▪ A FIELD GUIDE FOR LISTING AGENTS

The Ultimate Listing Presentation Playbook

Featuring **Tom Ferry**, **Stephanie Younger**, **Andrew Undem** & **Andrew Flachner**.

▪ FEATURING

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PRESENTED BY

RealScout × Opendoor

46 PAGES · 20 MIN READ

■ ORIENTATION

How to use this *playbook*.

Treat this as a working reference. Skim it in 30 seconds, live in it for 20 minutes, and keep it on your phone for the drive to your next appointment.

The structure mirrors the appointment itself.

- **Chapter 1** sets the frame: every seller now has three paths, and the agent who can present them wins.
- **Chapters 2–6** walk through the appointment in order. Preparation. The presentation itself. Pathways and pricing. The three hard conversations. The 24 hours after.
- **Chapter 7** is your 30-day practice plan.
- **The appendices are the work product.** Scripts. Checklists. The Pathways Decision Matrix.

Each chapter ends with a **Steal This** page: a single-page checklist or script you can screenshot and pin to your home screen.

Train your AI on it.

Upload the playbook to ChatGPT, Claude, or whatever assistant you already use, and treat it as a coach. Have it role-play a skeptical seller, quiz you on the three pathways, or pressure-test your pricing script the night before an appointment.

TIME INVESTMENT	20 minutes to read end-to-end. 60 minutes to put into practice in your next appointment.
WHO THIS IS FOR	Listing agents who already know how to win. The tactics here move the win rate from good to inevitable.

■ CONTENTS

What's *inside*.

01

CHAPTER ONE

The Modern Listing Appointment

The appointment, rewritten.

■ THE MODERN APPOINTMENT

The listing appointment, *rewritten*.

Sellers stopped asking *“will you list my house?”* a few years ago. They started asking *“what are my options?”*

That single shift changed what a listing appointment is.

§ 01 THE FRAME

The seller across the table has changed. The appointment has to follow.

Ten years ago, the appointment was a one-path pitch. The agent walked in, presented a CMA, defended a number, and asked for a signature. Today the seller has already pulled three AVMs on the drive home from work, watched a TikTok about cash offers over breakfast, and forwarded an Opendoor ad to their spouse. By the time you sit down at the kitchen table, the seller has done a half-baked version of your job for you. They don't distrust agents. They just have access to information that didn't exist a decade ago.

> The agent who treats this as a problem loses. The agent who treats it as *an opening wins*.

Here's the opening: **the seller wants someone to walk them through their options, in plain language, with the math attached.** That's the modern listing appointment.

This playbook is built around three operating beliefs.

§ 02 THREE OPERATING BELIEFS

Everything that follows rests on three.

01

Be unbelievably useful by being unbelievably *prepared*.

The single biggest predictor of who wins a listing in 2026 is who showed up knowing more about the home than the seller does. Andrew Undem calls this the qualitative-and-quantitative frame, and it's the spine of Chapter 2.

02

Present *three paths*, not one.

Traditional sale, cash offer, cash now plus the resale upside. The agent who can credibly run all three has more conversational range than the agent next door. We'll get into the mechanics in Chapter 4.

03

The 60 minutes at the kitchen table is your *Red Zone*.

Andrew Undem coined that frame and he's right. It's the single highest-value hour in your business. Almost everything else you do, from prospecting to marketing to follow-up, is engineered to get you into that room. Once you're in it, behave accordingly.

The professionals on the cover of this playbook (Tom Ferry, Stephanie Younger, Andrew Undem, and the team here at RealScout) don't agree on every tactic. None of us would claim to. But every one of us has watched the appointment evolve, and every one of us would tell you the same thing: the agents who keep winning listings are the ones who walked in prepared to be useful in three different directions.

This playbook is how you get there.

Open every listing appointment with one sentence that resets the seller's expectations:

STEAL THIS

The 3-Path *Promise*

▪ SAY THIS FIRST ▪

"There are three real ways to sell your home today, and I want to walk you through all three *before we talk price*."

That sentence does three things at once. It signals you're not here to pitch. It tells the seller you know about cash offers (so they don't have to bring them up). And it earns you the room for the next 60 minutes.

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02

CHAPTER TWO

Preparation: Walk In Already Trusted

Walk in already trusted.

■ PREPARATION

Walk in *already trusted*.

The appointment is won before you ring the doorbell.

That isn't a metaphor. The agents who consistently win listings are the agents who walked in already knowing the lot dimensions, the loan program the seller probably used, the comp set within a quarter mile, the school boundary line, and the name of the dog. The seller doesn't need to be impressed; they need to feel that the next 60 minutes won't be wasted. Preparation buys you the room.

Andrew Undem breaks preparation into two halves: the **quantitative** and the **qualitative**.

