



*Scott Gleason Team*  
RE/MAX Properties Unlimited

**Your  
Successful  
Home Sale**

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**Today's Agenda**

- **Discuss Agency**  
*Prerequisite of the NJ Real Estate Commission*
- **Your Goals**
- **Your Concerns**
- **Your "Plan B"**
- **Marketing Plan**
- **Explain Selling Procedures**
- **Mutual Decision**

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**Agency**  
**Review and Sign**  
**Consumer Information Statement**

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**What's Your  
Ideal Scenario?**

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**What's Your  
Time Frame?**

- When do you *want* to move?
- When do you *have* to move?
- Anytime too soon to move?

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**Who else are you  
talking to about  
this sale?**

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**What are the Top  
Three qualities you  
want in a Realtor?**

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**What are your  
major concerns or  
fears about selling?**

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**Why did you buy  
this home?**

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What's Your  
**Favorite Room?**

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What are the  
**Top Three Features**  
we should emphasize  
in you marketing?

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What are  
**Three Factors**  
to de-emphasize?

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**If I can satisfy all your needs and concerns in this meeting, are you prepared to team up and get started today?**

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**What's Your Financial Objective?**

- What's your dream price?
- What's your "stay put" price?

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**How did you arrive at that price?**

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**What other  
Price Opinions  
have you heard  
and from whom?**

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**Any corporate  
or relocation  
program involved  
in this sale?**

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**What Major  
Improvements  
Have You Made?**

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**What's your  
Plan B?**

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**Shall we get your success  
planning started?**

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