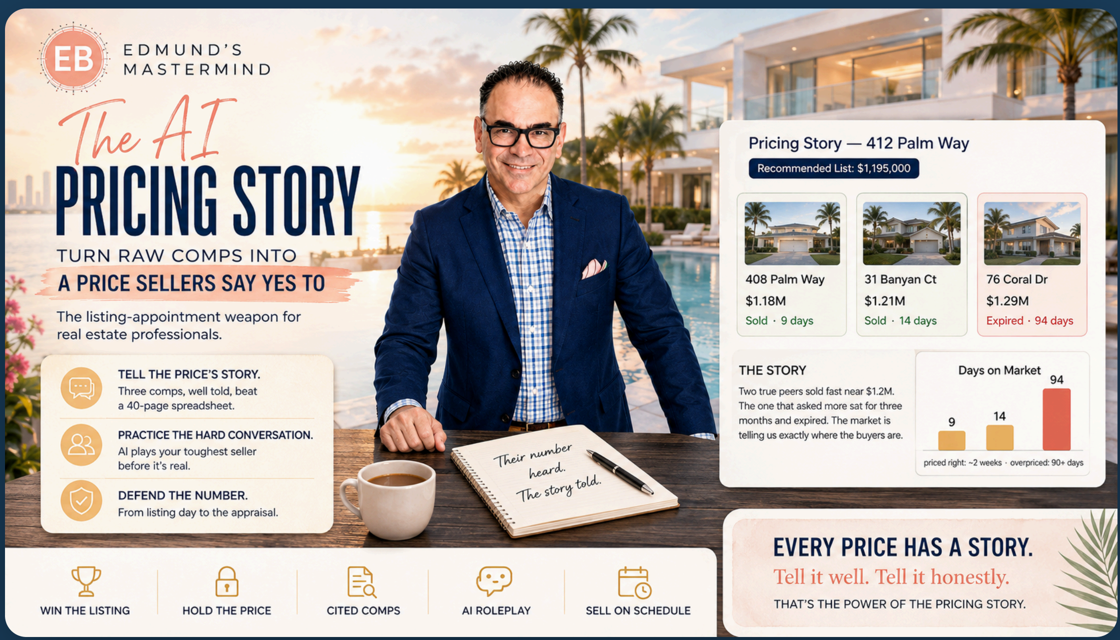

EDMUND'S MASTERMIND · JULY 29, 2026

THE AI PRICING STORY

COMPLETE IMPLEMENTATION WORKBOOK

Turn Raw Comps Into a Price Sellers Say Yes To — and Defend It from Listing to Closing

---

"Because Losing Listings Over Price is NOT an Option!"

YOUR MONEY-MAKING MISSION

COMPS THAT MATTER	PEAK ATTENTION	NARRATIVE DRAFT	APPRAISAL BRIEF
3	**14d**	**60s**	**1pg**
three comps, walked through well, beat a 40-page spreadsheet	the launch window — the price must be right before it opens	AI turns your comp set into a story you refine, not a blank page	clean, factual, within the rules — ready before it's needed

The 3 Systems Built Today

1 The CMA Narrative Builder

Comps in, story out: the market moment, the three comps that matter, the cautionary tale, the number, the agreement.

2 The Seller Conversation

An AI roleplay partner who plays your toughest seller — the hardest conversation in real estate, practiced instead of improvised.

3 The Price Defense

The buyer-agent brief, the appraisal-gap package, the weekly health check, and the honest repositioning story.

Naked Number vs. Story

MOMENT	NUMBER	STORY
The presentation	An opinion	**The market's conclusion**
vs. the Zestimate	A tie, at best	**Context wins**
The brother-in-law	Undermines it	**Repeats it**
Day 30	A fight	**A scheduled check-in**
The appraisal	A surprise	**A package, ready**

The Rule: you pick the comps, AI tells the story, you fact-check every figure. Honesty outranks persuasion — every time.

What You'll Leave With Today

- [ ] **The Five-Act Story formula** — built live on a real property
- [ ] **18 copy-paste prompts** — narrative, conversation, defense
- [ ] **The AI Seller Roleplay** — your sparring partner for every appointment
- [ ] **The Defense Kit** — buyer-agent brief + appraisal package + health check
- [ ] **The Professional Lines card** — CMA vs. appraisal, independence rules
- [ ] **The 30-day plan** — narrative week 1, live fire week 3

How to use this workbook: page 3 is the core idea — why price is a story. Pages 4–14 are the three systems (overview → prompts → reference). Pages 15–17 are the story arc, the professional lines, and the build order. Pages 18–21 are the plan, the math, and the contract.

