

# 6 Steps to WIN THE LISTING

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A little sleuthing can help you target your presentation and secure the listing.

HERE ARE SIX TIPS TO GET YOU STARTED:

**1**

**ANALYZE** the first contact to identify the seller's preferred form of communication

**2**

**ASK** open-ended questions and invite the seller to talk about their situation

**3**

**GO** online to learn more about the owner's personality and background

**4**

**CALL** the owner and gather clues with active listening

**5**

**EVALUATE** the seller's real estate knowledge and then present at their level

**6**

**STUDY** your competition and keep your value proposition in mind