§ 03 THE FLOOR

Quantitative prep.

Pull these on every appointment, every time. None of it is glamorous. All of it is the floor.

- Tax records and ownership history.
- Full MLS history on the home, including any prior listing periods.
- Loan program likely used at purchase (if visible).
- Square footage from public record vs. MLS, with the delta flagged.
- Three- and six-month neighborhood comp set within a defined radius.
- Distance to the nearest school, transit stop, and recognizable landmark.
- Days-on-market trend for the immediate sub-market over the last 90 days.

This is the table-stakes data. Have it on paper, on iPad, or both. Don't read from it during the appointment. Use it to answer the question before the seller asks it.

§ 04 THE RESET

Qualitative prep.

The qualitative side is harder and matters more. Andrew Undem describes this as a mental reset before every appointment: **love the people, love the property.** Five minutes in your car before you ring the doorbell. No phone. Think about what this house has meant to this family. The kids who grew up here. The Thanksgivings. The arguments. The first night they brought the baby home.

That sounds soft. It isn't. The qualitative reset is what lets you walk in with the right energy, curious about the people instead of the transaction, which is the single thing the seller is testing for in the first 90 seconds.

§ 05 THE NEW LAYER

AI-assisted prep.

Two practices have shifted in the last 18 months that the playbook would be incomplete without.

AI-assisted CMA prep. Top agents are now generating house-specific analysis in seconds using AI tools, then reviewing it on iPad after the walkthrough. The analysis can pull every comp, every reduction, every withdrawn listing, every lender concession in the neighborhood, and rank them by relevance. The agents using this well treat AI as a research analyst, not a writer. *Ethics line: AI for analysis, never for faked photos or generated property descriptions that misrepresent what's there.*

The Unsolicited Video CMA. Borrowed from Jimmy Burgess. Before the appointment, shoot a 90-second phone video standing on the front lawn or in front of a comp set.

> *"Hey [Name], I'm just doing a little prep for our meeting tomorrow night. I drove past your house and pulled the three closest comps that closed in the last 60 days. Here's what I'm seeing..."*

Send it the night before. The seller has already decided you're different before you arrive.

The Heat Check.

A move RealScout customer Krys Benyamein runs on every appointment, attributed in real estate circles to Sharran Srivatsaa and Jimmy Mackin.

The night before a listing appointment, send a deliberately cryptic email to your database and post something similar on social:

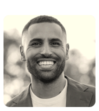
> *“Heading into a listing appointment tomorrow in [neighborhood] — three-bedroom, recent renovation, can't say more yet. If you've been waiting for something to come up in the area, reply and I'll keep you on the short list.”*

No address. No price. No specifics that would betray a seller you don't yet represent.

The replies come in overnight. Screenshot the email responses and DMs (names redacted is fine). Walk into the appointment, sit down at the kitchen table, and after the tour, show the seller your phone:

> ***“I'm not working for you yet, and I haven't given anything away that's yours to give. But I ran a quick heat check last night, and these are the buyers who already raised their hand on a home that fits this profile. Imagine what I can do once I'm officially representing you.”***

Two things happen at once. The seller sees demand they didn't know existed for their home, *before* they've even agreed to list. And you've created a second reason to have conversations with everyone who replied, whether or not you win this particular listing. Business is conversations. The Heat Check generates more of them per appointment than almost any other pre-appointment move.



PRACTITIONER CREDIT

Krys Benyamein

Team Lead & Agent · RealScout customer

Tom Ferry sidebar: the pre-appointment intake.

THE PRE-APPOINTMENT INTAKE

Tom Ferry

Founder & CEO, Ferry International

The pre-appointment phone call is where most agents leave money on the table. Tom Ferry's intake question set is built around one principle: confirm what you already know, surface what you don't.

A 10-minute call before the appointment, asking questions like:

- *What's driving the move, and is the timeline flexible?*
- *Have you talked to other agents? What did you like, what didn't land?*
- *What's the one thing about this house you most want a buyer to fall in love with?*
- *If we got an offer in the first weekend, what would make you say yes vs. no?*

The answers drive the appointment. You walk in already knowing the seller's priority, and the appointment becomes a confirmation, not a discovery.

> "'Hard market' is often shorthand for 'I haven't recalibrated my activity levels.'"

The 13 things to have in hand before you ring the doorbell. Print it. Tape it to your dashboard.