Session: July 29, 2026 · 9:00 AM EST · Zoom link emailed to registrants · bogen.ai/masterminds/ai-pricing-story

WHY PRICE IS A STORY, NOT A NUMBER

Sellers don't reject numbers — they reject numbers **they don't understand the reason for**. A figure slid across the table with MLS printouts is an opinion competing against theirs (and against the Zestimate they checked this morning). A figure that arrives at the end of a story — what the market is doing, which three sales predict this home's outcome, what the overpriced house down the street cost its owners — stops being the agent's opinion. It becomes **the market's conclusion**, and you're just the translator.

That's what AI changes. Not the comps — **you** choose those; you're the licensee and the local expert. AI does the storytelling labor: turning your comp set into a clear narrative, stress-testing it against objections before you present, adapting it to an analytical seller versus an emotional one, and drafting the defense documents you'll want later. **You bring the judgment. The AI makes the judgment persuasive.**

The honesty rule for everything today: the story is built from real comps and real data, and it survives scrutiny because it's true. If the data supports a higher number than you expected — say so. Persuasion in service of accuracy, never instead of it.

The 14-Day Window

A listing's buyer attention peaks at launch and decays fast. The price story must be right **before** the window opens — because the window doesn't reopen at the same energy after a reduction. This is why the pre-agreement is made at listing, not at day 45.

The Anatomy of a Pricing Story — Five Acts

ACT	WHAT IT SAYS	WHY IT WORKS
1 · The Market Moment	"Here's what's happening in our market right now."	Shared reality before any number — straight from your Market Brain
2 · The Three Comps	"These three homes predict yours — here's why each matters."	Three explained comps feel like evidence; twenty feel like noise
3 · The Cautionary Tale	"And this one asked more — here's what happened."	The expired listing makes overpricing concrete without saying "you're wrong"
4 · The Number & the Window	"That's why the market says [X] — and the first 14 days decide everything."	The price arrives as a conclusion, and urgency has a reason
5 · The Agreement	"And here's what we do together if the market disagrees."	The reduction plan, agreed while everyone is calm

The chain today: System 1 writes the story · System 2 rehearses delivering it · System 3 defends it after listing day. One narrative, carried from the kitchen table to the closing table.

The core idea, mapped. Everything that follows builds these five acts into working tools.

1 The CMA Narrative Builder

You pick the comps · AI drafts the five acts · You fact-check and refine

Why This Works

You already do the hard part: you know which sales are true peers, which backed to a busy road, which had the renovated kitchen. What eats your evenings is turning that knowledge into a presentation — and what loses listings is presenting it as a data dump. The Builder splits the work correctly: **you select and annotate the comps** (five minutes, your expertise), and **AI drafts the five-act story** in your voice, ready for your edit.

The result reads like advice from a trusted advisor, not a report from a printer. And because you fact-check every figure before presenting, it's not just more persuasive — it's more accurate than the version assembled at midnight.

The Workflow (15 Minutes, Night Before)

- → **1.** Pull 5–8 comps; annotate each with one line of your judgment
- → **2.** Note the subject property honestly — including the buyer objection
- → **3.** Run Prompt 1 (Five-Act Story) → edit for your voice
- → **4.** Run Prompt 6 (Stress Test) → fix or concede weaknesses
- → **5.** Run Prompt 4 (Leave-Behind) → print it
- → **6.** Fact-check every figure against MLS — every time

What You Feed It

LAYER	CONTENTS
📊 **Comp set**	5–8 comps annotated: "true peer" · "backs to road" · "renovated — ours isn't"
🏠 **Subject**	Specs · honest condition · upgrades · the objection buyers will have
📈 **Market layer**	This month's inventory, median, DOM — from your Market Brain

The annotation is the magic. "Sold $1.18M" is data. "Sold $1.18M — true peer, same floor plan, original kitchen like ours" is a story ingredient. One line per comp changes everything the AI writes.

What Comes Out

DELIVERABLE	PROMPT	USED WHEN
The Five-Act Story (spoken)	1	The appointment itself — told, not read
Cost-of-Overpricing math	2	Act 3–4, when the gap needs numbers
Personality-adapted telling	3	Analytical vs. emotional vs. skeptical sellers
One-Page Leave-Behind	4	Stays on the table; argues with the brother-in-law
The Zestimate conversation	5	When their screen disagrees with your comps
The Stress Test	6	The night before — every weak point found first

System 1 of 3 · Next: the six narrative prompts

SYSTEM 1 — NARRATIVE PROMPTS I

Run in Claude or ChatGPT — or against your NotebookLM Market Brain for the market act. You choose the comps; the AI never invents one. Verify every figure before a seller sees it.

