

The MFO Listing Process

I would like each of you to follow this process verbatim. It will help each of you secure a higher percentage of the listing presentations you go on. Remember, if we can increase our closing percentage we're earning additional income with no more time spent.

- Step 1** Prequalify 100% of all prospects 100% of the time ... no exceptions.
- Step 2** Mail or deliver a Pre-Listing Package ... which includes:
1. Personal references (Four or five only)
 2. A copy of your Plan of Action
 3. A complete C.M.A. (Three to five comparable listings, solds and the list price you suggest)
 4. A completed net sheet
 5. A completed contract
 6. All disclosure statements
- Step 3** Call back and confirm that they've looked at the package and are prepared for your appointment.
- Step 4** Show up physically, mentally and emotionally.
- Step 5** Use the scripts verbatim.