The Perfect
for you
REAL ESTATE BUSINESS

SAMPLE DELIVERABLE · C4 WORKING SESSION · FOLLOW-UP

Listing Presentation — Session Summary

90 minutes with Jerod Lee · Prepared for the agent



What we covered

The listing appointment is three conversations, not one presentation: the seller's situation, the pricing method, and the plan to market. Most agents lead with the third. We rebuilt the order.

The method, in five steps

1. **Open with their situation, not your slides.** Ten minutes of questions before anything is shown. Why now, where next, what has to be true for this to work.
2. **Price by method, not by number.** Show how you price — comps, absorption, condition, the buyer pool at this tier — before you show a figure. The number lands because the method did.
3. **Show the process as a calendar.** Pre-listing inspection, prep, photography, launch week, open house, offer review — with dates. Sellers buy a plan they can see.
4. **Name the three things that go wrong, and what you do about each.** Low appraisal. Inspection surprises. The first-week silence. Saying them first removes them as objections.
5. **Ask for the signature in the room.** Have the agreement ready. A second appointment is a second chance to lose it.

Your next actions (from the session)

- Rewrite the first ten minutes as questions; drop the first four slides.
- Build the one-page calendar template; fill it live in the appointment.
- Add the "three things that go wrong" page to the kit.
- Run the new order on the next two appointments; note where it stalls.

One thing to stop doing: quoting a price before you've shown how you price.

Contact: (208) 991-8505 · JLee@PerfectRealEstateBusiness.com

Sample prepared on Jerod Lee's own practice to show the shape of the work. Figures shown as ranges or marked illustrative.

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