PROMPT 1 — THE FIVE-ACT PRICING STORY

Build my pricing story for [ADDRESS]. Subject property: [SPECS, CONDITION, UPGRADES, THE OBJECTION BUYERS WILL HAVE]. My annotated comps: [PASTE 5–8 WITH YOUR NOTES]. Current market stats: [INVENTORY, MEDIAN, DOM]. Structure in five acts: 1) the market moment in plain English, 2) the three comps that matter most — chosen from my set, my reasoning expanded, 3) the cautionary tale, 4) the recommended price as the market's conclusion with the 14-day window explained, 5) the "if the market disagrees" agreement. Conversational, confident, written to be SPOKEN across a kitchen table. Use only the comps and figures I provided.

Expected output: the whole presentation, drafted in your voice, in sixty seconds.

Pro move: read it out loud once before editing — your ear catches what your eye forgives.

PROMPT 2 — THE COST-OF-OVERPRICING MATH

Using my comps and market data [PASTE], build the honest cost-of-overpricing picture for [ADDRESS] at [SELLER'S NUMBER] vs. [MY RECOMMENDED NUMBER]: carrying costs per month, what similar overpriced listings in my data actually did (days sitting, reductions, final vs. original ask), and the buyer-psychology cost of a stale listing in plain words. Short table plus three sentences. No scare tactics, no invented statistics — if my data can't support a claim, leave it out and tell me what data would.

Expected output: the gap between their number and yours, in dollars and days — from real local data.

Pro move: the "no invented statistics" clause is load-bearing. Your credibility is the product.

PROMPT 3 — THE SELLER-PERSONALITY ADAPTER

Here's my pricing story: [PASTE]. My sellers are [ANALYTICAL ENGINEER / EMOTIONAL 40-YEAR OWNERS / SKEPTICAL INVESTOR / A COUPLE WHO DISAGREE]. Rewrite for exactly this audience: what to lead with, what to slow down on, which act needs the most care, and the one question I should ask THEM before presenting any number. Keep every fact identical — only the telling changes.

Expected output: the same truth, told the way these specific humans can hear it.

Pro move: the "one question to ask them first" is often worth more than the whole rewrite.

Prompts 4–6 — the leave-behind, the Zestimate, and the stress test — next page

SYSTEM 1 — NARRATIVE PROMPTS II

The leave-behind defends your price when you're not in the room. The stress test finds the weak points before the seller does.

PROMPT 4 — THE ONE-PAGE LEAVE-BEHIND

Condense my pricing story [PASTE] into a one-page leave-behind the sellers can show their brother-in-law who "knows real estate": the market moment in two sentences, the three comps in a mini-table with one reason each, the cautionary tale in one sentence, the recommended range, and the 14-day window in plain words. Headline it with a question, not a number.

Expected output: the page that argues your case at Sunday dinner without you.

Pro move: a question headline ("What is 412 Palm Way actually worth?") gets re-read; a number headline gets argued with.

PROMPT 5 — THE ZESTIMATE CONVERSATION

The sellers' online estimate says [AVM NUMBER]; my comps say [MY NUMBER]. Give me the respectful explanation of what automated estimates do well and where they fall short for THIS property specifically [WHAT THE AVM CAN'T SEE: condition, the busy road, the renovation, the odd floor plan]. No mocking the website they trust — they looked it up because they care. End with the line that moves us from their screen to my comps without making them feel foolish.

Expected output: the AVM handled with respect — theirs and yours.

Pro move: when the AVM is actually close to your number, lead with that agreement. Credibility compounds.

PROMPT 6 — THE PRE-PRESENTATION STRESS TEST

Attack my pricing story: [PASTE]. You are a sharp, skeptical seller. Find every weak point — a comp that doesn't really compare, a claim my data doesn't support, a leap in logic, a place where I sound like I'm selling instead of advising. List each weakness, why it's vulnerable, and how to fix or honestly concede it. If the story survives, say so. If my price itself looks wrong from the evidence, tell me that too — I'd rather hear it from you than from the market.

Expected output: tomorrow's objections, found tonight — including the ones about your own price.

Pro move: when the AI concedes a point, plan to concede it live too. Conceding a fair point wins more trust than winning it.

The pattern: six prompts, one asset. The story gets built, priced honestly, adapted to its audience, condensed for the table, defended against the AVM, and stress-tested — before you ring the doorbell.

Next: the setup reference and worksheet

SYSTEM 1 — SETUP REFERENCE

STEP	WHAT YOU DO	TIME
1 · Pull comps	5–8 from MLS: solds, one pending if useful, and one overpriced/expired for the cautionary tale	10 min
2 · Annotate	One line of YOUR judgment per comp — this is where your expertise enters	5 min
3 · Honest subject notes	Including the objection buyers will raise — the story must survive it	3 min
4 · Draft + edit	Prompt 1 → your voice pass → Prompt 6 stress test	10 min
5 · Fact-check	Every price, DOM, and date against MLS. Non-negotiable	5 min
6 · Print	The One-Page Leave-Behind (Prompt 4)	2 min

Save as Templates (Your Prompt Library)

All six prompts belong in your prompt library from the July 22 session — filed under Pricing & CMA, named PRC-five-act-v1 through PRC-stress-test-v1. Build them once; every future listing appointment starts at 80% done.

