

# R.E.A.L. LISTING CONVERSATION CHECKLIST



Step One: (R) Build Rapport – which requires you to be really PRESENT. Listening -- not just speaking



Step Two: (E) Engage with the sellers and find out what they are committed to.



Step Three: (A) Advise and coach sellers on what it takes to get a home sold in this market.



Step Four: (L) Lead them to make a decision and take action.

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