

LISTING LANGUAGE

90-Minute Core Class



1. What are the ABC's for real estate sales?

2. _____% of buyers say that Agent remarks are "very important."

3. Photos grab your attention but the _____ fills in the _____ by helping a Buyer understand what photos can't.

4. List a few of these "GAPS" below:

5. How many words does a potential Buyer want to read? _____

6. Do we express more FACT or FEELING in the property description?

7. Listings that correlate to a *lower sales price* are listings that use _____.

8. How do we lose credibility and opportunities to create a positive impact?

9. What is a narrative description?

10. What are the 4 components of a narrative listing description?

11. The _____ has the power to catch the attention of my Buyer.

12. List the 3 things to FOCUS on with your HEADLINE:

13. An OPENING STATEMENT establishes _____ & _____.

14. A description of the home's _____ and lifestyle benefits is the "action & adventure" of our narrative listing description.

15. We must be _____ to stay compliant with the Fair Housing Act.

16. In our narrative we put the emphasis on the _____. It does the action (verbs). The home or feature *provides, lends, accommodates, offers, connects to, leads into, etc....*

EXAMPLE: The *solar heated pool offers* year-round family fun & entertainment.

17. A narrative listing description uses connective _____ to create momentum and connect lifestyle benefits to home features.

EXAMPLE: The *hardwood floors provide* a warm *solid surface throughout* the open floor plan for you and your furry friends to enjoy.

18. How does the property description come to an END? (What is a CTA?)

SCRIPTING HOME TOURS

TRAINING TO ENHANCE YOUR IN-PERSON & ONLINE HOME TOURS

19. How can I prepare my property descriptions before showings?

20. Should my video home tour be scripted or outlined?

21. A video script OPENER includes:

22. A video script CLOSER includes: