

FOR ARIZONA LISTING AGENTS

The Listing Presentation Playbook

Most sellers talk to exactly one agent and mostly decide before you arrive. This is the whole appointment system: the pre-send package, the five-move agenda, the pricing and commission scripts, the launch plan, and the same-day close.

8 fill-in scripts

Launch-plan table

Big-three objections

Every stat sourced



WHY THIS MATTERS

Decided before you arrive

Sellers hire on reputation first, and they barely shop: 80% contacted only one agent (NAR 2025). By the time you are at the kitchen table, the presentation is rarely a competition. It is a confirmation, and this playbook is how you confirm it.

NAR 2025 Profile of Home Buyers and Sellers · Zillow 2025 Consumer Housing Trends · 2026 Survey of Best Practices for CMAs and Listing Presentations (Giant Step)

35%

of sellers call the agent's reputation the most important factor in their choice, the top answer

NAR 2025

59%

of sellers hired the first agent they spoke with

Zillow 2025

35.4%

of lost listings were lost to another agent, now the top loss reason, ahead of price disputes at 33.6%

2026 CMA survey

THE 11-YEAR GAP

Your seller last hired a listing agent around 2015: The typical 2025 seller had owned their home a record 11 years and is 64, the oldest on record (NAR 2025). When they last signed a listing agreement there were no reels, no 3D tours, no 2024 commission rules, and a very different Phoenix. Many Arizona sellers now sign from out of state entirely. Build the appointment for that person: better briefed, more price anxious, and hungry for proof over promises.

★ Reputation proof

35% of sellers call reputation the deciding factor (NAR 2025), and they check it online before you arrive. A clean reviews page and one strong case study do the arguing.

Prep: [reviews link + one case study](#)

📊 Marketing they can see

Marketing help sits at the top of what sellers want from an agent (NAR 2025). Named deliverables on a schedule beat a hundred-websites slide every time.

Prep: [the launch-plan table, in The Marketing Section](#)

💰 A defensible number

Expect the price fight and welcome it. Fewer, better comps with a written rationale, and their online estimate addressed before they raise it.

Prep: [CMA built a day ahead](#)

🕒 A believable timeline

Slower market, longer holds. Sellers want week-one targets and a stated trigger for adjusting, not a hope and a lockbox.

Prep: [week-one targets, in The Pricing Talk](#)

THE PRE-GAME

Send the package before the doorbell

36% of sellers found their agent online, double the 2018 share (Zillow 2025), and the vetting keeps going after they book the appointment. Feed it on purpose with a pre-appointment package. Loyalty will not do the job for you: on the buyer side, 79% would consider their previous agent again, yet only 13% mainly hired on past experience, and nearly half interviewed two or more agents (Zillow 2025).

Zillow 2025 Consumer Housing Trends · Zillow 2025 Consumer Housing Trends Report for Agents

T-72H

Confirm and send the package

Text plus email: confirmation, a 90-second intro video, your reviews link, a process one-pager, two recent listings as buyers saw them, and the agenda.

T-48H

Build the CMA

Do it now, not in the driveway. 47.9% of agents build the CMA at least a day ahead, up from 35.3% in 2020 (2026 CMA survey). Tight comp set, one-line rationale each.

T-24H

Preview the competition

Drive the active comps if you can. Pull up the seller's likely view of their own home online so you can open it before they do.

T-2H

Stage your proof

Load the two sample listings on your phone and tablet. 70% of buyers shopped on a phone (NAR 2025), so rehearse your proof at phone size.

T-0

Arrive with the agenda

Hand them the same one-pager you emailed. Familiarity reads as preparation, and preparation reads as how you will treat their listing.

From: You · To: Your seller · Tuesday, 9:15 AM

Thursday at 4:00, plus three things worth two minutes

1. Hi [name], confirmed for [day] at [time].
2. Before we meet, three things worth two minutes: a 90-second intro and my reviews page so you know who is walking in, what my last two listings looked like to buyers, and the plan I would run for [address].
3. [Intro video] · [Reviews] · [Listing one] · [Listing two] · [One-page plan]
4. One question to think about before Thursday: what does a great outcome look like by [month]?
5. No need to reply. See you Thursday.

