

Weichert Listing Presentation Observer's Checklist



Key Behaviors Checklist	Y	N	N/A
1. Build the Relationship			
Established rapport (made eye contact, used the client's name, smiled, approachable, friendly).			
Related to the client (found common ground, "You have a dog...I love dogs.").			
2. Open and Preparation			
Explained the process and how this second visit works/shared the agenda.			
Prefaced the presentation with the key concerns and priorities the client communicated in Step 1: Getting to Know You.			
Encouraged the client to ask questions.			
Prepared with all the tools and marketing materials to present clearly and effectively.			
3. Uncover Needs and Engage the Client			
Asked questions to engage the client and further clarify needs.			
Listened well. Summarized or paraphrased the interests, concerns, and needs of the client.			
4. Provide Value and Service			
Communicated effectively. Spoke clearly, concisely, and with confidence.			
Offered products and services specific to the client's interests and needs. Made value statements (provided features and benefits to the client).			
Provided solutions, expertise and knowledge in response to client's specific questions and concerns.			
Accurately presented Weichert's value story in relation to the client's wants or needs. Effectively discussed the six distinct advantages: <div style="display: flex; justify-content: space-between;"> <div> Online Presence Dynamic Marketing Enhanced Open House program </div> <div> Gold Services Strategic Pricing Neighborhood Specialist </div> </div>			
Transitioned from the portfolio presentation to other Marketing tools well (Property highlight sheet, GSM's business card, direct mail samples, sample ad, leave behind, customized business cards, etc.)			
Deferred the commission conversation to after the listing presentation.			
Effectively handled objections by reflecting or summarizing the objection, probing to learn more, addressing the concern and checking back with the customer.			
Finally, when asked to lower the commission, politely but firmly said, "No."			
5. Close			
Sought agreement on value and closed throughout the presentation.			
Asked for the listing with confidence. "Before we get into the Price Trend Analysis, I'd like to ask if you feel comfortable with the marketing plan I've prepared for you?" . . . Good. So the only thing left to do is determine the price and get started."			