STEAL THIS

Pre-Appointment Prep *Checklist*

QUANTITATIVE 06

- [ ] Tax record + ownership history pulled
- [ ] MLS history (current + prior listing periods)
- [ ] Square footage delta (public record vs. MLS) flagged
- [ ] 3-month + 6-month comp set
- [ ] Days-on-market trend for the sub-market
- [ ] Distance to the nearest school + landmark noted

QUALITATIVE 04

- [ ] 10-minute pre-appointment intake call completed
- [ ] Seller's stated priority (speed / proceeds / flexibility) logged
- [ ] Spouse's name, kids' names, dog's name on file
- [ ] Five-minute reset in the car before ringing the bell

AI + VIDEO + DEMAND 03

- [ ] AI-assisted CMA analysis reviewed
- [ ] Unsolicited Video CMA sent the night before
- [ ] Heat Check email + social post sent; replies screenshotted for the appointment

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03

CHAPTER THREE

The Presentation: Earn the Room

Earn the room.

THE PRESENTATION

Earn the *room*.

The presentation has three movements: arrival, the tour, the table.

Each one is its own sales motion.

§ 06 MOVEMENT ONE

Arrival.

Don't walk straight to the door. Get out of the car, take a beat, look at the house. Take a note on your phone. Sellers are watching. Agents who barrel up the front walk look like they're doing twelve appointments a day. Agents who pause and look at the house *first*, the way an architect looks, or the way someone about to spend money on it looks, signal something different before you've said a word.

When the door opens, the first words out of your mouth are not *"so nice to meet you."* They are:

> ***"Thanks for allowing me to come over tonight."***

The phrasing matters. *Allowing* puts the seller in the position of host and you in the position of invited guest. Most agents make the opposite mistake: they show up acting like the listing is theirs to lose. It isn't. It's the seller's to give.

§ 07 MOVEMENT TWO

The tour.

The tour is a discovery interview disguised as a walk-through. You'll spend most of it asking questions and most of the rest taking real notes.

The opening question, every time:

> ***"Show me what gives us the most distinctive marketing advantage."***

That sentence does three things. It positions you as the marketer rather than the salesman. It hands the seller a chance to brag about the home in their own language (which you'll mirror back at the table). And it surfaces *the actual angle* you'll use in the listing description, usually some renovation, view, or feature the seller is irrationally proud of and the next agent down the street would have missed.

A second question, asked while you're standing in the kitchen or the primary bedroom (somewhere there's evidence of work the seller has done), is the **affirm-the-spouse beat.** *"This counter renovation — was that you, or was that her?"* Then say the spouse's name. *"Diane, this is incredible. How long did this take you?"* If the spouse isn't on the tour, mention it back at the table when both partners are there. Co-decision homes are won when the partner who didn't drive the meeting feels seen.

The motivation-confirmation question.

Toward the end of the tour, when you're roughly 80% of the way through and the seller has dropped their guard, ask the question Justin Kravitz built his whole appointment around:

> ***"Is there anything else important about the move that I should know?"***

That sentence is engineered to surface hidden urgency. The intake call gave you the public reason for the move. This question gives you the private one. The job offer that hasn't been announced. The aging parent. The marriage that's quietly ending. You don't need details. You need to know whether the timeline is real or polite.

§ 08 MOVEMENT THREE

The table.

You sit down. You don't open a laptop. You don't open a binder. You take out a blank sheet of paper, and on it, in front of the seller, you draw the timeline:

ON A BLANK SHEET, YOU DRAW:

Photos / Video → Coming Soon → Active → Under Contract → Settlement

The drawing is the point. The seller has been pitched twelve listing decks in their lifetime. They have not been *taught* what's about to happen to their home. The act of drawing it, the imperfection of the lines, the speed of the motion, communicates that you do this all the time and you're treating their home as the specific case it is.

A new layer here, learned in the last year: **for most sellers, Coming Soon is worth running.** Pre-market syndication has gone mainstream across major brokerages, and platforms like Zillow Preview and Realtor.com now surface pre-market listings to active buyers. If your seller is open to it, the pre-market window is free exposure to buyers who are already looking — before the full listing goes live.

The pre-positioned listing agreement.

The single biggest mechanical move in the appointment, and the most under-used: **the listing agreement is on the kitchen table when the seller sits down, with a pen on top.** Not in your bag. Not pulled out at the end. On the table, where the seller's eyes have to pass over it for the entire meeting.

For virtual appointments: send the e-sign link five minutes before the call starts.

> *"I sent you a draft of the agreement. We won't touch it until the end. I just like the seller to see what they'd be signing while we walk through everything."*

The pre-positioned agreement does two things. It removes the awkward end-of-meeting reveal where most agents lose their nerve. And it signals you expect to win, in a way that doesn't read as cocky because the document has been there the whole time.

Sidebar: Stephanie Younger on brand and storytelling.

ON BRAND & STORYTELLING

Stephanie Younger

Founder, The Stephanie Younger Group

The marketing is the moat.

The agent who shows up with one luxury photoshoot and one listing description is competing on the floor. The agent who shows up with **multi-format storytelling** (long-form video tour, short-form Reels and TikToks, search-optimized descriptions, neighborhood-specific social posts) is competing in a category most agents can't enter.

