**RA Team Introduction**

**Listing Presentation** 

Always tour the house first and take detailed notes. Especially note types of utilities (water heater, furnace, stove (is there a gas hookup behind?). Use this time with "small talk" to connect with their past (pictures, items in the house, where from, etc). CONNECT WITH THEM!

3 Things the Client wants to know:

1. Can they trust us? Talk about why you are in this business, to do a better job than others, etc!
2. Do we know what we’re doing? Excellence? This will come out in the presentation!
3. Do we care about them? Show them through past stories about clients you have helped!

RA will interrupt WA several times during the presentation to emphasis some items and allow WA to regroup. Plus, it breaks up the monotony. Also, memorize the statistics and EMPHASIZE THEM! Stats make us look smart!

**RA** -

Thank you for inviting my business partner and me to your home this afternoon.

We're so glad to be here!

Your home is beautiful and it will sell - the mountain views, . . . !

Tom and I work together in all ways possible to sell your home.

Our guess is you want to sell fast and get the most money.

With my many years expertise and Tom’s internet savvy, we cover every base you need to get your home sold.

Again, this is Tom. We’re partners. You know about me and just in case you want to know a little about him (his story):

Tom was an Air Force Fighter Pilot and then went on to fly and retire as an American Airlines Captain. He is a strong negotiator, a skill he obviously acquired while negotiating the skies around the world! He likes to get you as much money as he can! And he’s a super achiever and puts that towards selling your home.

His wife, was a homemaker and volunteer and cared for all the details at home. Her commitment to getting your home sold gets rave reviews.

Tom uses a professional photographer for all his homes, he is really good at telling the “story” of a home!

Now I’d like to have Tom talk a little about today’s market and how to best sell houses!

INTERRUPT OFTEN DURING THE PRESENTATION – it keeps the RA involved and gives the WA time to regroup! RA should continually praise how good the WA is to develop client trust in the WA (they already trust the RA!).

See YouTube Video: <https://youtu.be/wi9e3NOLiZI>