

# Listing Presentation Talk Track

What to say in each section of the 15-slide deck. Slide numbers match the editable template.

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## **| Opening (slides 1 through 4)**

Confirm the agenda and ask two questions before you present anything: "What matters most to you in choosing an agent?" and "What is your timeline for moving?" Their answers let you weight the rest of the presentation toward what they care about.

## **| Market section (slides 5 through 8)**

Present the CMA as a story, not a spreadsheet. Walk through closed comps first, then active competition, then the expired listings. The expired listings anchor your pricing recommendation before you name a number.

## **| Pricing recommendation (slides 9 and 10)**

State your recommended range, then pause and let the sellers respond. The most common objection is a higher number in their head. The days-on-market chart on slide 10 addresses it: it shows how overpriced listings sit and sell for less.

## **| Marketing section (slides 11 through 13)**

Walk through each channel. When you reach the video and social section, name the specific formats you produce for every listing: vertical tour for Reels and TikTok, square cut for the feed, horizontal version for the listing page. Sellers respond to agents who show up with a plan, not a promise.

## **| Close (slides 14 and 15)**

Present the timeline, confirm the list date, and ask for the signature. If the sellers want to think overnight, leave the printed deck and schedule a follow-up call for the next morning.

For the full realtor listing presentation process, including pre-appointment prep and how to handle the five most common objections, that page covers the complete workflow.