WORKSHEET — MY NEXT PRICING STORY

THE PROPERTY (NEXT APPOINTMENT, OR A PAST ONE TO RE-RUN)

THE SELLER'S LIKELY NUMBER — AND WHAT IT'S BASED ON

MY THREE COMPS THAT MATTER (AND WHY, ONE LINE EACH)

THE CAUTIONARY TALE (THE OVERPRICED/EXPIRED ONE)

THE BUYER OBJECTION MY STORY MUST SURVIVE

THE ONE NUMBER I'LL LEAD WITH FROM MY MARKET DATA

Reality check: your first five-act story takes 35 minutes. Your fifth takes 15, because the templates exist and the muscle is built. The agents who lose listings on price are the ones still walking in with printouts.

System 1 complete · Next: System 2 — the Seller Conversation

2

The Seller Conversation

Ten minutes of practice beats an hour of hoping

Why This Works

The pricing conversation fails in predictable ways: the number comes out too early, the agent gets defensive at pushback, agrees to "test the market" to save the relationship, and leaves with an overpriced listing — or without the listing at all. The fix isn't a better script to read. It's **practice** — and AI is the perfect sparring partner: it plays the stubborn seller, the emotional seller, the "my neighbor got more" seller, at 10 PM the night before, as many rounds as you need, and then grades your performance.

The Three Conversations You'll Drill

→ 🎬 **The Anchor Opener** — ask their number first, ask what it's based on, listen fully, acknowledge what's right — then tell the story. Your number lands as a conclusion, never an opening bid.

→ ⚖️ **The "Test the Market" Response** — the honest trade-offs of starting high, said kindly: the attention window, what stale listings in your data did, the reduction spiral. Advice, not ultimatum.

→ 🤝 **The Pre-Agreement** — "if we haven't had [X] by day [21], we adjust to [number] — agreed now, while we're calm." Day 30 becomes a scheduled check-in instead of a confrontation.

Why Roleplay Beats Scripts

SCRIPT	ROLEPLAY
Memorized lines	Trained reflexes
Breaks at the first interruption	Practices the interruptions
One seller type	Every seller type, on demand
No feedback	Graded debrief after every round

Do it out loud. Typing responses trains typing. Speaking them — even alone in the car — trains the appointment. Read the AI's seller lines, answer with your voice.

The Conversation Map

MOMENT	THE MOVE	PROMPT
Before any number	Their number first; three listening questions; the bridge	2
"Let's start high"	Trade-offs + the one scenario where high can work + the goals question	3
"My neighbor got more"	Validate → adjust → what it actually tells us	5
Agreement reached	The pre-agreement, framed as a flight plan (broker-reviewed)	4
Gap too big to bridge	The walk-away assessment — decline gracefully or take with conditions	6

System 2 of 3 · Next: the roleplay and the scripts

SYSTEM 2 — CONVERSATION PROMPTS I

Prompt 1 is the sparring partner — run it out loud the night before every appointment. The scripts are starting points; your voice finishes them.

PROMPT 1 — THE SELLER ROLEPLAY

Roleplay with me. You are a homeowner selling [PROPERTY TYPE] in [AREA]. You believe it's worth [THEIR NUMBER] because [ZILLOW / NEIGHBOR'S SALE / RENOVATIONS / ATTACHMENT]. You're intelligent, a little defensive, and one other agent already agreed to your number. I'm presenting [MY NUMBER]. Push back realistically — interrupt, bring up the neighbor, question my comps — but respond honestly if my reasoning is good. Stay in character until I say "debrief," then break character and grade me: what worked, where I got defensive, what I should have asked, and the one habit to fix before the real appointment.

Expected output: the appointment's hardest five minutes, experienced safely the night before.

Pro move: three rounds minimum. Round one is always rough — that's the point of doing it here.

PROMPT 2 — THE ANCHOR OPENER SCRIPT

Write my opening sequence for the price portion of a listing appointment — BEFORE any number is said. It should: ask the sellers what number they have in mind and what it's based on, genuinely listen (give me the follow-up questions), acknowledge what's right in their thinking, and create the bridge into my pricing story. Include the exact transition sentence from "their number" to "the market's story" that doesn't dismiss what they just told me. My voice: [WARM AND DIRECT / ANALYTICAL / RELAXED]. Under 200 words of script plus the three listening questions.

Expected output: the opening that makes the whole conversation collaborative instead of adversarial.