The T-72 package message. Five links, one question, no attachments. Send as email, then text the same links. Their answer to the question tells you what to lead with.

- | | |
|--|---|
| ☐ 90-second intro video, phone-shot is fine | ☐ Reviews page link, one URL, not screenshots |
| ☐ Process one-pager: list, launch, close | ☐ Two recent listings exactly as buyers saw them |
| ☐ The agenda you will actually follow in the room | ☐ One question: what does a great outcome look like? |

THE AGENDA

Run the room in five moves

Sellers verifiably prioritize reputation proof, marketing help, pricing, and timeline (NAR 2025), so run the meeting in that order and let the CMA land third, not first. Presenting in person still rules, 76.4% of agents do (2026 CMA survey), and with 83.2% open to AI-assisted CMA tools, the software is not your edge. The sequence and the proof are.

NAR 2025 Profile · 2026 Survey of Best Practices for CMAs and Listing Presentations

- 1

Listen first. Open with two questions: what does a great outcome look like, and what worried you last time you sold? Their answers set your emphasis for everything after.
- 2

Walk the house with them. Let them tour you. You are reading condition, picking photo moments, and noting the west-facing backyard that needs a morning shoot. Take notes on paper.
- 3

Prove, then propose. One relevant case study, your reviews page, then the launch plan from The Marketing Section filled in for their address. Proof before price makes the price talk shorter.
- 4

Land the number. Present the CMA you built two days ago: a tight comp set, a one-line rationale per comp, a range, and their online estimate addressed on your screen before they mention it.
- 5

Ask for the signature. Make the recommendation and ask, scripts in The Close. If they need time, you leave owning the follow-up cadence, not waiting on it.

THEY ASK	THEY MEAN	YOU SHOW
How many homes have you sold here?	Can I trust you with mine?	Reviews page plus one nearby case study with real numbers
What do you charge?	What do I get for it?	The launch-plan table line by line, then the fee
Zillow says it is worth more.	Defend your price.	Comp rationale plus what no algorithm can see from the street
How fast will it sell?	Plan or hope?	Week-one targets for views, saves, and showings, with your adjust trigger
Should we fix anything first?	Where does money matter?	A short list ranked by photo impact: light, paint, yard cleanup

THE TEN-MINUTE RULE, HONESTLY

No research settles how fast sellers decide: The sellers-decide-in-ten-minutes line is coaching folklore. We could not find a primary study behind it, so treat it as craft, not data. The craft answer: act as if it were true. Open on their goals, get proof on the table early, and keep your bio to ninety seconds. If the first ten minutes are about you, folklore or not, you are behind.

THE PRICING TALK

Win the number without buying the listing

Expect the price fight: it is the objection agents now report most, and the slower 2026 market is why. Your job is to win the number without buying the listing, the old trick of quoting high for the signature and cutting later. The numbers below are your opening argument.

2026 Survey of Best Practices for CMAs and Listing Presentations · Realtor.com July 2026 Monthly Housing Trends Report

63.7%

of agents name pricing the top seller objection, up from 52.7% in 2020

2026 CMA survey

57 days

median time on market for US listings in July 2026, with list prices down 2.4% year over year

Realtor.com, July 2026

20%

of US listings carried a price reduction in July 2026

Realtor.com, July 2026

THE OTHER AGENT SAID \$25,000 HIGHER

I can list at [their number] too, nothing stops me. Here is what happens next: a listing gets its biggest audience the day it goes live and views drop by about half on day two (Redfin, 2019), so a price cut later relaunched us to a smaller crowd, with a days-on-market clock every buyer's agent can read. My range is [low] to [high] because [comp one] closed at [price] in [month] and [comp two] closed at [price]. I would rather earn you a week-one overbid than manage a week-six markdown.

ZILLOW SAYS HIGHER

Let us look at it together, I already have it open. An automated estimate starts from tax records and nearby sales. It has not stood in your house: it does not know about [the new roof], it cannot see that [the backyard holds the afternoon sun], and it does not know which three listings we are actually competing against this month. Here are the comps I would defend to an appraiser: [comp], [comp], [comp]. If the appraiser will not see your number, the buyer's lender will not either, and we should not price on it.