Stephanie Younger frames it this way: *“It's not our job to decide who the buyer will be. It's our job to provide every opportunity to connect with every buyer possible.”*

That's the brief. The agent's job during the presentation is to communicate the *range* of marketing surfaces the home will appear on, not to defend any one of them. Three-dimensional storytelling (the home as architecture, as neighborhood, as lifestyle) is the part AI cannot replicate. Show that, and the commission conversation in Chapter 4 becomes 80% easier.

> “By naming things, people view it as having more value. Give the house a voice.”
>
> — Justin Lionetti, via Jimmy Burgess.

STEAL THIS

The Tour & Timeline *Script*

ARRIVAL	"Thanks for allowing me to come over tonight."
OPENING TOUR QUESTION	"Show me what gives us the most distinctive marketing advantage."
MID-TOUR AFFIRMATION	"[Spouse name], this [feature] is incredible. How long did that take you?"
END-OF-TOUR MOTIVATION CHECK	"Is there anything else important about the move that I should know?"

AT THE TABLE, DRAW ON A BLANK SHEET:

Photos / Video → Coming Soon → Active → Under Contract → Settlement

Listing agreement: on the table, pen on top, before you sit down.

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04

CHAPTER FOUR

Pathways & Pricing: Three Roads, One Decision

Three roads, one decision.

▪ PATHWAYS & PRICING

Three roads, *one decision*.

Today's listing appointment has two beats: *pick the path, then price it.*

Most agents skip the first beat and go straight to the second. That's why agents get caught flat-footed when a cash offer enters the conversation they didn't see coming. The seller who walks in with three options in their head needs an agent who can run all three. If you can, the price conversation gets dramatically easier, because by the time you get there the seller has already chosen *you*, and the only remaining question is *what number*.

§ 09 PART ONE

The three pathways for every seller.

There are three real ways to sell a home in this market. The right one depends on what the seller cares about most: **proceeds, speed, or flexibility to move first.**

Path A Traditional sale

List on the open market for top dollar. Right when proceeds matter most and the seller can be patient.

> *For the agent: your commission at a single closing, longest timeline, highest ceiling on price.*

Path B Cash offer (Cash)

Opendoor buys the home outright. The seller skips repairs, staging, and showings, and closes on a date they pick. Right when timing or simplicity matters most.

> *For the agent: your commission at closing, fast close, fewer surprises.*

Path C Cash Now, More Later

The seller takes up to 80% of the home's value upfront from Opendoor and keeps the open-market upside on the resale. The agent stays as listing agent through both closings. Right when the seller needs liquidity to move *and* wants to capture market upside.

> *For the agent: paid twice. A 1% to 2% bonus commission at the initial closing, then your full commission on the resale.*

Walking the seller through the decision.

You don't need a flowchart. You need three sentences:

- *"If your priority is the highest possible proceeds and you can be patient, we list it on the open market."*
- *"If your priority is speed and certainty, we run the cash offer."*
- *"If you need cash to move now and you don't want to leave money on the table, we run Cash Now, More Later — Opendoor pays you upfront, then I list it for you and you keep the resale upside."*

Then the question that closes the decision:

> ***"Of those three, which one matches what's actually going on for you?"***

The seller's answer determines the rest of the meeting. It also determines the pricing strategy. Path A pricing and Path B pricing are different conversations.

SIDEBAR · GET PAID TWICE (CNML ONLY)

You earn twice on the *same home*.

01 EXAMPLE · $750,000 HOME · PAYDAY 1
Opendoor buys the home upfront. You earn a **1% to 2% bonus commission** at the initial closing, which is **$7,500 to $15,000** on this home.

02 PAYDAY 2
Opendoor lists the home on the open market with you as listing agent. The home resells. You earn your full commission on the resale.

Total: the Opendoor bonus on top of your full commission — versus a single commission on a traditional sale.

Bonus commission rates and home values vary. Confirm specifics with your brokerage.

On a Cash deal, Opendoor pays you 1%–2% at closing. How that interacts with your listing commission is between you and your client: waive the listing fee, offset it, or stack both. Get Paid Twice is the Cash Now, More Later structure — the Opendoor bonus at the first closing, then your full commission on the resale.

Agent protection.

> ***Your database. Your clients. Your deal.***
>
> When a seller requests an Opendoor offer through RealScout, Opendoor cannot use that request — or any client data shared in the process — to go around the agent or solicit the client to transact without them. Client contact information will not be sold to third parties.
>
> *(If a seller previously contacted Opendoor directly or Opendoor obtained their information from another partner source, Opendoor may still market to them through that prior channel.)*

That paragraph is the answer to the question every agent silently asks: *what stops Opendoor from going around me?* The contractual answer is in writing.

