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5 Mental Triggers to Win the Listing

The word-for-word presenter script for your next brokerage presentation. Goes with the editable Canva slides.

> **How to use this:** read it out loud a few times before you present, then say it in your own words. Swap anything in [brackets] for your own details. Bring enough printed listing presentation flyers for everyone in the room.

SLIDE 1

Cover

What's up, everyone? Today I'm going to teach you how to win the listing using the five mental triggers. There are actually nine mental triggers out there, but I'm only going to touch on the five that matter most for realtors. Because we all know, if you don't have a listing, you're not making money.

When you go to a listing appointment, you never want the seller to feel like you're begging them to sign with you. You want it to be their idea. By the end of your presentation, you want them asking, "Where do we sign?"

SLIDE 2

Anticipation

Number one is anticipation. You want to set it up before you ever walk in. You want them excited when they see your car pull into the driveway. You know, that leased Audi. (Ha, because we all know every realtor has a leased Audi.) You want them practically running to the door to welcome you, because of the anticipation you already built.

Now, I'm not a licensed agent. But I'm a marketer, and I've run a few different companies, so here are the practical things I'd do if I were in your shoes.

SLIDE 3

Do This 24 Hours Before

First, text them the day before. "Hey, looking forward to tomorrow! What's your and your spouse's coffee order? I want to grab yours on the way."

If they say they don't want anything, say, "Listen, my mama raised me to never show up empty-handed. You've got to tell me something, or I'm showing up with an empty cup." It shows them they're a priority, and that you've got their back.

Second, send them a link to a recent listing. "Hey, check out this one we just wrapped up. It went under contract in twenty-four hours. Just wanted to share. I'm so excited to meet you, and I'm going to give you world-class service on what matters most to you and your family."

And third, show up on time, with their order, and make sure it's right. Honestly, if you just show up on time, or even five minutes early, you'll stand out from the competition. It's a small thing most agents never bother to do. And just like that, before you've opened a single thing to show them, you've built anticipation. They're excited to see you.

SLIDE 4

Authority

Number two is authority. Here's the thing. The people with the least authority are usually the ones who brag about it the most. I'm not talking about renting a Lambo off Turo for your listing video. That's not even your car. I'm talking about the way you present yourself. Humbly, but boldly, showing them you know exactly what you're doing and how you're going to get them the results they want for their family. Authority is earned through the whole appointment. It's not about what you pull up in.

SLIDE 5

Build It Before You Knock

You've got to build authority before you ask for anything. The best way I know is to bring a small packet. Your three most recent closings. Your average days on market. Your list-to-sale ratio. And the listing media brochure we provide. [Hold up the listing presentation flyer.] It shows you're not someone who just finished a realtor course and watched a YouTube video. You're a professional.

Then add one specific fact about their home, something they can't get from Zillow or ChatGPT. Something like, "I saw you upgraded from granite to marble. That could really help your home's value." Now they're thinking, "Wow, you actually did your research."

And bring it printed. Quick show of hands, who's tired of QR code menus at restaurants? (Pause.) Me too. A screenshot on your phone or an iPad just doesn't land the same way. People like holding something in their hands.

SLIDE 6

Reciprocity

Number three is reciprocity. Give before you ask. Most agents offer a free consultation, and honestly, that doesn't stand out anymore. It's like a general contractor offering a free estimate. Everybody does it. So I want you to put real, specific value into it before anyone signs.

SLIDE 7

Add Value First

Give them real advice. Maybe three specific fixes that would improve their photos and the first impression buyers get. If it's something small, offer to take care of it. My personal recommendation: don't give away free photos, video, or anything paid before you have a signed agreement.

Here's the question to ask yourself. Would this make their life better even if they didn't sign with you? Because if the information only helps them if they hire you, it's not really a gift. I want you to truly bless people.

So leave something in writing, like a one-page "before we list" checklist, so whether they hire you or not, their home is in better shape. And bring something they can't Google or ChatGPT: an honest read on their comps, or an introduction to a handyman or a stager you trust. Whatever they need. You're adding value to their life first.

SLIDE 8

Social Proof

Number four is social proof. Before they ever meet you, they're going to look you up. So when they do, what do they find?

SLIDE 9

Be The Agent They'Ve Already Seen

Don't just have great photos. Most agents have great photos. Have great videos advertising your brand. Every listing you book with [Your Company] can come with a video that doesn't just show off one listing, it works as a digital billboard for your business. Pin it to your profile, and run ads behind it. By the time sellers meet you, it should feel like meeting a mini-celebrity. "Oh my gosh, I've seen you in the ads. And here you are."

And bring your results as a story. Something like, "This seller was with another agent and the home wasn't going under contract. They came to us, we changed the plan, and it was under contract within a week." That's way more powerful than reading a review.

SLIDE 10

Scarcity

And number five, scarcity. This is one of the most powerful ones. When there's less of something, people want it more. Now, never lie, and never invent a limit. But remember, you're interviewing them too. And when you protect your time out loud, people lean in.

SLIDE 11

Interview Them Too

Say something like, "Today, we're going to figure out if I'm even able to help you. I may not be, but I want to hear what's going on." Instantly, you don't sound desperate. It disarms them, because it feels less like a sales pitch and more like figuring out if you're a good fit. Remember, we want signing with you to be their idea, every time. You're not arm wrestling them. They should be the ones asking, "Where's the pen?"

Then protect your time out loud. "I have a limited amount of time I give people, because I want to give my best in everything I do. Does that sound fair?"

And never sound like you have all the time in the world. Don't say, "Any time Monday through Friday works." Say, "I have Tuesday at 3 PM or Thursday at 11 AM. How does that sound?"

SLIDE 12

Your Listings Deserve The Best

So those are the five: anticipation, authority, reciprocity, social proof and scarcity. And truly, your listings deserve the best. Average isn't an option. [Your Company] captures your listing video, photography, drone, floor plans and 3D tours, all in one visit. [Add one or two sentences about what makes your company different, like your turnaround time or your team.] Scan this code to learn more, and grab one of these listing presentation flyers on your way out. They're yours to use at your next appointment.

SLIDE 13

Thank You

Thank you so much for having me. Now go win some listings this week. Let's go.

Tips for the day

- Ask the broker for 15 to 20 minutes during a weekly team meeting.
- Bring coffee or breakfast if you can. That's reciprocity in real life.
- Bring enough printed flyers for everyone, plus a sign-up sheet or QR code so you can follow up.
- Don't sell from the stage. Teach. The selling happens after, when they come up to you.
- Follow up within 24 hours with everyone who signed up.