THE WEEK-ONE DIAGNOSTIC

Views measure demand for the card, saves measure demand for the home: That split is craft, not science, but the thresholds have data. Zillow Research (March 2025) calls five daily saves the magic number: first-week listings averaging 5 to 10 saves a day went pending in about 6 days at 100% of list, while under one save a day averaged 41 days at 95%. Low views plus low saves together is almost always price. Agree on day one which week-one numbers trigger the price conversation, because homes that go pending in week one are 2.6x as likely to sell above list (Zillow, April 2026).

THE MARKETING SECTION

The ten minutes that close

Sellers hire marketing they can see: 78% are likelier to hire an agent offering high-resolution photography, and 75% one offering virtual tours or interactive floor plans (Zillow 2025). A syndication slide is invisible. A launch schedule with named deliverables is not, so walk in with this table filled in for their address.

Zillow 2025 Consumer Housing Trends · NAR 2026 Generational Trends



DELIVERABLE	READY	WHERE IT RUNS	SELLER SEES
HDR photos	Shoot day	MLS, Zillow, Realtor.com, your listing page	Full gallery link by [time]
Vertical video	Day []	Reels, TikTok, YouTube Shorts	The clip, plus its reach in the week-one report
Walkthrough video	Day []	YouTube and the listing page	An approval link before it posts
3D tour + floor plan	Day []	MLS tour link, Zillow	Out-of-state buyers walking the house from anywhere
Aerial	Shoot day	Hero rotation, lot lines, location context	The lot, the wash, the mountain view
Week-one report	Day 7	Their inbox	Views, saves, showings, and the next move

THE LAUNCH WALKTHROUGH

Here is day one, hour by hour. We shoot [day], morning slot, because your backyard faces west and summer light here is brutal by ten. If a monsoon rolled through, the patio and pool deck get wiped down first, dust reads on camera. The listing goes live [day] at [time] with the full gallery, 3D tour, and floor plan attached, because a listing gets its biggest audience on day one (Redfin, 2019) and we will not launch half dressed. Video follows the same week: the walkthrough on the listing page, the vertical cut where buyers scroll. Day 7, you get numbers: views, saves, showings, and what we do about each.

THE COMING SOON ANSWER

Should we do Coming Soon? Sometimes. On ARMLS it runs up to 30 days, flips to Active automatically, and the days-on-market clock never resets (ARMLS rules, May 2026 update), so I use it to stack launch-weekend showings, never to test a price. For a Tucson listing at [address] I confirm current MLSSAZ policy before promising dates. Either way, photos are finished before the first public day. We never debut with a phone shot.

THE MARKETING SECTION

BEFORE THE SHOOT

Stage the living room first: 83% of buyers' agents say staging made it easier for buyers to picture the home as their own, and the living room ranks as the most important room to stage at 37% (NAR 2025 Profile of Home Staging). Empty house? Virtual staging covers it. One media visit should capture everything: ListerPros shoots photos, video, aerial, 3D tour, and floor plan in a single appointment, with photos back within 5 hours of the end of the shoot, guaranteed.

THE COMMISSION QUESTION

Asked and answered

Every seller asks now, and you should want them to. Since the practice changes took effect August 17, 2024, compensation offers are off the MLS, your fee is stated specifically and conspicuously in the listing agreement, and all of it is negotiable. Clear beats cheap.

Compensation is negotiable and set by agreement. Confirm current forms and disclosures with your broker.

WHAT ACTUALLY CHANGED

Three facts, plainly: One: buyer-agent compensation offers no longer appear on the MLS. Two: your fee is written into the listing agreement and it is fully negotiable, set by agreement, not by any rule. Three: a seller may offer buyer-side concessions off the MLS as a marketing choice, an option, never an obligation. Context, not a benchmark: Redfin (December 2025) measured the average buyer's agent commission at 2.42% in Q3 2025, versus 2.36% a year earlier. That is an observation of a moving market. There is no standard rate.

WILL YOU LOWER YOUR COMMISSION?

You can find someone cheaper, so let me answer a better question: what does the fee buy? At [address]: professional photos, video, a 3D tour, a floor plan, aerial coverage, a launch-day sequence, weekly reporting with the numbers that predict your outcome, and a negotiator who has closed [number] sales in [area]. My fee is negotiable, it always has been, and it goes into the agreement in plain language. If you want a smaller number, pick which deliverable comes out and I will reprice it honestly. Most sellers keep the plan.

