

# [Street Address] [City, State ZIP]

Prepared for [Seller Name(s)] · [Date]

Subject property photo (full-bleed)

## YOUR NAME + TITLE

[Agent Name], [Brokerage]  
[Phone] · [Email] · [License #]

## HEADSHOT + BROKERAGE LOGO

Keep the cover about their house. Your headshot is small; the property photo is big.

## HOW TO USE THIS TEMPLATE

# Fifteen slides, 60 to 90 seconds each

Add 10 minutes of discovery at the start and 10 to 15 of Q&A at the end and you fit a 45-minute appointment. Every slide before "Why us" is about the seller, not you.

1. Cover
2. Agent introduction (3 numbers)
3. Market overview (3–4 stats)
4. CMA: comp 1
5. CMA: comp 2
6. CMA: comp 3
7. Active listings (the competition)
8. Pending listings (where the market is moving)
9. Price recommendation
10. Marketing plan overview
11. Marketing: photography and staging
12. Marketing: digital reach and syndication
13. Communication plan
14. Why us
15. Listing agreement and next step

Replace every [bracketed] field. Dashed boxes are placeholders for your content; delete the box outline once it is filled. Rebuild this in Google Slides, Keynote, PowerPoint, or Canva with the same order.

## Your track record in three numbers

Job: earn the right to talk about their home. Numbers, not adjectives. Thirty seconds, then move on.

### HOMES SOLD

**[##]**

last 12 months (or career, if stronger)

### AVERAGE DAYS ON MARKET

**[##]**

vs. [##] area average

### LIST-TO-SALE RATIO

**[##]%**

vs. [##]% area average

### ONE SENTENCE ON WHO YOU SERVE

"I list [type of home] in [area] for sellers who [what they care about]."

### ONE RECENT SELLER QUOTE

"[Two-line testimonial with name and street.]"

## What is happening in [Neighborhood / ZIP] right now

Job: show you know their market cold. Three to four stats, each with a direction arrow versus last quarter.

### MEDIAN SALE PRICE

**\$[###,###]**

[↑/↓ #%] vs. last quarter

### ACTIVE INVENTORY

**[##]**

[#. #] months of supply · [↑/↓] vs. last quarter

### AVERAGE DAYS ON MARKET

**[##]**

[↑/↓ #] days vs. last quarter

### SALE-TO-LIST RATIO

**[##.##]%**

[##]% of sales went over asking

One sentence of interpretation at the bottom: "For a home like yours, this means [buyers are competing / buyers have choices], so pricing [aggressively / precisely] matters more than usual."

# Comp [1/2/3]: [Comp Street Address]

Job: make the adjustment math visible. Three strong comps beat ten weak ones. Duplicate this slide for each comp.

Comp exterior photo

| FIELD               | COMP        | SUBJECT | ADJUSTMENT  |
|---------------------|-------------|---------|-------------|
| Sale price          | [\$###,###] | —       | —           |
| Sale date           | [MM/YYYY]   | —       | [time adj.] |
| Beds / baths        | [#/#]       | [#/#]   | [+/- \$]    |
| Square feet         | [#,###]     | [#,###] | [+/- \$]    |
| Lot / garage        | [...]       | [...]   | [+/- \$]    |
| Condition / updates | [...]       | [...]   | [+/- \$]    |
| Adjusted price      |             |         | [\$###,###] |

Say the adjustment out loud: "Their kitchen was renovated in 2023, yours was not, so I took \$18,000 off to compare fairly."

# The competition on day one, and where the market is moving

Job: context, not valuation. Actives show what buyers will compare their home to; pendings show the direction of the last 30 days. Split into two slides if you have more than four of each.

ACTIVE (3–5)

| ADDRESS | LIST PRICE | BD/BA · SQFT | DOM   |
|---------|------------|--------------|-------|
| [...]   | \$[...]    | [...]        | [...] |
| [...]   | \$[...]    | [...]        | [...] |
| [...]   | \$[...]    | [...]        | [...] |
| [...]   | \$[...]    | [...]        | [...] |

PENDING (2–3)

| ADDRESS | LIST PRICE | BD/BA · SQFT | DAYS TO OFFER |
|---------|------------|--------------|---------------|
| [...]   | \$[...]    | [...]        | [...]         |
| [...]   | \$[...]    | [...]        | [...]         |
| [...]   | \$[...]    | [...]        | [...]         |

"Two of these went under contract in under ten days. That is the pace we are pricing into."

## Where we list, and why

Job: the most important slide. A range, a specific number inside it, and one sentence of reasoning. Do not hedge.