§ 10 PART TWO

The three pricing strategies.

Once the path is chosen, the price conversation has three modes.

Perceived Market Value.

What an appraiser would land on. The honest middle. The price the home would sell at in a normal-paced market with a normal-paced buyer pool. Use this when the seller's priority is “fair price, predictable timeline.”

Aspirational pricing.

A higher anchor with negotiation room built in. Use when the home has a feature an appraiser will under-credit but a buyer will over-pay for: a view, a lot, a renovation that doesn't comp cleanly. The aspirational number is the one the seller remembers; the negotiation room is the one that closes the deal.

Event pricing.

A deliberately lower anchor designed to generate multiple offers. Use when the goal is a fast bidding war and the market supports it. Done well, event pricing nets *higher* than perceived market value, because three offers compete on terms as well as price.

The pricing strategy is a function of the path *and* the seller's risk tolerance. Path A on a unique property usually wants Aspirational. Path A on a fast market usually wants Event. With a cash offer, Opendoor runs the pricing math — your role is to translate the offer to the seller.

§ 11 PART THREE

The commission conversation.

Sooner or later, usually later, when the agreement is on the table, the seller will look at the commission line and pause.

The frame: cheap agents list. You sell.

Walk through transfer taxes, mortgage payoff, and net equity *before* commission. Show the seller what they take home under each pricing strategy. Cite your list-to-sales ratio as proof of pricing skill. (If you don't track it, start tracking it; it's the most useful number on your one-pager.)

Then the line that earns more deals than any other:

> ***"I have no idea how high we can get it."***

Honest confidence without overpromise. The seller has been pitched by three agents who promised a number. The agent who refuses to promise the number is the agent who *actually* believes they can find it.

Never negotiate against yourself: *the menu of investment options*.

The most common mistake in the commission conversation is presenting **one number**. The moment a single number is on the table, the entire negotiation becomes *agent vs. seller, fighting over the agent's fee.* The agent loses ground or loses the listing.

Krys Benyamein flips the move. Instead of one number, he presents a **menu of investment options**: three commission tiers, each with a different scope of marketing and services attached. When the seller wants to negotiate, the conversation shifts from *"will you take less?"* to *"which tier fits what you want?"*

The menu, *tier by tier*.

The structure (plug in your own rates based on your market and brokerage):

TIER	WHAT'S INCLUDED
$$$	**Full marketing package:** professional photography + drone, 3D walkthrough, listing video, social campaign, paid digital ads, agent-network preview, Coming Soon syndication, full open-house program.
$$	**Core marketing:** professional photography, listing video, social campaign, Coming Soon syndication, standard open-house program.
$	**Streamlined marketing:** professional photography, MLS listing, basic social, single open house.

The frame as Krys delivers it:

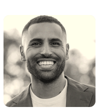
> *"What you're paying for in any of these tiers is me. The difference is how much marketing I'm putting behind your home. If we want to bring the number down, we don't negotiate me — we adjust what I'm delivering. Where do you want to start?"*

Two things this does that one number can't.

It removes the agent from the negotiation. The agent's value isn't on trial; the marketing scope is. That changes the entire emotional register of the conversation.

It usually closes higher. Most sellers, given a menu, choose the middle option. Some choose the top. Almost no one asks for a fourth tier below the lowest. The same seller who would have ground down a single number will pick the middle tier off a menu without flinching.

The menu is the negotiation tool. Build it once. Use it on every appointment.



PRACTITIONER CREDIT
Krys Benyamein
Team Lead & Agent · RealScout customer

STEAL THIS

The Pathways Decision *Matrix*

THE PATH	HOW IT WORKS	BEST WHEN THE SELLER…	THE TRADE-OFF
Traditional List on the open market.	Bring the home to market with full exposure and showings.	shows well and can work to a market timeline.	**Highest potential proceeds.** Timing and price move with the market.
Cash Sell directly to Opendoor.	Take Opendoor's cash offer and close on a date you choose.	needs a firm closing date and values certainty over top dollar.	**Trades some proceeds for certainty on timing.** Subject to a standard inspection, like any buyer's.
Cash Now, More Later Cash today, plus all the upside profits.	Take cash now, then any additional profits when the home resells.	wants certainty now without leaving upside on the table.	**Certainty now, a possible second payment later.** Net figures live in the net-proceeds memo.

On the buy side — cash certainty means the seller's offer on their next home carries no home-sale contingency. Opendoor's offer to buy the current home remains subject to a standard inspection.

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05

CHAPTER FIVE

Three Hard Conversations

The exact words.

THREE HARD CONVERSATIONS

The exact *words*.

Three real conversations every listing agent has to handle today. The scripts below are the exact words. Adapt to your voice; don't soften the structure.

