[YOUR COMPANY NAME]

FOR LISTING AGENTS

5 Mental Triggers to Win the Listing

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TRIGGER 01 OF 5

Anticipation

Set it up before you walk in.

Most agents show up cold. Build excitement in the 24 hours before you ever knock — while the agent down the street hasn't even texted yet.

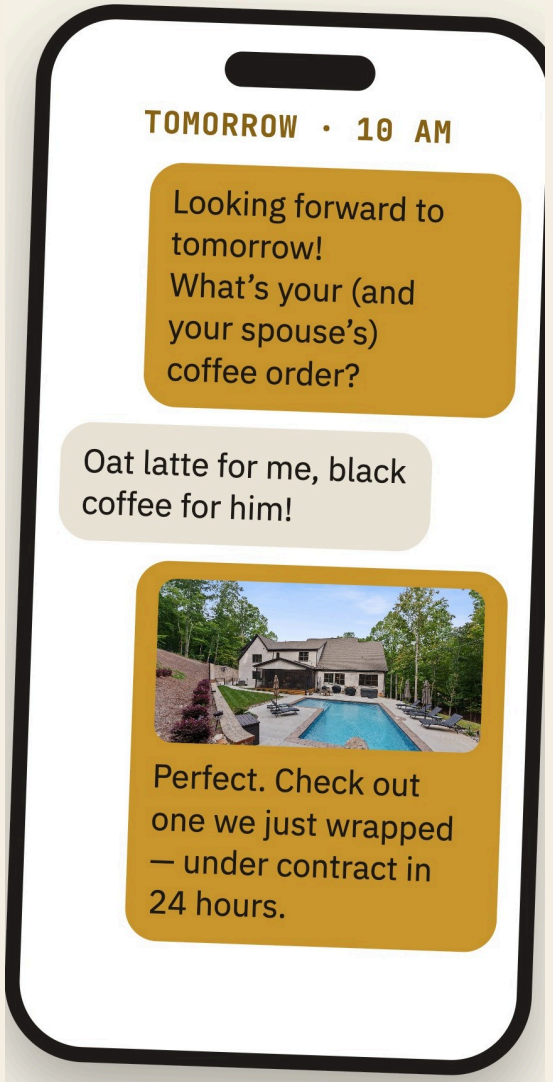
▷ NEXT: THE EXACT TEXT TO SEND

DROP YOUR LISTING PHOTO HERE

01 · ANTICIPATION

01 Do This 24 Hours Before

1. Text them the day before: "Looking forward to tomorrow! What's your (and your spouse's) coffee order? Grabbing yours on the way."
2. Send a link to a recent listing video: "Check out this one we just wrapped — it went under contract in under 24 hours. See you soon!"
3. Show up on time with the coffee. It's a small thing most agents never bother to do.



YOUR MOVE

Figure out how you can build anticipation before your next listing appointment.

TRIGGER 02 OF 5

Authority

Show it. Don't announce it.

Authority is earned through the whole appointment, but what they see before you knock sets the tone — whether you're just starting out or have a hundred closings.

◎ NEXT: BUILD YOUR PACKET

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02 · AUTHORITY

02 Build It Before You Knock

1. Build a small packet: your last three closings, average days on market, list-to-sale ratio, and your listing media brochure (what we provided).
2. Add one specific, verifiable fact about their exact home or block — something they can't get from Zillow.
3. Bring it printed. A phone screenshot doesn't land the same way in person.

> *New to the business? Lead with your process and your media. Years in? Let your numbers talk.*



YOUR MOVE

Decide what goes in your packet (or use the document we gave you).

TRIGGER 03 OF 5

Reciprocity

Give before you ask.

Most agents already offer a free consultation. Put real, specific value into it before anyone signs.

◇ NEXT: ADD VALUE FIRST

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03 · RECIPROCITY

03 Add Value First

1. Give real advice: name three specific fixes that would improve their photos and buyer impressions (and offer to pay if it's something small).
2. Leave it in writing: a one-page "before we list" checklist they keep whether they hire you or not.
3. Bring something they can't Google: an honest pricing read on three comps, or an intro to a handyman, stager or cleaner you trust.

> *Don't give free photos, video, or any paid deliverable before a signed agreement.*



YOUR MOVE

Find 3 ways to add value and work them into your presentation.

TRIGGER 04 OF 5

Social Proof

What they find when they research you.

They look you up before you knock. What do they find?

☆ NEXT: BECOME THE AGENT THEY'VE ALREADY SEEN

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04 · SOCIAL PROOF

04 Be the Agent They've Already Seen

1. Don't just have great photos — have great videos. Every listing you book with us comes with a video you can use as a digital billboard.
2. Pin it to your profile and run paid ads behind it. By the time they meet you, it feels like meeting a mini-celebrity: "I see you in the ads — and here you are."
3. Bring a results story, not a review: "This home sat for months. I came on, we changed the plan, and it sold." Show the before and after.

DROP A SCREENSHOT OF YOUR INSTAGRAM PROFILE HERE

YOUR MOVE

Pick one past listing you turned around and write your before-and-after story.

TRIGGER 05 OF 5

Scarcity

Make your time worth wanting.

Never invent a limit. But you're interviewing them too — and when you protect your time out loud, people lean in.

◌ NEXT: THE WORDS TO USE

DROP YOUR LISTING PHOTO HERE

05 · SCARCITY

05 Interview Them Too

1. Remember, you're interviewing them too: "Today we're figuring out if I'm even able to help you. I may not be — but I want to hear what's going on."
2. 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?"
3. Never sound like you have all the time in the world. Offer two real options — not "any time, Monday to Friday, midnight to midnight."



YOUR MOVE

Practice word tracks to promote true scarcity at your appointments.

Your listings deserve the best.

Average isn't an option.

Listing video, photography, drone, floor plans and 3D tours — all captured in one visit.

YOUR
QR CODE

Scan to learn more

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THANK YOU · [YOUR COMPANY NAME]

Let's Go
Win the Listing.

Anticipation · Authority · Reciprocity · Social Proof · Scarcity

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