

RSP USA LISTING APPOINTMENT CHECKLIST

Ace Your Appointment

Whether you're a seasoned agent or a newcomer to the real estate scene, preparing for a listing appointment can be the difference between securing a new client and watching them walk away with another agent.

Put yourself in the best position to **get a client to say yes** with this listing appointment checklist!

Benefits of a Checklist

- Demonstrates professionalism
- Helps you prepare all info and docs
- Ensures consistency for every meeting
- Keeps you organized and efficient



Do Your Research

Know the market, property, and neighborhood.



Highlight Your USP

Craft a presentation that shows your unique value and strategy.



Know Your Client

Learn your client's goals to build rapport and trust.



Prepare for Objection

Address concerns with data, empathy, and transparency.



Plan to Follow Up

Follow up promptly to reinforce your value and stay top of mind.



data-driven
real estate marketing