**Objective**

To provide a list of tools to be built out and customized to serve as your listing presentation. To give you the skills and technologies to support a seller in the purchase of your home.

**Tools Covered**

* Pre-Listing Package
* Listing Presentation
* Cost Sheet
* Marketing Plan Explained
* Communication Tools and Schedules Discussed

**Pre-Listing Package**

* [Pre-Listing Package](https://drive.google.com/file/d/1u3kjR50QU7QA11yPO1BU_Ni6hxGq1ge0/view?usp=sharing) (editable)
* [Home Improvement Questions](https://drive.google.com/file/d/1g7Skv0lYHZz39F-gJuqW80vQuNgEnHxj/view?usp=sharing)

**The Listing Presentations**

* [The](https://drive.google.com/file/d/1rp_MtdkgcoGkXYrWUA8RKeV7ihKYZhFL/view?usp=sharing) [Lead Sheet Listing](https://drive.google.com/file/d/1RTeBWi6qJdUxh0RhDFhJZG4ERZ5ZJbr0/view?usp=sharing) Presentation ( [“Live” Listing Presentation](•%09) )
* [Philbeck PowerPoint Listing](https://drive.google.com/file/d/1tLw_usFHKtOydSbWa59J5z9XNQkgD07z/view?usp=sharing) Presentation
* EXP [Listing Presentation](https://www.expmarketingcenter.com/brochure/?tag=listing_presentation_template_exp)
* [40 of the TOP Listing Presentations](https://exprealty.workplace.com/groups/2312944645655469) IN THE WORLD!
* [Marketing Checklist](https://docs.google.com/spreadsheets/d/1Yn_GZa2i69Z54nijQxTJTlXXoq9y0mXZoxoUpFoNODc/edit?usp=sharing) (This IS your main Listing presentation- Copy and then save-it’s view only now)

**Cost Sheet**

* Example [Cost Sheet](https://drive.google.com/file/d/1yROFnDulqCOrk-L3aPuIRHxT11NRRMLD/view?usp=sharing)

**Marketing Plan Explained**

* What can you PERSONALLY do?
* What do you want to add to this?
* How can you communicate this?

**Communication Tools**

* Eating the Frog
* What is discussed?
* Tools to assist ([TechSmith](https://www.techsmith.com/store/snagit?msclkid=1c9e4c6e7bdf11fe9d7d2cbee7b59204&utm_source=bing&utm_medium=cpc&utm_campaign=Bing%20-%20Search%20-%20Brand%20-%20Snagit%20-%20Brand%20-%20New%20-%20NA%20-%20EN%20-%20Desktop%20-%207&utm_term=snagit&utm_content=snagit%20-%20exact) and [How it can be used](https://www.screencast.com/t/IHlFzuRt))