

Mastering Listing Presentations

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Slide 2: Why Listing Presentations Matter

- First impressions create trust and credibility
- Sellers are interviewing you and your company
- Strong presentations increase conversion rates
- Demonstrates your value beyond commission
- Helps differentiate you from competitors

Pro Tip: Focus on solving the seller's problems, not just talking about yourself.

Slide 3: Preparing Before the Appointment

- Research the property thoroughly
- Review neighborhood sales activity
- Prepare a customized CMA
- Learn about the seller's goals
- Bring professional marketing materials

Pro Tip: Drive the neighborhood before the appointment to identify selling points.

Slide 4: Building Rapport with Sellers

- Ask questions before presenting
- Listen more than you speak
- Identify seller motivations
- Show genuine interest in their situation
- Establish trust early

Pro Tip: People choose agents they like and trust before they choose the best statistics.

Slide 5: Presenting Your Value

- Explain your experience and track record
- Highlight company advantages
- Showcase marketing strategies
- Share success stories and testimonials
- Demonstrate local market knowledge

Pro Tip: Use real examples of recent successes whenever possible.

Slide 6: Pricing the Property Correctly

- Review comparable sales
- Explain current market conditions
- Discuss pricing strategies
- Show risks of overpricing
- Set realistic expectations

Pro Tip: Sellers remember visuals—use graphs and charts to support your pricing recommendation.

Slide 7: Explaining Your Marketing Plan

- Professional photography
- MLS exposure
- Social media advertising
- Online syndication
- Open house and networking strategies

Pro Tip: Focus on how your marketing creates buyer demand and competition.

Slide 8: Handling Common Objections

- Commission concerns
- “We’re interviewing other agents”
- “We want to list higher”
- “We’ll wait for the market”
- “We may sell ourselves”

Pro Tip: Acknowledge concerns first, then provide solutions and examples.

Slide 9: Asking for the Listing

- Review seller goals
- Summarize your value proposition
- Confirm pricing strategy
- Explain next steps
- Ask for the signature confidently

Pro Tip: Never leave without asking for the business. The best closers simply ask.

Closing Statement

“The goal of a listing presentation is not to impress sellers. The goal is to help them feel confident that you are the best person to help them achieve their goals.” — Tony Geraci