

The Appointment Process

Initial Appointment:

- Get there on time
- Teach them how to demonstrate
- Give them some safety tips
- “Columbo” Close
- When you get back to the office take notes on what you learned

The “Columbo” Close:

“Thanks for the opportunity.”

Start walking to the door – Stop, turn and say:

“Just one more thing Mr. Seller. Would it be ok if I give you a call if I think of some other information that might help you?”

Follow-Up Appointments:

- Get there on time
- Go to Kitchen Table
- Give them some information on another topic
- Watch for Level Three – Comments or Questions on terms, or your experience or ability
- At Level Three – Answer the question and ask for permission to show them how you would sell their home

Always ask, at every follow up appointment...

“Would like to see how I would handle the sale of your home?”