5.1 “I'm interviewing other agents.”

The seller is being honest. So you should be.

The wrong move is to spend the next 20 minutes explaining why you're better. The seller has already heard the sales pitch from two other agents this week. A third one will not change their mind.

The right move is the **reverse-sell open**, borrowed from Mike Mulrenin's framing.

> *“I appreciate you telling me. I'm not actually here to convince you to list with me. I'm here to be convinced to take your listing. The agents you're interviewing are probably all good. The question I'd want to answer if I were you is: which of us has the most options to bring you when something doesn't go to plan?”*

That last sentence is the door into Chapter 4. You're not claiming to be better at the same thing the others do. You can run all three pathways. The other two agents in the rotation can run one.

5.2 “We need to buy before we sell.”

The most common stuck-seller in 2026.

The seller has equity in their current home, sees the next home they want, and can't move the money. Bridge loans are clunky and expensive. Contingent offers get rejected in any half-decent market. The seller is paralyzed because the math doesn't work.

The script:

> *“Sounds like the problem isn't whether to sell. It's that you can't move the money around in the right order. There's actually a path that solves that exact problem. Want me to walk you through it?”*

Then run **Cash Now, More Later** in front of them.

- **Cash upfront:** up to 80% of home value at the initial closing.
- **No home-sale contingency** on the next-home offer.
- **Resale on the open market** with the seller capturing the upside.
- **You stay as listing agent** through both closings.

The seller's instinctive question: *“What does it cost me?”* The honest answer: *“Some of the upside, in exchange for the certainty that the math works.”* Walk through Path A vs. Path C side by side. Let the seller see the trade-off.

The deal closes on certainty, not on price.

5.3 The stale listing rescue.

Day 60. Two price reductions in. Showings have dropped off. The seller is exhausted and the relationship is fraying.

This is the conversation where most agents lose the listing entirely. The fix is to introduce **a third lever** that isn't another price cut.

> *"Hold on with the price cut for a second. Let me run two cash offer numbers tonight — Cash and Cash Now, More Later. We can talk through them in the morning before we touch price."*

The reframe is the work. The seller has been operating inside a binary (*cut price or wait*) for the last 60 days. The cash offer numbers introduce a third option. Even if the seller doesn't take it, the conversation shifts from *we missed the market* to *we have options.* That's the listing renewal in disguise.

A note: not every home will qualify for a cash offer at any given time. If the eligibility check returns not-eligible, **treat it as a sales moment.** *"You're not in the cash-offer pool right now, which actually tells us something useful about pricing — the home is positioned for a traditional buyer. Here's how I think we approach the next 30 days."*

> "Don't bring a listing presentation deck. Bring questions and a net sheet."
>
> — Reddit, r/realtors.

Three conversations, three scripts. The exact line for each.

STEAL THIS

The Three Hard Conversations *Cheatsheet*

Script A

The agent interview

SAY THIS

"I'm not here to convince you. I'm here to be convinced. The question is which of us has the most options when things don't go to plan."

Script B

The buy-before-sell

SAY THIS

"The problem isn't whether to sell. It's that you can't move the money in the right order. There's a path that solves that exact problem."

Script C

The stale listing

SAY THIS

"Hold on with the price cut. Let me run two cash offer numbers tonight. We'll talk in the morning before we touch price."

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06

CHAPTER SIX

Post-Appointment: Win the 24 Hours After

Win the 24 hours after.

■ POST-APPOINTMENT

Win the *24 hours* after.

The appointment isn't done when you leave the driveway.

The 24 hours after a listing appointment are a separate sales motion, and most agents miss it entirely. They send a thank-you text the next day, wait for the seller to call, and then watch the listing go to the agent who didn't.

There are three moves in the next 24 hours, and each one earns more deals than most of what happens *during* the appointment.

Move 1: The 3-minute self-debrief.

In the car, before you start the engine, take three minutes. **What worked? What didn't land? What did the seller seem to actually care about?**

Write it down. Not in your head. On your phone, in the notes app, with the seller's name as the title. The notes you take in the first three minutes after the appointment are the most accurate notes you'll ever take about that seller. By tomorrow, you'll have rewritten the meeting in your head.

The debrief has one purpose: tonight's follow-up email. The agent who can reference *the specific thing the seller said about the kitchen renovation* in that email is the agent who gets the listing.

Move 2: The same-evening follow-up email.

Send it the night of the appointment, before the seller goes to bed.

The structure:

- **Recap the timeline.** *"Here's what we walked through — Photos and Video, Coming Soon, Active, Under Contract, Settlement. The whole thing typically takes [X] days in this market."*
- **Recap the three paths.** Brief restatement. Don't sell again. *"You've got three real options, and we talked about each of them tonight."*
- **Recap the pricing strategies.** *"I'll have a pricing recommendation memo to you by [time tomorrow]."*
- **One specific reference back to the conversation.** The kitchen comment. The kid's room. The dog's name. Anything that proves you were actually listening.

