

# Ideas to help you close a sales listing prospect

## Power Questions to Distinguish Yourself During a the Presentation

*Got a listing presentation coming up? Don't waste your energy thinking up talking points to impress the homeowner. Nothing you can tell them will equal the impact of what you can ask.*

Use empowering questions to get the homeowner involved in what they will be considering between you and the competition. Use this discussion to find opportunities and roadblocks you need to address to win the listing. These questions need to be addressed at some point with the homeowner for you to win the deal. It helps to have the questions with you and if needed look at them during the discussion to make sure you have not missed finding out as much as possible. However, avoid simply reading them one by one. It needs to be a discussion and flow naturally. Know the questions you need to ask before the meeting and keep it simple.

- “What do you love most about this house?”
- “What do you think is the biggest challenge to finding the right buyer?”
- “Have you had experience selling a home in Nantucket or elsewhere?”
- “What are the most important qualities you want in a listing broker?”
- “How do you plan to go about deciding on the listing broker?”
- “Do you have any concerns we may not have discussed?”
- “Is there anything we can do to make you feel more confident about our commitment and ability?”