



Pre-Listing Appointment Broker/Owner/Manager & Script and Overview

One of the challenges in today's market is to create a significant uniqueness to how an agent or a loan professional do what we do and whom we do it for. To the consumer, we appear to be a commodity all appearing to deliver the same or similar services.

In an effort to raise the bar and to deploy high level experiences throughout the process, the use of a comprehensive pre-appointment system is a high visibility and experiential strategy to create a substantial differentiation from the competitors in this space.

This initiative is one of the 4 levels of contact prior to the listing appointment and occurs after the pre-listing package has been delivered. The package includes a letter to the seller that explains the series of contacts scheduled to occur. Upon delivery, the prospective seller endorses a receipt acknowledging receipt of the actual package. (When appropriate and possible)

The sequence is:

1. The package is delivered and a signed receipt is executed
2. There is a call from the agent's manager/broker
3. There is a call from the agent's loan professional partner
4. There is a call prior to the appointment from the real estate office to confirm the appointment and to confirm that the prospective seller has prepared the "Seller's Homework" section of the prelisting contents
5. The agent arrives at the property to meet the seller and continue the listing process.

Broker/Manager/Owner Endorsement Script

"Hello, I am JOHN DOE, Manager/OWNER of REAL ESTATE COMPANY:

I wanted to call and personally thank you for contacting our AGENT NAME to assist you in marketing your property. AGENT is one of our top professionals and as AGENT'S manager (or owner) we want you to know that should you decide to work with AGENT, not only can you expect top service from AGENT, but you can expect support from our entire COMPANY team to help secure a buyer for your property.

We want to thank you in advance for the opportunity to serve you and your family's real estate needs.