Listing Appointments

SPEAKERS: RYAN TUCKER, ROMAN, MATTHEW

Every listing appointment matters

- Ask who they are interviewing → then you know who you are up against

Build trust before the appointment

- Call, video text: set the expectation early
- Send the first email with more information → example. Marketing
- Give three options so they have options
    - Quick cash offer option
    - price at the market value
    - price above market value.

Listen before you leave

- Ask the right questions and then stop and listen.
- Understand the motivation
- Timeline based motivation.
- What brings you to the table today
- What is the expectation you have of me?

Josh Anderson and Rebecca Hill

TOPIC: LISTING MARKETING   Building a brand that gets you the listing

Marketing gets attention.
Your brand gets you remembered.

More activity doesn't always create a stronger brand

Stop thinking funnel and start building the playground

Playground: no set order so its just ways to get together

They choose the ride not you.   Give options, create connections, build relationships

Need to give people more than one way to engage.

BUILD TRUST   Repeated exposure, repeated value, repeated wins

Sarah Reynolds

TOPIC: LISTING PRICING

1: DISCOVER THE WHY

You have to dig deeper to understand the motivation
The first answer is logically → you have to go two or three levels doper.
What is the emotion

2: REFRAME THE PRICE

Your list price is not your sale price. It's your managing strategy.
the job of the price to make buyers take an action

3: THINK LIKE A BUYER NOT A SELLER

4: SOLD IS OLD. ACTIVE IS COMPETITION

tells us what the buyer will pay
Active shows competition
It is a price war and a beauty contest

5: TIME ON THE MARKET STEALS EQUITY

Once that question is asked - the seller loses leverage
this is not a manut to test in
You can underlist but not under sell

6: LISTEN TO THE MARKET

The buyers are the market → showings + offers

PEOPLE ARGUE WITH WHAT THEY'RE TOLD.
THEY DON'T ARGUE WITH WHAT THEY DISCOVER.