

Listing Prequalification Script

(**Mirror/Match Introduction**) it's (_____) with CENTURY 21 Beggins...I'm just calling to confirm our appointment at (_____) on (_____)...does that still work for you.

Excellent...in order to make the most efficient use of our time...I'd like to confirm some information and ask you a few questions...

If what I say makes sense, and you ...**feel confident and comfortable** ... that I can ... **sell your home**... are you planning to ... **hire CENTURY 21 Beggins**... when I come out on ____ at _____. **Excellent!**

Are you interviewing more than one agent for the job of selling your home.... (Upswing)

(IF YOU HAVE NOT PREVIEWED THE PROPERTY YET...)

Prior to our meeting, I need to take a quick look at the property so I can give you the most accurate pricing information and drop off some information for you. The preview will take less than 15 minutes. When can you meet me at the property.. (____) **Super!**

Will all of the decision-makers...**be at our meeting**....I want to be sure that I bring information for everyone. (____) **Super!**

Tell me again...**where** will you be moving **to**....(____) **Terrific!**

In a perfect world... what would be the **ideal date** for us to **close** the sale. (____) **Great!**

What do **you** feel is the approximate value of the property. (____) **Really!**

And do you plan to...**hire CENTURY 21 Beggins**... to...**sell your home**... at that price. (____)

Do you need to...**sell this property**...in order to... **make the move**...for you(____) **Great!**

Will your plans change if ...**you can't get your price**... for the property. (____)**Ouch!**

How much do you owe on the property.(____) **Super**

Will you help finance the home for the buyer...or do you want your cash out..

(If you have already previewed the property...omit this)

Please ... in your words... **briefly** describe the property for me (I will see the details when I come out to preview it) _____

Have there been any recent improvements to the property. (____) **Great!**

_____ Yes – Wonderful...would you tell me what they are. (____) **Great!**

_____ No – Are any needed. (____) **Great!**



Knowing what you know about your neighborhood, on a scale of 1 to 10 with "10" being **Model Perfect**...how would **you** rate the overall condition of the property. (_____) **Super!**

What would make it a **10**. (_____) **Excellent!**

Is there **anything** else I should know before our meeting. (_____) **Great!**

Do you have any questions before I arrive ..

I'm going to send you a link to a brief overview presentation for you to watch before I arrive...will you take a few moments and watch it for me...it's a link in an email that's going to take you to a brief presentation to show you what we are going to do for you...it will save us a lot of time before we meet...your e-mail address is (_____) (*Repeat it back to ensure accuracy*)

I will be sending over a package of information...It will make our meeting even more productive... (It will have our listing agreement and some marketing materials in it) I need you to take a few moments to... **review it**.... Ok.

Great. Thanks for taking the time to review all this information...it'll make our meeting **much** more productive. I look forward to seeing you _____ for the **preview** appointment and _____ for the marketing and pricing presentation.

In the meantime, please ...give me a call... if you need anything or have any questions. I think you'll ... **be very pleased** ... with the outcome of our meeting.