DO WE HAVE TO PAY THE BUYER'S AGENT?

No. Nothing requires it, and it no longer rides along on the MLS. A buyer-side concession is one more lever, like price or repairs: we can offer nothing and decide offer by offer, or advertise a concession off the MLS to widen the buyer pool. I will show you what comparable [neighborhood] listings are doing, and the decision stays yours at every step. My job is to price the tradeoffs, not to make the choice for you.

- 1 Say your number out loud.** State the fee and what it buys before they ask. Making them hunt for it reads as hiding it.
- 2 Put everything in writing.** Fee, term, deliverables, and any concession strategy live in the agreement. Confirm current forms and disclosures with your broker before the appointment.
- 3 Never quote a going rate.** There is no standard commission, and never compare or coordinate fees with agents at other brokerages. Your number is your number.
- 4 Know the do-it-yourself math.** For sale by owner fell to 5% of sales, an all-time low, with a median sale price of \$360,000 versus \$425,000 agent-assisted (NAR 2025). Medians, not a promise, but bring them.
- 5 Compare deliverables, not people.** If a discount model comes up, put both plans side by side and let the launch-plan table argue. No trash talk, it always leaks back.

THE CLOSE

Ask, then recap the same day

66% of sellers list with an agent they were referred to or had used before (NAR 2025), so the appointment is usually yours to lose. Ask plainly in the room, then put the recap in writing before dinner. And once they sign, run the launch like its own campaign: that system is a separate free guide, The Listing Launch Playbook at listerpros.com/playbook.

NAR 2025 Profile of Home Buyers and Sellers

THE ASK

Based on what you said you want by [month], here is my recommendation: live by [date] at [price range], running the plan on that table. I would like to be your agent for this one. Shall we start the paperwork so we can lock your shoot date?

WE ARE INTERVIEWING TWO MORE AGENTS

You should, it is a big decision. Two requests before I go. First: do not sign with anyone, me included, who will not put their plan for your house in writing. You have mine. Second: ask everyone the same three questions. What goes live on day one? What do I see in week one? What happens if we miss those numbers? I will email a one-page recap by [time] tonight so comparing is easy. When do you plan to decide?

From: You · To: Your seller · Same evening, 6:40 PM

Your plan for [address], on one page

1. Thank you both for today. The short version, in writing:
2. Price: I recommend [range], anchored by [comp] at [price] and [comp] at [price]. Full comp sheet attached.
3. Launch: photos on [date], morning light for your west-facing backyard. Live on [date] with the gallery, 3D tour, and floor plan. Video the same week.
4. Fee: [fee], itemized against every deliverable on the plan page, all of it in the agreement in writing.
5. Week one: you get views, saves, and showings every [day]. If we run under target, we talk that week, we do not wait.

Send it before dinner, while the kitchen-table debrief is still happening. This page is what every other agent gets compared to.

0H

Ask in the room

Recommendation, then the ask, then quiet. Let them answer.

BY 7PM

Send the recap

The email above, while you are still the most recent voice in the house.

24H

One useful touch

Deliver something promised in the room: the comp sheet, a sample video, a contractor name. Useful beats checking in.

72H

The direct question

Call: has anything been decided, and is anything standing between us and a shoot date?

DAY 7

Close the loop

A yes gets a launch calendar. A no gets a thank you, one question about what decided it, and a [90-day] check-in. Take the no gracefully; sellers remember.

PRINT IT, PIN IT, RUN IT

The appointment checklist

- ☐ Package out 72 hours ahead: intro video, reviews, one-pager, two listings, agenda
- ☐ CMA built at least a day ahead, tight comp set, one-line rationale each
- ☐ Launch-plan table filled in for their address before you park
- ☐ The big three rehearsed: price, commission, and the stall
- ☐ Recap email sent before dinner, 72-hour call on the calendar
- ☐ The one question asked before arrival: what does a great outcome look like?
- ☐ Their online estimate pulled up on your screen, ready to address first
- ☐ Fee stated out loud, in writing, with the deliverables it buys
- ☐ The ask made plainly in the room



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request. © 2026 ListerPros · Mesa, AZ

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