The email reframes the meeting in the seller's head. Tonight, before they go to sleep, the appointment becomes a *strategy session* instead of a *pitch.* That's the frame they wake up to.

Move 3: The 24-hour pricing memo.

The artifact that closes hesitant sellers.

A short PDF or one-page document, delivered within 24 hours of the appointment, that contains:

- **The recommended path** (A, B, or C) based on the priority the seller stated.
- **The recommended pricing strategy** within that path.
- **The math.** What the seller nets at three different price points.
- **The next step.** *"If this looks right, here's the link to sign. If it doesn't, here's the time I have available tomorrow to refine it."*

Send the night of, before bed.

STEAL THIS

The Post-Appointment *Email*

NEW MESSAGE

Send

SUBJECT *Tonight's recap — [Address]*

Hi [Name],

Quick recap from tonight before it gets buried.

The timeline. Photos / Video → Coming Soon → Active → Under Contract → Settlement. In our market right now, [X] days end-to-end is realistic.

Your three options. A traditional sale, a cash offer, or Cash Now, More Later. Based on what you said tonight about [specific priority], my recommendation is going to be [path].

Pricing. I'll have a one-page pricing memo to you by [time]. It'll have three price points and what each one nets you at the end.

One thing that stuck with me from tonight — [specific reference to the seller's actual words].

Talk tomorrow.

[You]

REALSCOUT · FIELD GUIDE NO. 01 · CH. 6 POST-APPOINTMENT

07

CHAPTER SEVEN

Your 30-Day Implementation Plan

Practicing it does everything.

▪ YOUR 30-DAY IMPLEMENTATION PLAN

Practicing it does everything.

Reading this playbook does nothing for you. Putting it in practice changes everything.

Most agents will read it once, agree with most of it, and change nothing. A small number will practice one move per week for four weeks and walk into Week 5 with a different listing appointment than the one they ran in Week 1.

Be the second kind.

WEEK 1

Build your prep checklist. Print Chapter 2's *Pre-Appointment Prep Checklist*. Tape it to your dashboard. Use it on every appointment for the next seven days. Record your first Unsolicited Video CMA: phone, 90 seconds, in front of the home. Send it the night before.

WEEK 2

Practice the timeline drawing. Pull out a blank sheet of paper at your kitchen table tonight. Draw the five-stage timeline ten times until it feels natural. Then write your **three-path script** in your own voice: the exact sentences you'll use to walk a seller through Paths A, B, and C. Record yourself saying it. Watch it back. Edit until it sounds like you, not like the playbook.

WEEK 3

Run the new playbook on your next listing appointment. All of it. The car-pause arrival. The thanks-for-allowing-me opener. The *show me what gives us the most distinctive marketing advantage* tour question. The motivation-confirmation question. The pre-positioned listing agreement. The three-path framing before the price conversation. Then the same-evening follow-up email and the 24-hour pricing memo.

Then debrief, honestly, with someone who'll tell you the truth.

WEEK 4

Refine. Identify the one move that landed hardest with your sellers and double down on it. Identify the one move that fell flat and either fix the execution or replace it with a version that fits your voice. The playbook is a starting point. The agents who own this work are the ones who made it theirs.

Beyond Day 30: the agents who keep winning listings are the agents who keep practicing. By Day 60 the three-path conversation feels like breathing. By Day 90 you're the agent in your market who walks every seller through three paths without thinking about it. That's the agent who owns the next year of cash-offer business in your market.

The Red Zone is *yours*.
Treat it like it matters.

Cash Now, More Later is available through the RealScout × Opendoor integration.

RealScout

APPENDIX A · TEAR-OUT · SPREAD 1 OF 2

The full listing presentation *script*.

PRE-ARRIVAL
In the car · 5 min

- Quantitative prep reviewed
- Qualitative reset: love the people, love the property
- Pre-positioned listing agreement on the kitchen table OR e-sign sent

ARRIVAL

- Pause in the car. Take a beat. Note the home.
- At the door: *"Thanks for allowing me to come over tonight."*

TOUR

- Opener: *"Show me what gives us the most distinctive marketing advantage."*
- Mid-tour, affirm spouse by name on a specific improvement.
- End-of-tour motivation check: *"Is there anything else important about the move that I should know?"*

TABLE
First 15 minutes

- Blank sheet of paper. Draw the timeline live: *Photos/Video → Coming Soon → Active → Under Contract → Settlement.*
- Three paths in plain language: traditional, cash offer, Cash Now More Later.
- *"Of those three, which one matches what's actually going on for you?"*

APPENDIX A · TEAR-OUT · SPREAD 2 OF 2

From price to *close*.

