

Listing Appointment Prep Checklist

Everything you need to do in the 48 hours before a listing appointment.

48 HOURS BEFORE

Market Research

Pull current active listings in the seller's ZIP — price, days on market, status

Pull sold comps from last 90 days — 3 minimum, same beds/baths/style

Note any price reductions or expired listings nearby

Check list-to-sale price ratio for the micro-market

Know the Seller

Review any prior conversations, form data, or CRM notes

Research how long they've owned the property (public records)

Look up their property on Zillow — note the Zestimate vs. reality

Understand their motivation: job change, downsizing, upgrading?

24 HOURS BEFORE

Prepare Your Presentation

Build your CMA — printed and digital versions ready

Prepare your marketing plan: photos, MLS, social, email, open house

Know your commission ask and have your value justification ready

Review any staging or repair recommendations you'll make

Logistics

Confirm appointment time via text — professional, not pushy

Map the route — know the parking situation

Charge your tablet/laptop and test any presentation software

Print a leave-behind: bio, recent sales, testimonials, marketing overview

DAY OF

Before You Walk In

Drive the street — note curb appeal, neighbors, any visible issues

Check for recent price changes on nearby listings (last 24 hours)

Phone on silent — you're focused on this seller

Arrive 5 minutes early. Never late.

Questions to Ask at the Appointment

"What's your timeline for being ready to list?"

"What's your biggest concern about the selling process?"

"If we got you the right offer in the first 30 days, what would that mean for you?"

"What would need to happen for you to feel confident moving forward?"

After the Appointment

Send a follow-up text within 1 hour: thank them, confirm next step

Log all notes in CRM immediately while it's fresh

Set a follow-up task if they need time to decide

**While you're prepping for this appointment, Miranda is answering your other calls.
TheAgentWhoAnswers.com**