

Key Behaviors Checklist	Y	N	N/A
1. Share the BIG Picture			
Shared approach: "I'd like to talk to you now about our approach for pricing homes. We not only look at comparable homes in the local marketplace, we research trends from 12 months ago, 6 months, what's under contract and what's currently active."			
Shared the "Snapshot": "Before we look at the boxes across the page, let me direct you to what I consider is the executive summary of what's happening in this market, the Current Inventory Analysis Snapshot. At the bottom of the page, you'll see . . ."			
Reviewed the Current Inventory Analysis Snapshot. Discussed the rate at which houses are selling in the neighborhood. Explained Market Absorption Rate and how this affects price.			
2. Review the Boxes Across the Price Trend Analysis			
Engaged the seller into reviewing and analyzing the data.			
Reviewed the boxes on the PTA (12 months ago, 6 months ago, etc.).			
Explained the implications of the data on how it affects price.			
3. Drill Down on the Facts (Review back-up Comparables, Expireds, etc.)			
Showed the seller comparables and discuss the features of the properties, location, etc. and how that affects price. Demonstrated neighborhood knowledge and knowledge of inventory.			
Showed the seller houses that went under contract quickly because they were priced right.			
Provided other supporting material to give the seller information to price their house appropriately. (e.g., Showed Expireds and Withdrawns – "Here are sellers with asking prices that were not aligned with the market. These houses did not sell at the list prices you see here.")			
4. Ask the Seller for a Price Range for their Property			
Asked the Seller: "Based on all these facts and the Price Trend Analysis we just reviewed, what price or range are you comfortable with at this point?"			
Affirmed the sellers' decision OR asked, "That's interesting . . . What facts and information are you using to support that price?" (Deflected appropriately so seller "owns" the price.)			
"Based on the Price Trend Analysis and the comparable properties in this area, the range is more realistically here, wouldn't you agree?" (Involved the seller in setting price.)			
5. Agree on Price and Close for the Listing			
"Since we both agree this price is the most aggressive, let's try for this and evaluate where we are in two weeks. I will have 30 of my well-respected, experienced colleagues come through your home for a preview for all their buyers. At that time they will give me a price opinion on your home and we can discuss further whether the price needs to be adjusted or not."			
Set stage for price improvement: "We'll be monitoring how the market responds to the property and price in three ways: 1) Agent Opinions as the property is previewed 2) # of Showings and Buyer Feedback and 3) Offers made in the first 2-4 weeks . . ."			
"I'm looking forward to working with you. Let's write up the listing agreement now."			
Summarized next steps (scheduling of broker open house, first open house, confirming information for the multiple listing service, etc.)			
"Thank you for your business. I look forward to working with you! Here are a few more of my business cards should you want to refer any friends or family to me."			