LISTING PRESENTATION

Fill this in before the meeting, then walk the seller through it. Replace the example wording with your own and follow your brokerage's requirements.

1. About you

Agent name _____ **Brokerage** _____

Phone _____ **Email** _____

License no. (if shown) _____ **Years in this area** _____

Keep this short. Use only testimonials you have permission to share, and check your brokerage's rules on what you may claim.

2. The seller and the home

Seller name(s) _____ **Meeting date** _____

Property address _____

Target move date _____ **Reason for moving** _____

What does the seller want, and what worries them? Write it in their words so you can show you listened.

_____

_____

_____

3. Market and comparable homes

Use recent, nearby sales and active listings from your MLS, and be ready to explain each adjustment. Do not guess at numbers you have not checked.

Address	Sold or active	Price	Date	Size and beds/baths	Adjustments

4. Pricing recommendation

Recommended list price or range _____

Why this price (in one or two sentences) _____

Explain your reasoning with the comparables above. Avoid telling the seller what they want to hear if the data does not support it.

5. Marketing plan

Tick only what you will actually do for this listing, and add a date or owner where it helps. These are common items, not a promise of results.

- [ ] Professional photos
- [ ] Written listing description
- [ ] MLS entry and syndication
- [ ] A web page for this one listing with a link or QR code
- [ ] Open house or broker open
- [ ] Social media posts
- [ ] Email or text to my contacts
- [ ] Yard sign and printed flyers

Other marketing _____

Photo and showing prep date _____

6. How we will communicate

Update schedule (for example weekly) _____

Preferred method (call, text, email) _____

How showing feedback is shared _____

7. Fees and agreement

Describe fees and the agreement in plain language, in line with your brokerage's policies and local law. Do not give legal or tax advice.

Fee or commission as agreed _____

Agreement length and conditions _____

8. Next steps

Next step _____

Follow-up date _____ **Who does what** _____

This template is a starting point, not legal advice. Follow your brokerage's required forms and disclosures and the rules where you work.