Pro move: whoever says a number first anchors the room — which is why you ask for theirs, and why yours arrives inside a story.

PROMPT 3 — THE "TEST THE MARKET" RESPONSE

The sellers just said: "Let's start high — we can always come down." Write my response using my data [PASTE COMPS/DOM DATA]: the honest trade-offs of testing high (the 14-day window, what stale listings in my data actually did, the reduction spiral), one scenario where starting higher CAN work so I stay credible, and the closing question that brings the decision back to their goals — timeline, certainty, net proceeds. Kind, unhurried, zero ultimatums. If they still choose high, give me the graceful "then here's our pre-agreement" pivot.

Expected output: the response to the most common pushback in the business — with an exit that keeps everyone whole.

Pro move: the "one scenario where high works" is what keeps this from sounding like a script. Balanced advisors get believed.

Prompts 4–6 — the pre-agreement, the neighbor, and the walk-away — next page

SYSTEM 2 — CONVERSATION PROMPTS II

Prompt 4's pre-agreement language should be reviewed with your broker before anything goes in writing.

PROMPT 4 — THE PRE-AGREEMENT FRAMEWORK

Draft my price-review pre-agreement conversation for a listing going live at [PRICE]: the milestones we'll watch together (showings by day 7, saves/views, offer activity by day [X]), the specific adjustment we agree to NOW if milestones aren't met, and how I frame it as a flight plan we both signed off on — not a trap. Then the day-21 check-in message that simply activates what we already agreed, referencing the actual numbers. Note where my brokerage's forms or broker guidance should be consulted before putting anything in writing.

Expected output: the future price reduction, converted from a fight into a plan.

Pro move: sellers who agree to the plan at listing almost always honor it at day 21 — because it was their plan too.

PROMPT 5 — THE "MY NEIGHBOR GOT MORE" ANSWER

The sellers say their neighbor at [ADDRESS/DESCRIPTION] sold for [NUMBER] and their home is "at least as nice." The differences I can see: [LIST HONESTLY — timing, condition, lot, upgrades, market shift since]. Write my response: validate that it's a fair comparison to raise, walk through the differences without disparaging their home, and show what the neighbor's sale actually tells us when adjusted. If the neighbor's sale genuinely supports a higher number for us, say that instead — this prompt is for accuracy, not for winning.

Expected output: the neighbor's sale converted from ammunition against you into evidence for the story.

Pro move: "that's exactly the right comparison to make — let's look at it together" disarms the whole exchange.

PROMPT 6 — THE WALK-AWAY ASSESSMENT

The sellers insist on [THEIR NUMBER]; my comps support [MY NUMBER] — a gap of [%]. Help me decide whether to take this listing: the realistic cost of 90 days marketing an overpriced home (my hours, marketing spend, my sign going stale), the odds this converts at a real price given the gap size, and the professional way to decline that leaves the door open. Also: the conditions under which I'd take it anyway (pre-agreement signed, motivated seller, gap under [X]%). Give me the decline script and the take-it-with-conditions script — I'll choose.

Expected output: the decision made with math instead of hope — and both scripts ready.

Pro move: the agents with the best pricing reputations are the ones who occasionally, graciously, decline. Sellers remember who told the truth.

The pattern: anchor gently, respond honestly, pre-agree the adjustment, and know your walk-away number before you knock. Every piece rehearsed before it's real.

Next: the conversation setup reference and worksheet

SYSTEM 2 — THE PRACTICE RITUAL

WHEN	WHAT	TIME
Night before any appointment	Prompt 1 roleplay × 3 rounds, out loud, with debriefs	15 min
After each round	Say "debrief" — note the one habit to fix, then run it again	2 min
Weekly (no appointment needed)	One drill on your weakest scenario — the pushback that rattles you	10 min
After real appointments	Recreate the moment that went sideways; drill it before it recurs	10 min

Seller Personas to Drill (Rotate Weekly)

- → **The Zestimate Believer** — screen says $1.4M, case closed
- → **The Neighbor Watcher** — "the Hendersons got more"
- → **The Renovation Accountant** — every dollar spent must return two
- → **The Market Timer** — "let's wait for spring / lower rates"
- → **The Divided Couple** — one realistic, one anchored high
- → **The Tester** — "start high, we can always come down"

WORKSHEET — MY CONVERSATION PREP

THE PUSHBACK THAT RATTLES ME MOST (DRILL IT FIRST)

MY ANCHOR-OPENER TRANSITION SENTENCE (FROM PROMPT 2)

MY WALK-AWAY THRESHOLD (% OVER COMPS I WON'T TAKE)

MY PRE-AGREEMENT MILESTONES (SHOWINGS BY DAY 7, ADJUST AT DAY —)

Reality check: nobody feels natural roleplaying with an AI the first time. By the third round it stops feeling like practice and starts feeling like preparation — and the first time a real seller says the exact line you drilled, you'll be very glad you felt silly on a Tuesday night.

