



LISTING RESET KIT

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A 5-STEP STRATEGY BUILT FOR TODAY'S MARKET

Step 1: Reframe the Conversation with the Seller

Script Starter: "Mr. and Mrs. Seller, the market has spoken. The data is telling us something, and it's my job to help you respond in a way that puts you back in control."

Your Goal: Shift from emotional attachment to strategic action. Your seller needs a reset in perspective.

What to Show:

- Days on market vs. competition
- Number of showings vs. average in the area
- Market activity heat map (pending/sold nearby)

Reset Line: *"We can either chase the market or get ahead of it. The choice is yours - but the clock is ticking."*

Step 2: Present the "Why Now" Data

Deliver These Points:

- Interest rates have impacted buyer urgency
- Inventory is up. More options mean more competition
- Summer distractions lead to lower showing traffic

Pro Tip: Use visuals from your MLS to make this feel data-driven, not opinion-based.

Script Starter: "We're no longer the only option. If we don't take strategic action, your home risks becoming a 'why hasn't it sold?' listing."

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Step 3: Reset the Price Without Losing Trust

Approach:

- Use third-party validation (CMAs, appraisals, days-on-market data)
- Reposition the price as a tool, not a defeat

Script Starter: "When we entered the market, we were testing it. Now we're adjusting to match buyer behavior. This isn't dropping the price. This is re-launching the listing."

Tactical Tip: Pair the price adjustment with a marketing refresh (new photos, open house blitz, etc.) to make it feel like a new listing, not a reduced one.

Step 4: Relaunch with Energy

Actions:

- Update listing photos or headline
- Host an agent-only open house + broker incentive
- Email your sphere + past clients
- Launch a "Second Chance" social media campaign

Headline Example:

"Back on the Market - Better Than Ever!" or "Missed It the First Time? Here's Your Shot."

Script Starter:

"We're not just adjusting we're relaunching. This is our second swing, and it's going to hit different."

Step 5: Take Ownership, Not Blame

Mindset Shift: Your job is to lead, not apologize. Own the strategy. Be the expert.

Script Reminder: "Markets move. Smart agents adapt. And I'm here to help you win not wait."

Bonus: Use This Email/Text Script

"Hey [Client Name], I've been reviewing our listing and the data. I'd like to schedule a quick call to talk strategy. I have some insights I think will help get us back on track. Are you available this evening or tomorrow morning?"