

Relocation Listing Appointment Checklist

1. Pre-Appointment Mindset

Review seller situation (relocation timeline, pressure points)

Set intention: “I’m here to serve, not sell”

Visualize a smooth, confident appointment

Prepare 2–3 thoughtful questions

Know my numbers cold (days on market, absorption rate, trends)

Dress the part, nametag

2. Prep the Listing Box

Marketing & Branding Materials

Staged to Sell Guide

Our Value Proposition

Quarterly Market Stats Book

LUXE Magazine

Homes Magazine

Ryan Theede Magazine

My Bio

Data & Pricing Tools

MoxiPresent CMA

MLS Comparable Sheets

FastStats Reports

ListTrac Data

Showing Activity Report (SAM Reports)

3. Arrival & First Impression

Be early (park strategically—not blocking driveway)

Confident but calm entry

Compliment something specific and genuine about the home

Set the tone: relaxed, professional, not pushy

7. Marketing Presentation

Walk through my process step-by-step:

- Pre-market prep
- Professional media, I already have a photo appt should we work together.
- MLS + syndication
- Social + AEO strategy
- Buyer targeting, reverse ad targeting

Use Ryan's magazine + materials as visual proof of quality, show floor plan examples.

8. Handling Relocation-Specific Concerns

Address:

- Time sensitivity
- Remote communication
- Coordination with relocation company
- Inspection/repair logistics from a distance
- Handle any objections or concerns, FORD questions, tell me more about that...

9. Follow Up

Hand written note

Same-day follow-up text or email

Call them next day once BMA is sent to let them know and answer any follow up questions they may have.

4. **Discovery Phase**

(This is where you win the listing—NOT during the presentation)

“Tell me about your move—what’s driving it?”

“What timeline are you working with?”

“What’s most important to you—price, timing, or convenience?”

“Have you sold before? What worked/didn’t?”

Listen more than you talk (70/30 rule)

Take notes visibly (builds trust)

5. **Walkthrough**

Tour the home WITH them (not ahead of them)

Ask: “What do you love most about this space?”

Mentally note:

- Objections buyers may have
- Strengths to highlight
- Easy wins (declutter, staging tweaks)

Don forget photos!!

6. **Pricing Conversation**

Present CMA clearly (don’t overwhelm with too many comps)

Use ranges, not absolutes

Tie price to market reality + relocation timeline

Ninja phrasing:

- “The market is speaking at...”
- “Buyers in this price range are expecting...”
- “If your goal is __, this strategy aligns best...”

Show:

- Active competition
- Pending trends
- Absorption rate
- Explain all data for the location