TABLE
Pricing

- Three pricing strategies aligned to chosen path: Perceived Market Value, Aspirational, Event.
- Walk through net sheet at three price points.
- *"I have no idea how high we can get it."*

CLOSE

- Pre-positioned agreement now in front of them. Pen on top.
- *"What feels right to you?"*

POST-APPOINTMENT
That evening

- 3-minute self-debrief in the car
- Same-evening follow-up email sent before bed
- 24-hour pricing memo scheduled

■ APPENDIX B · FILLABLE

Pre-appointment *intake*.

THE SELLER 01

Name(s) ______

Best contact & time ______

Who else is in the decision? ______

THE MOVE 02

Why now, and by when? ______

Where are they going next? ______

Already shopping the next home? ☐ Yes ☐ No ☐ Just looking

What's the one thing about this house you'd most want a buyer to fall in love with? ______

Any work done on the home in the last five years? ______

THE DECISION 03

What does “a win” look like? ______

Tolerance for showings ☐ High ☐ Medium ☐ Low

Leaning toward a path already? ☐ Traditional ☐ Cash ☐ More Later ☐ Unsure

What do they believe about cash offers? ______

Have you talked to other agents? What landed, what didn't? ______

■ APPENDIX C · TEAR-OUT

The Pathways Decision *Matrix*.

Three ways to sell, side by side. Print it, share it, walk a seller through it.

THE PATH	HOW IT WORKS	BEST WHEN THE SELLER…	THE TRADE-OFF
Traditional List on the open market.	Bring the home to market with full exposure and showings.	shows well and can work to a market timeline.	**Highest potential proceeds.** Timing and final price move with the market.
Cash Sell directly to Opendoor.	Take a cash offer and close on a date you choose.	needs a firm closing date and values certainty over top dollar.	**Trades some proceeds for certainty on timing.** Subject to a standard inspection, like any buyer's.
Cash Now, More Later Cash today, plus all the upside profits.	Take cash now, then any additional profits when the home resells.	wants certainty now without leaving upside on the table.	**Certainty now, a possible second payment later.** Net figures live in the net-proceeds memo.

On the buy side — cash certainty means the seller's offer on their next home carries no home-sale contingency. Opendoor's offer to buy the current home remains subject to a standard inspection.

■ BACK MATTER

About the *panelists*.

Andrew Flachner

Co-founder and CEO of RealScout, serving more than 100,000 agents, teams, and brokerages. He hosts Playmakers, one of real estate's top podcasts, with guests from Simon Sinek to leaders at Zillow, Redfin, and Opendoor. A former Keller Williams agent, he's a multiple-year Inman 100 Most Influential honoree and frequent industry keynote speaker.

Tom Ferry

Founder and CEO of Ferry International, widely regarded as real estate's #1 coach. A best-selling author and speaker, he has spent decades training agents and teams to build profitable, systems-driven businesses. He is a Swanepoel Power 200 honoree and a fixture on the industry's biggest stages.

Stephanie Younger

Founder of The Stephanie Younger Group, a Compass team in Los Angeles. One of the city's top-producing agents, her team ranks among the top in LA County by the Los Angeles Business Journal and The Real Deal. The group is known for marketing-driven brand building across the Westside and South Bay.

Andrew Undem

Owner and managing partner of SURE Group Real Estate, a top-ranked Baltimore team he co-founded in 2014. His team of more than 20 Maryland agents has helped over 3,000 families buy and sell, generating more than $2 billion in lifetime sales. SURE Group ranks among the top teams in Maryland and within Berkshire Hathaway HomeServices nationally.

■ BACK MATTER

About the *partners*.

ABOUT REALSCOUT

RealScout is the #1 lead nurture and collaborative home-search platform for real estate professionals. We help brokerages, teams and agents turn their databases and local listing inventory into a profit center with MLS-accurate search, dynamic listing alerts, market insights and the industry's most advanced, professional-grade AI home search. RealScout keeps clients engaged with their agent, driving higher conversion, ROI and repeat business from every lead.

ABOUT OPENDOOR

Opendoor exists to tilt the world in favor of homeowners by making homeownership simpler, faster, and fairer for everyone. Since 2014, Opendoor has given people a more convenient, more certain way to buy and sell a home, whether they already own or are working hard to become homeowners. Opendoor currently operates in markets across the U.S. For more information, please visit www.opendoor.com.

WEBINAR RECORDING

If you got this playbook outside the live event, the full panel discussion with Tom Ferry, Stephanie Younger, Andrew Undem, and Andrew Flachner — plus the Playmakers podcast episode — is available on the RealScout YouTube channel:
https://www.youtube.com/@RealScout/videos

Win the listing.
Keep the listing.
Sell the home.

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