System 2 complete · Next: System 3 — the Price Defense

3

The Price Defense

Winning the number is half the job · Keeping it is the other half

Why This Works

A well-priced listing still gets attacked: buyer agents open low "because it's been two weeks," appraisers work from their own comp sets, and sellers' confidence wobbles the first quiet weekend. The Defense system prepares the answers **before** the attacks: a one-page brief ready for any buyer's agent, an appraisal package prepared the day you go under contract, and a weekly health check that tells you honestly whether the market is confirming your story — or correcting it.

The Defense Kit

- → 📄 **The Buyer-Agent Brief** — why this price, the three comps, nearby pendings. Sent with every showing follow-up; lowballs get quieter.
- → 🏦 **The Appraisal Package** — the factual comp brief with transparent adjustments, prepared at contract, offered through proper channels if requested.
- → 📉 **The Health Check & Repositioning** — the Monday review against the pre-agreement, and the fresh-energy story when a reduction truly is right.

The bright line: providing an appraiser with factual, relevant comps through proper channels is professional preparation. Pressuring an appraiser toward a number violates appraiser-independence rules. Everything in this system lives on the right side of that line: **facts offered, never outcomes demanded.**

The Quiet Weekend

Sellers don't panic at data — they panic at silence. The proactive Monday update (what happened, what's normal, what's next) is the cheapest trust you'll ever build. Prompt 4 writes it in your voice from real activity.

Defense Timeline

MOMENT	TOOL	PREPARED
Listing goes live	Buyer-Agent Brief	Day 1 — sent with every showing follow-up
Every Monday	Price Health Check	Weekly ritual — confirming, undecided, or correcting
Quiet stretch	Proactive seller update	Before the nervous call, not after
Under contract	Appraisal Package	Same week — ready if requested
Appraisal short	Low-Appraisal Playbook	Every path mapped; calm messages drafted
Reduction right	Repositioning Story	Fresh energy, never apology

System 3 of 3 · Next: the six defense prompts

SYSTEM 3 — DEFENSE PROMPTS I

Prompt 2 prepares facts for proper channels — never pressure on an appraiser. Where lender rules govern, confirm with the loan officer.

PROMPT 1 — THE BUYER-AGENT JUSTIFICATION BRIEF

Create the one-page price brief for [ADDRESS] at [LIST PRICE] that I can send to buyers' agents: the three supporting comps with one-line reasoning each [PASTE COMPS + NOTES], relevant pendings nearby [PASTE], and the property's two strongest value points. Professional, factual, zero puffery — written agent-to-agent. End with an invitation to discuss, not a warning.

Expected output: the document that makes a lowball harder to write.

Pro move: attach it to every showing follow-up from day one — before the first offer, not in response to it.

PROMPT 2 — THE APPRAISAL COMP PACKAGE

We're under contract on [ADDRESS] at [CONTRACT PRICE]. Build the factual appraisal support package from my data: the strongest closed comps [PASTE] with transparent adjustment reasoning (condition, lot, timing), any nearby contract activity that supports the value, and a plain factual note on upgrades with approximate costs and dates [PASTE]. Strictly informational tone — a document of facts made available through proper channels if requested, never an argument for a number. Flag anything in my draft that could read as pressure so I can remove it.

Expected output: the package that's ready the day it's asked for — clean, factual, compliant.

Pro move: build it the week you go under contract, when the data is fresh — not the panicked day the appraisal is scheduled.

PROMPT 3 — THE LOW-APPRAISAL PLAYBOOK

The appraisal on [ADDRESS] came in at [APPRAISED] against a contract at [CONTRACT PRICE]. Map every path forward with honest pros and cons: seller price adjustment, buyer covers the gap, a split, a reconsideration-of-value request (what genuinely new factual information would support one — not just "we disagree"), and walking away. Then draft the calm first message to my [SELLER / BUYER]: what happened, what it means and doesn't mean, and the options — no panic, no villain-making of the appraiser. Where lender rules govern, tell me to confirm with the loan officer.

Expected output: the gap handled like a professional who's seen it before — because now you have, in advance.

Pro move: the calm first message decides the whole negotiation. Panic is contagious; so is composure.

Prompts 4–6 — the seller update, the health check, and the repositioning — next page

SYSTEM 3 — DEFENSE PROMPTS II

Prompt 5 is the Monday ritual — run it on every active listing, every week, and let it be honest with you.

