FIX THE STORY BEFORE YOU CUT THE PRICE

The Listing RX™

4 steps to take before you cut the price



The Listing RX™
4-STEP SYSTEM

1 Diagnose — 2 Rebuild — 3 Decide — 4 Present

1.5–3 SECONDS

Your listing is your Super Bowl moment.

It's the only ad you have for your scrolling audience, and you have 1.5 to 3 seconds to grab their attention.

1 Diagnose — Find where the listing stops

Views	Saves	Showings	Second looks	Offers
Not getting seen. Check the first photo, headline, or price band.	Seen, not wanted. Blurry; no one thing leads.	Saved, but no showings. A worry goes unanswered.	The visit didn't match the photos.	The story works; the number doesn't. Now price is on the table.

Anywhere before offers, name the story problem: **a blurry listing** (no one thing leads) or **a loud flaw** (one thing drowns out everything else).

2 Rebuild — Answer four questions

What life does this house make easier?

Describe the life and the property, never the buyer.

What can they only get here?

If it's still true with another address, keep digging.

What's the loudest objection, and the honest answer?

Add the flaw. Don't catfish the flaws. Just weave it into the narrative as part of the story and cap it with the good.

What do they see in the first ten seconds?

The first photo and first line do most of the work.

The price tells buyers what it costs. The story tells them why it's theirs.

Kim Weitkamp | www.profitablestory.com

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3 Decide

Turn the answers into choices

The life it supports sets the first photo and first line

The one-only thing sets the headline and photo order

The flaw answer gets woven into the story

The first ten seconds shape the thumbnail and price band

Before you post

- **Add one line that shows your personality.** Something only you would notice or say.
- **If your listing could be pulled and used by another agent, redo it.**
- **Using AI?** Start with your own notes. Let it edit, not write. Read it out loud before it goes live.

BEFORE

Charming 3 bed, 2 bath home nestled in a quiet neighborhood with an updated kitchen and spacious backyard.

AFTER

The garage fits a truck and a workbench, and the front room gets the best morning light on the street. The kitchen was redone in 2023, and the street is quiet enough to hear wind chimes two doors down.

4 Present

Bring the seller a plan

1. **Here's what the market is telling us.** Their views, saves, showings and feedback.
2. **Here's what we're changing, and when.** New photo, new opening, a relaunch date.
3. **Here's how we'll know.** A date 2 to 3 weeks out and the sign to watch for. If it doesn't come, we talk price, with comps.

The price tells buyers what it costs. The story tells them why it's theirs.

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