Forms

We have a full library of forms available [here](#) for download. Put your favorites into a folder on your computer to create a template that will speed up preparation for future listing appointments.

If you use an e-sign and digital document management platform (like our service, [Digital Docs](#)), you can even create transaction templates to further automate the listing process.





Marketing Yourself

What's the #1 reason sellers should list with you over your competition?
Can you explain it in 10 words or less?



You Are Your Product.

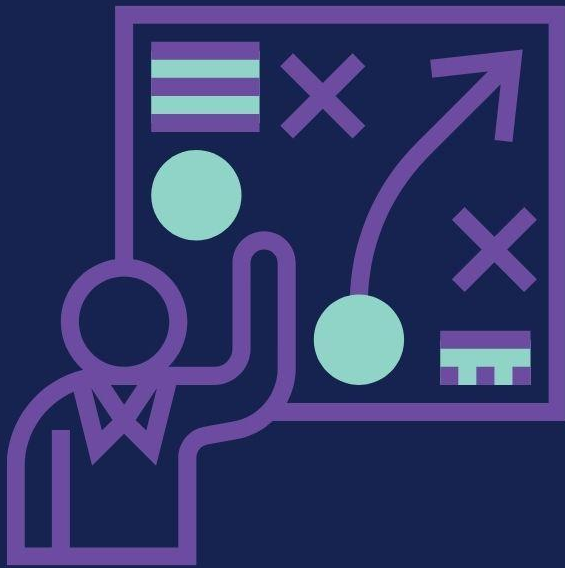


During a listing appointment, your primary goal is to communicate with your potential sellers why you're the best agent to handle the sale of their home.

It's tempting to focus on flattering the homeowners by pointing out all of the attractive features of the property that will help to sell it. However, the sellers already live there! Chances are, they know their house is great.

Focus on why you are the best candidate for their specific home, neighborhood, or sale type. How will your past successes fit with what they need from a real estate salesperson?





Reviews and Recs

76% of consumers say that information from past buyers, like reviews, helps them make purchase decisions.

In short, your potential clients will trust other people, like their friends or your past sellers, over the best marketing brochure. That isn't to say you shouldn't invest in that shiny new flyer, but you should be able to back it up with great reviews and references from people you've worked with in the past.

Consider creating a webpage or physical flyer featuring your most glowing reviews to include with your listing presentation.

Stand Out from the Crowd

What makes you different from your competition? It's crucial to know (and be able to communicate) why you're the best choice for your ideal clients.

If you have a unique marketing strategy, the highest sale price in a specific neighborhood, or a huge list of buyers, now's the time to share it.

[My State MLS](#) members frequently use our nationwide network of agents as a selling point with potential sellers.

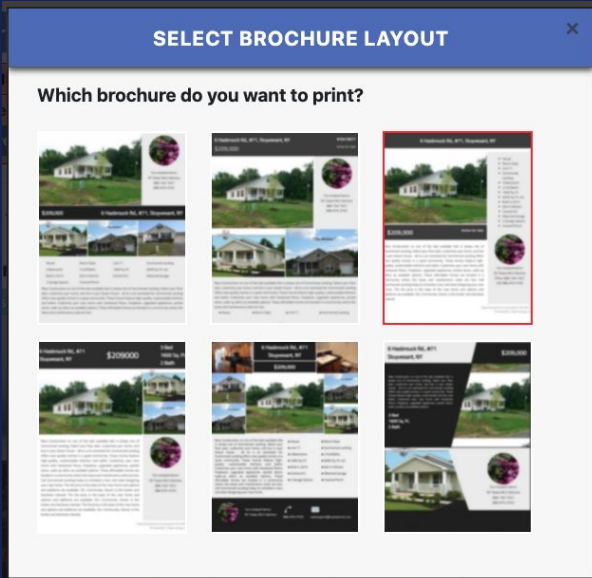
While most agents will put a home on the local MLS, how many agents will advertise a listing across the country? Use these differentiators as a focal point of your listing presentation.