### RANGE LOW

**\$[####,####]**

the adjusted comps' floor

### RECOMMENDED LIST PRICE

**\$[####,####]**

the number, not the range

### RANGE HIGH

**\$[####,####]**

the adjusted comps' ceiling

### ONE SENTENCE OF REASONING

"Comps 1 and 3 bracket you at \$[...] to \$[...]; your [feature] puts you at the top of that, and two pendings suggest buyers are paying it. Listing at \$[...] gets you the most showings in the first ten days."

### WHAT HAPPENS IF WE LIST ABOVE IT

"At \$[...] we lose the buyers searching up to \$[round number], and the homes that sat on slides 7 and 8 are the ones priced there."

# How [Street Address] reaches every buyer in [area]

Job: the channels, in order of impact for this specific home. Tailor the order; a boilerplate list is the fastest way to lose a seller who has seen two other decks this week.

| # | CHANNEL                                      | WHAT THE SELLER SEES                                                            | WHEN    |
|---|----------------------------------------------|---------------------------------------------------------------------------------|---------|
| 1 | Professional photography + video walkthrough | [#] photos, 60-second vertical tour, twilight shot                              | Day 0   |
| 2 | MLS launch + syndication                     | Zillow, Realtor.com, Redfin, brokerage sites                                    | Day 1   |
| 3 | Just-listed campaign                         | Branded flyer to [#] neighbors, social post, email to [#] buyers in my database | Day 1–3 |
| 4 | Single-property page                         | QR code on sign rider and every flyer                                           | Day 1   |
| 5 | Broker open + public open house              | Sign-in capture, same-day follow-up                                             | Week 1  |
| 6 | Buyer-agent outreach                         | Direct to the [#] agents who sold in [area] this year                           | Week 1  |

## [Photography and staging] / [Digital reach and syndication]

Job: prove it with a real example from a past listing. Show, do not describe.

Real example: a flyer, social post, or listing page from a past listing (with the address)

### WHAT HAPPENS

[Specific description: e.g. "Twilight exterior, 32 interior shots, drone if the lot warrants it, staged with the seller's furniture plus [#] accent pieces."]

### WHAT IT DID LAST TIME

["[Address] had [#] showings in the first weekend and went under contract on day [#]."]

### WHAT THE SELLER HAS TO DO

["Declutter by [date]; I handle the rest."]

## How often you hear from me, and what you will hear

Job: remove the seller's biggest fear: silence. Set the cadence and what a weekly update contains before they ask.

### EVERY SHOWING

Feedback text within 24 hours of the showing.

### EVERY [MONDAY]

Weekly update: showings, online views, saves, feedback themes, what we adjust next.

### ANY OFFER

Phone call within the hour, written summary within the day.

### PRICE CHECK-INS

"If we do not have an offer by day [14], we sit down with the showing data and decide together: adjust, wait, or change the marketing. No surprises."

# The one slide about you

Job: everything before this was about them. Now, briefly, why you. Three reasons, each tied to something on an earlier slide.

## REASON 1 · PRICING

"[##]% list-to-sale over [#] sales means the number on slide 9 is one I have hit before."

## REASON 2 · MARKETING

"The examples on slides 11 and 12 are mine, from [Street], [#] weeks ago."

## REASON 3 · COMMUNICATION

"Ask [past client name] on [street] what the weekly update looked like."

## TWO OR THREE REVIEWS

Short, named, recent. Google or Zillow review screenshots read as more credible than typed quotes.

## BROKERAGE LINE

One sentence on what the brokerage adds (reach, buyer database, relocation network). Then stop.

## What signing today looks like

Job: make the next step concrete and small. Terms in plain English, then the calendar.

### THE AGREEMENT

Term: [#] months · Commission: [#]% ([#]% to buyer's agent) · Cancellation: [terms] · What is included: [photography, staging consult, marketing above]

### THE NEXT 10 DAYS

[Date]: photographer · [Date]: staging walk-through · [Date]: MLS live · [Date]: first open house · [Date]: first weekly update

### THE ASK

"If this plan makes sense, we can sign now and I will have the photographer here [day]. If you want to think it over, I will call you [tomorrow at time] and the plan holds."

- ☐ Pre-listing packet sent 24–48 hours before
- ☐ Property walked or video-toured
- ☐ CMA with 3–5 comps, adjustments shown
- ☐ Recommended range + specific price
- ☐ Marketing plan tailored to this home
- ☐ Two printed copies of the deck
- ☐ Listing agreement printed, ready to sign
- ☐ Pen, card, branded folder
- ☐ 24-hour follow-up call scheduled