PROMPT 4 — THE QUIET-WEEKEND SELLER MESSAGE

It's day [N] on [ADDRESS]: [SHOWINGS] showings, [FEEDBACK THEMES], no offers yet. The sellers are getting nervous. Write my proactive update: the honest read of the activity against what's normal for our market [PASTE DOM DATA], what we're doing this week, where we stand against our pre-agreement milestones, and one steadying line grounded in a real fact — not empty reassurance. If the activity genuinely signals a price problem, say so plainly and kindly, and reference the adjustment we already agreed to.

Expected output: the update that arrives before the nervous call — trust, purchased weekly for the price of a paragraph.

Pro move: same day every week, wanted news or not. Predictability IS the reassurance.

PROMPT 5 — THE MONDAY PRICE HEALTH CHECK

Weekly price health check for [ADDRESS], day [N] at [PRICE]: this week's numbers [SHOWINGS, VIEWS/SAVES IF KNOWN, FEEDBACK QUOTES, COMPETING NEW LISTINGS]. Against my market's norms [PASTE DOM/ABSORPTION DATA]: is the market confirming the price, undecided, or correcting it? The verdict in one sentence, the two signals that drove it, and this week's action — hold with confidence, sharpen the marketing, or activate the pre-agreement. Be honest; a listing that needs a reduction is better told on day 21 than day 60.

Expected output: the weekly verdict most agents avoid asking for — delivered while it's still cheap to act on.

Pro move: "sharpen the marketing" before "cut the price" — but only once. If week two says the same thing, it's the price.

PROMPT 6 — THE REPOSITIONING STORY

We're adjusting [ADDRESS] from [OLD] to [NEW] per our pre-agreement. Write the full repositioning kit: 1) the seller conversation framing this as the plan working — we said we'd listen to the market, and we did, 2) the MLS remarks refresh that creates new energy without the words "reduced" or "motivated," 3) the note to the five agents whose buyers saw it with the one line about why the new number changes their math, 4) the social post framing it as a fresh opportunity. Confident everywhere — a repositioning executed on schedule, never an apology.

Expected output: the reduction as a second launch — with its own story.

Pro move: the agent-direct note is the piece most skip; those five agents already have the buyers.

The pattern: brief the buyer's agents, prepare the appraisal facts early, update the sellers before they ask, read the market weekly, and reposition with confidence when the plan calls for it. The price survives because the defense was built the same day the story was.

Next: the full story arc — listing appointment to closing

THE PRICING STORY ARC

One narrative, carried from the kitchen table to the closing table. Where each tool fires:

STAGE	THE MOMENT	YOUR TOOL
T-1 day	Night before the appointment	Five-Act Story built · Stress Test run · Roleplay drilled out loud ×3
Appointment	The price conversation	Anchor Opener → the story → the number → Pre-Agreement · Leave-Behind stays on the table
Day 1–14	The attention window	Buyer-Agent Brief with every showing follow-up
Every Monday	The honest read	Price Health Check — confirming, undecided, or correcting
Any quiet stretch	Seller nerves	Proactive update — before the call, not after
Day 21+	Milestones missed?	Pre-Agreement activates · Repositioning Story if a change is right
Under contract	Contract signed	Appraisal Package prepared the same week
If the appraisal is short	The gap	Low-Appraisal Playbook — every path mapped, calm messages ready
Closed	The win	The result becomes next month's listing-appointment proof story

The Flywheel

Every listing priced by story and defended by system produces the same by-product: **a documented pricing win.** "We told the market's story, listed at $1.195M against a $1.35M ask down the street — we closed in 12 days at 99% of list; they took two cuts and 94 days." That paragraph, with the seller's permission, is the strongest slide in your next listing presentation.

MY CURRENT LISTINGS ENTERING THE SYSTEM THIS WEEK

MY LAST PRICING WIN, WRITTEN AS ONE SENTENCE OF PROOF

Tie-in: Act 1 pulls from your NotebookLM Market Brain (coming Aug 21) · all six narrative prompts belong in your prompt library (Jul 22) · the listing itself runs in your Command Center pipeline (coming Aug 7). The sessions are becoming one system.

Next: the professional lines — print this page

THE PROFESSIONAL LINES

Pricing is where trust is won — and where corners must never be cut. Five lines, held without exception:

LINE	WHY IT MATTERS	THE HABIT
1 · A CMA is an opinion of value, not an appraisal	Only licensed appraisers appraise; the distinction is legal, not stylistic	Say it in the presentation — it costs nothing and marks you as a professional
2 · Appraiser independence	Pressuring an appraiser toward a number violates federal rules	Facts offered through proper channels when requested — outcomes never demanded
3 · Every figure verified	One wrong comp price in a presentation costs all your credibility	AI drafts; you fact-check every price, DOM, and date against MLS before a seller sees it
4 · Honesty beats persuasion	A story that bends the data breaks the relationship	If the data supports THEIR number — or one lower than yours — the story says so
5 · Brokerage guidance governs	Pre-agreements and forms vary by state and brokerage	Anything going in writing gets your broker's eyes first

The Language That Keeps You Safe

In the presentation: "This is my professional opinion of market value based on comparable sales — it's not an appraisal, and the market gets the final vote."

