

PROAGENT | COFOUNDERS

Listing Presentation

WALKTHROUGH SETUP

Hi ____, thanks again for having me over. I'm excited to get your home on the market and get it sold. Before we sit down, where would you like us to review everything - the kitchen table or the living room?

Perfect. Before we jump in, I want to take a quick walk through the home the same way a buyer would see it - first impressions, layout, and flow. Once we finish, I'd love for YOU to walk me through anything you feel adds value. Sound fair?

(Agent walks the home alone for 1-3 minutes and returns.)

ONE-MINUTE PRESENTATION

Before we go any further, I just want to confirm three quick things.

1. **Do you absolutely have to sell this home?**
2. **When it comes to price, are you looking to position it to sell, or are you okay keeping it on the market for a long time?**
3. **Assuming everything makes sense, do you want me to handle the sale for you?**

Excellent.

AGENT NOTE - DO NOT READ: Only close here if they know you, want to hire you, and will list at your recommended position. Otherwise continue.

SETTING EXPECTATIONS

At the end of today, one of three things will happen: you'll decide to list with me, you'll decide not to, or I may decide not to take the listing. Any of those is fine.

My goal is simply to give you enough clarity to make the best decision for yourself.

If they ask why you might not take it: "If we aren't aligned on a pricing strategy that can actually get your home sold, it would be irresponsible for me to take the listing and set false expectations."

MOTIVATION FIRST

Let's quickly review what we discussed.

- You're moving to _____, correct?
- The reason you're moving is _____?
- You need to be there by _____?
- You felt the home might be worth around _____?
- You owe about _____?
- You weren't planning on selling it yourself, correct?
- And you do / do not want to walk away with your equity?

There are really two things that matter today: **your motivation to sell and how we position the property.**

If we get the positioning wrong, we can lose the most valuable thing we have when we launch: **time and fresh buyer attention.**

Is that a risk you're comfortable taking?

BUYER DEMAND & POSITIONING

Before we look at the market data, I want to show you something that gives you a real advantage.

Many sellers ask: **"Do you already have buyers?"** What they're really asking is: **"What's the buyer demand for a home like mine?"**

Most agents wait until a home is listed to see what kind of interest it gets. **We track buyer demand ahead of time.**

Based on your home's **size, location, and price range**, we already have approximately _____ buyers in our **database** who match your home's criteria. These buyers are:

- Actively searching
- Have saved searches
- Receive alerts instantly
- Have defined criteria
- Most are pre-qualified

So before your home ever comes on the market, we already know who many of the first potential buyers are.

Let me show you. *(Open the buyer-demand pitch deck and show the seller the matching buyers in the database for this area and price point.)*

Let me ask you this: **If demand already exists before a home hits the market, how do you think that impacts price - and the likelihood of a successful sale?** *(Pause.) Exactly.*

When you combine those buyers with buyers actively searching online, there are really only two reasons buyers haven't already purchased: **timing or pricing.**

What we're identifying today is what separates the homes that sit from the homes that sell.

PRICING PRIMING

Before we look at numbers, I want to make sure I understand what matters most to you - because pricing only works when it's aligned with the outcome you actually want.

If everything went perfectly, what would a great result look like for you? *(Let them talk.)*

And is timing important, or is price the absolute priority - even if it takes longer?

TODAY'S MARKET - MAKE THE MATH REAL

Let me make today's market really simple.

Imagine there are **11 homes** competing for buyers just like yours. At the current Greater Houston market pace, roughly **two of those 11** would be absorbed over the next 30 days.

What happens to the other nine? *(Pause. Let them answer.)*

Exactly. They stay on the market.

That illustration represents approximately an **18% monthly absorption rate**, consistent with roughly **5.5 months of inventory**.

So our job isn't simply to LIST your home. Our job is to make yours ONE OF THE TWO buyers choose.

If only a portion of the available inventory is being absorbed every month, are you comfortable positioning your home like the average listing - or do you want to give it the strongest possible position among the homes buyers can choose?

We don't need to be another option. **We need to be one of the best options.**

And 'best' does not automatically mean cheapest. Buyers compare **price, condition, location, features, presentation, and terms**. We absolutely control presentation and **price positioning**.

