

12 Key Talking Points for Your Next Listing Appointment

1. I'd like to show you how my marketing program goes above and beyond anything else offered by other agents here in _____.
2. These are just a few of the things I do—and that most agents don't—to ensure your home gets the maximum possible exposure to the right audience to drive top-dollar offers quickly.
3. I'll give your home its own website and dedicated domain so we can send buyers there, and so you're not competing with anyone else for attention.
4. [Home's Neighborhood] is such a special place. To show it off, we'll do a Google Earth video flyover to really highlight the desirability of the location.
5. Of course, everyone's on mobile these days, so your site and video are all completely optimized. We even use a QR code so people can scan your listing without typing anything.
6. We want to reach an upscale national audience, so let's include The New York Times and The Wall Street Journal to reach that investor class buyer.
7. I also think your home is a good fit for affluent luxury buyers, so I'll showcase it in The Robb Report and DuPont Registry, which are two of the top luxury media destinations online.
8. In addition to our extensive local marketing, we'll use the power of Big Data and social media advertising to target the perfect buyer right here in _____ based on wealth and lifestyle factors.
9. It's important to me that you stay in the loop so we'll send you weekly activity reports, and even prepare a media kit just like this one so you can actually see all the advertising.
10. Normally, I reserve this program for homes worth over \$_____, but I really think your property deserves this kind of marketing—so if you're prepared to get started today, I'll include everything that's here.
11. Before you make your decision, make sure to carefully compare the marketing offered by other agents to my program. I think you'll see a world of difference.
12. I'm not able to reduce my commissions while delivering a marketing campaign of this scale and sophistication.