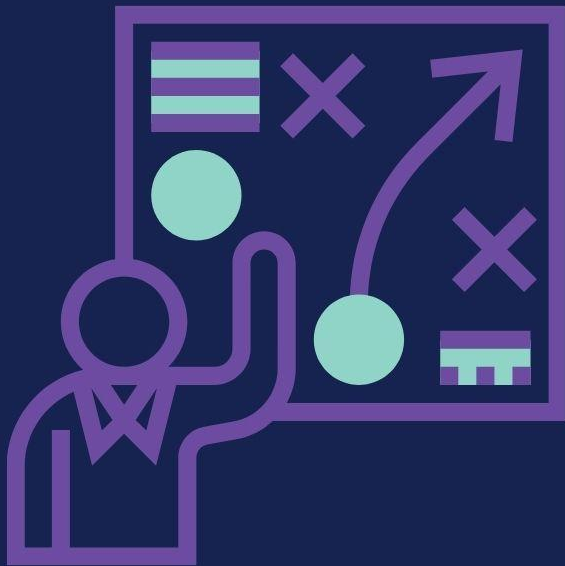


How Top Brokers Win Listings

Want to go the extra mile? Go to the property before your listing appointment to take an outside photo of the home. You can use this to create a sample listing brochure.

[My State MLS members](#) can do this without any photo editing skills - simply create a draft listing of the property, then open the Layout menu and select 'Brochure Print'. From there, you'll be able to choose from a variety of layouts to automatically create a beautiful PDF brochure. You can even change the colors and text before printing!

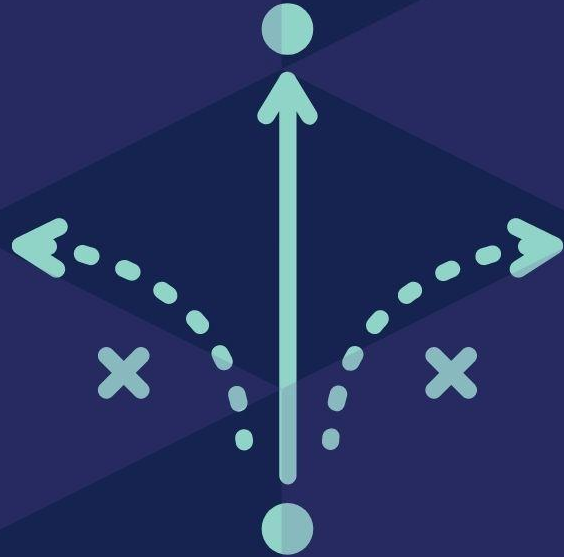




Share the Game Plan

Sellers who are educated on the home selling process will be better able to appreciate everything you're doing for them. Sharing educational materials for sellers builds trust and leads to more referrals for you.

This doesn't mean you need to create a full resource library from scratch! We have a section of [our blog](#) dedicated to educational content for homeowners, as well as premade marketing materials available to members on the [Listing Forms page](#).



What's Next?

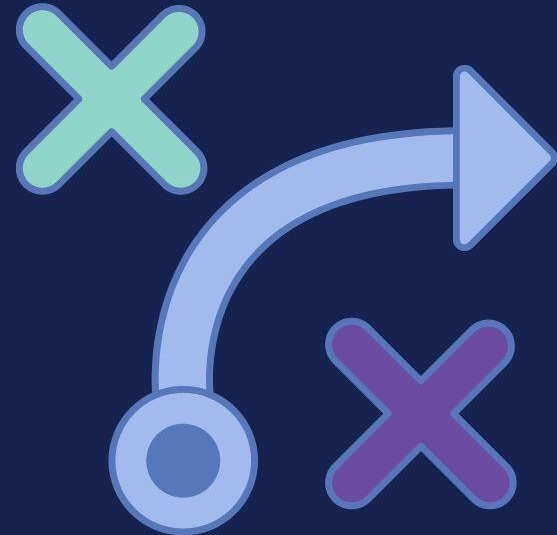
What tip from this guide will you start implementing right now?



What's Next?

Looking to keep learning? We have you covered with a full library of resources.

Check out [Making a Splash On Social](#) or [Online Marketing 101](#), which are great supplements to this ebook. If you're still looking for more, check out our [recorded webinars](#) and our [blog](#). If you want your questions answered live, register for one of our [live webinars](#).



About the Author

[State Listings, Inc.](#) began in 2009 as [NY State MLS](#). Born from a desire to create a common sense MLS solution, New York's statewide Multiple Listing Service quickly garnered agents across the state - as well as nationwide attention and demand for our services. 10 years later, our nationwide Multiple Listing Service, [My State MLS](#), has agents in all 50 states and Puerto Rico. In addition to our MLSs, our services have expanded to include IDX feeds, website design, and private MLS administration.

As State Listings' Marketing Director, Amanda Sternklar is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings on our social media or creating guides and webinars on getting the most from our services, Amanda helps members grow their businesses every day.

