

1. Purpose of the Listing Presentation

The Listing Presentation Template helps you:

- Present yourself professionally
- Structure your pitch clearly
- Showcase your marketing plan, pricing expertise, and service value

A strong listing presentation can win the trust - and the listing.

2. How to Use the Template Effectively

- Step 1: Warm, confident introduction.
- Step 2: Concise but powerful property overview.
- Step 3: Highlight standout features and renovations.
- Step 4: Share location advantages tailored to seller.
- Step 5: Present pricing with real data.
- Step 6: Reveal a detailed marketing plan.
- Step 7: Offer financial and timeline planning services.
- Step 8: Close with clear next steps.

Tip: Use visuals like sample ads, charts, and marketing materials.

3. Key Mindset During a Listing Presentation

- Focus on serving the seller's needs.
- Be data-driven but human.
- Handle objections patiently.
- Position yourself as a strategic partner, not just a salesperson.

4. Common Mistakes to Avoid

- Talking too much about yourself without linking to their needs.
- Overpromising unrealistic prices.
- Being vague about the marketing plan.
- Being defensive if seller questions your methods.

Final Thought

A strong listing presentation is about listening, empathizing, offering real value, and building a winning plan.

Every homeowner wants someone they can trust to protect their biggest asset.

Show them through your professionalism - not just words.

Prepared for you by
Edmund Ee District

#LevelUp #WinTogether #Teamwork