Agent note: 18% is an implied market absorption rate from 5.5 months of inventory, not a literal probability guarantee. Replace the metro benchmark with the property's actual competitive-set absorption whenever possible.

WHAT HAPPENS TO THE HOMES BUYERS DON'T CHOOSE?

So what happens to the homes that aren't chosen?

In the market snapshot used in this presentation:

9,500+ homes have been on the market 90-180 days (3-6 months).

7,000+ homes have been on the market 180-365 days (6-12 months).

3,000+ homes have been sitting over a year (12+ months).

When you see those numbers, what do you think is happening?

The longer a property sits without enough buyer response, the harder the conversation becomes. Buyers begin asking why it hasn't sold, sellers begin chasing the market, and leverage can shift away from the seller.

Our objective is not to chase the market after it tells us we're wrong. Our objective is to position correctly from the beginning.

Agent note: Update these three aging-inventory counts with the latest MLS data before presenting them as current.

NOW LET'S LOOK AT YOUR MARKET

The Houston numbers give us context. **Your actual competition determines our strategy.**

ACTIVES - what you're competing against.

PENDINGS - what buyers are choosing right now.

SOLDS - what buyers have proven they'll pay.

ACTIVES - YOUR CURRENT COMPETITION

These are the homes a buyer can choose instead of yours today.

For each one, let's answer three questions:

1. **Is it better or worse than yours?**
2. **Is it positioned higher or lower?**
3. **If this were your money, which one would you buy?**

If you were the buyer, rank these homes from best value to worst value. Where would you put yours?

If only two homes are likely to be chosen this month, where does yours need to rank?

(Let the seller answer. Do not answer for them.)

PENDINGS - WHAT BUYERS ARE CHOOSING RIGHT NOW

Solds tell us where the market has been. **Pendings tell us what buyers are choosing right now.**

- Condition and location versus yours
- Original price and current/pending position
- Any meaningful price adjustment
- How long it took to go under contract

What do you think caused a buyer to choose this home instead of the active alternatives?

We're looking for the pattern buyers are rewarding right now.

SOLDS - WHAT BUYERS HAVE PROVEN THEY'LL PAY

Now let's look at what buyers actually paid. These are also the facts agents and appraisers will use to support value.

For each sold, focus on condition, location, sale price, and time on market.

Does the sold evidence support the position we're seeing in the active and pending market?

YOUR ACTUAL ABSORPTION RATE

Now let's replace the broad Houston benchmark with the numbers that matter most to your home.

Comparable active competition: _____ homes

Comparable homes being absorbed per month: _____ homes

Estimated months of inventory: _____

Estimated monthly absorption: _____%

If approximately _____ homes are likely to be chosen in the next 30 days:

Which homes do you believe buyers are most likely to choose?

Where does yours need to rank if selling in your timeframe matters?

POSITION - DON'T JUST PICK A PRICE

Price isn't simply the number we put on the sign. **Price determines where your home is positioned against every other choice the buyer has.**

If we listed at \$_____, where do you think we'd rank among the homes buyers can choose?

(Let them answer.)

If the answer is fourth, fifth, or lower: **And how many are likely to be chosen? Then does it make sense for us to knowingly enter the market in that position?**

PRICE POSITIONING CLOSE

We're not trying to answer, 'What's the highest number we can put on the sign?'

We're answering, 'At what price does this home become one of the most compelling choices available to today's buyer?'

Based on demand, absorption, the homes buyers can choose, the homes they're choosing right now, and what they've actually paid:

What price do YOU feel creates the right value position in a buyer's eyes?

(Let them answer. Do not rescue the silence.)

Based on everything buyers are responding to, I recommend \$_____.

At that position, I believe we're giving ourselves the strongest opportunity to capture one of the buyers who is actually going to purchase. Are you comfortable positioning the home there?

If yes:

Excellent. All we need to do now is sign the agreement so I can help you get what you want, in the time you want - won't that be great?

AGENT TAKEAWAY - DO NOT READ OUT LOUD

Do not argue the seller into your price. Lead them through the market until they can see the position themselves.

You don't need every buyer. You need to win one of the buyers who is actually going to buy.

BUYERS ARE BUYING. THEY JUST HAVE MORE CHOICES. OUR JOB IS TO POSITION THIS HOME TO BE ONE OF THE CHOICES THEY MAKE.