On the appraisal package: "We've prepared a summary of relevant comparable sales, available if useful to your analysis."

When the Story and the Truth Diverge

- → **The comps surprise you high** — revise your number up and tell the seller why. Best appointment of your month.
- → **The comps surprise you low** — the cautionary tale becomes more important, and kinder, than ever.
- → **The stress test says your price is wrong** — change the price, not the story's spin.
- → **The health check says the market disagrees** — the market is the client's best friend. Translate it.

MY LINE MOST AT RISK WHEN I'M TIRED OR THE LISTING IS BIG (PRE-DECIDED)

Next: build order and the system killers

BUILD ORDER & THE SYSTEM KILLERS

The Build Order

WHEN	BUILD
Tonight	Five-Act Story for one real property + Stress Test
This week	Roleplay ×3 · Leave-Behind template · walk-away threshold
Next appointment	The full sequence, live
Every listing	Brief on day 1 · Health Check Mondays · Package at contract

The Compounding Effect

MILESTONE	WHAT CHANGES
Appointment 1	You notice you're calmer — the pushback was rehearsed
Month 2	Templates make prep 15 minutes; sellers repeat your reasoning
Month 6	Your listings sell near ask — and you have the receipts
Year 1	"The agent who prices honestly" is your market reputation

The 5 System Killers

KILLER	ANTIDOTE
Presenting the number first (old habit)	The Anchor Opener — their number, then the story, then yours
Skipping the roleplay ("feels silly")	Three rounds, out loud, night before. Silly beats speechless
Caving live to save the relationship	The pre-decided walk-away threshold — written down, honored
The unverified AI figure	Fact-check ritual before every presentation. No exceptions
Skipping the Monday health check on a "fine" listing	Every listing, every Monday. Fine is a data point too

Remember: the tools are prompts — the moat is the practice. Any agent can copy the five acts; almost none will drill the conversation three times the night before. That's the whole gap.

Next: the 30-day plan, week by week

THE 30-DAY PRICING STORY PLAN

From data-dump CMAs to the listing-appointment weapon. Five checkboxes a week.

WEEK 1 — THE NARRATIVE

- → Five-Act Story built for one real property
- → Stress Test run — weaknesses fixed or conceded
- → One-Page Leave-Behind designed, saved as template
- → Cost-of-Overpricing math from my own market data
- → Every figure fact-checked against MLS

WEEK 2 — THE CONVERSATION

- → Seller Roleplay ×3, out loud, debriefed
- → Anchor Opener personalized and memorized
- → "Test the Market" response practiced — kind AND clear
- → Pre-Agreement framework reviewed with my broker
- → Walk-away threshold decided, written down

WEEK 3 — LIVE FIRE

- → Full system used at a real listing appointment
- → Buyer-Agent Brief created for every active listing
- → Monday Price Health Check on each active listing
- → Quiet-weekend update sent proactively
- → What worked / what wobbled — noted

WEEK 4 — THE SYSTEM

- → Templates saved to my prompt library (PRC- prefix)
- → Appraisal Package built for anything under contract
- → Monday health check locked as recurring ritual
- → One pricing win written as my proof story
- → Honest review: did persuasion ever outrun accuracy?

Day-30 Scorecard

QUESTION	YES / NO	IF NO — THE FIX
Did my last appointment open with THEIR number?		Old habit — re-drill the Anchor Opener before the next one
Does every active listing have a Buyer-Agent Brief?		Prompt 1 of System 3 — ten minutes each
Did the health check run every Monday?		Calendar it — "fine" listings need the read too
Is anything under contract missing its Appraisal Package?		Build it this week, not appraisal week
Did I decline (or condition) any listing over my threshold?		If I took one anyway — was the pre-agreement signed?

Next: the ROI calculator — pricing is the highest-leverage conversation you have

YOUR PRICING STORY ROI

The Listing Math

LINE	YOUR NUMBER	EXAMPLE
Listings lost in 12 months to an agent who "agreed" to a higher number		2
My average listing-side GCI		$14,000
Value of winning ONE more listing per year with a better story		**$14,000** — the system pays for itself once
Cost of carrying one overpriced listing 90 days (hours + marketing + reputation)		$3,000+ and a stale sign with my name on it

The Defense Math

LINE	YOUR NUMBER	EXAMPLE
What my last appraisal gap almost cost		a $12,000 commission on a $40K gap
Deals saved per year with the playbook ready BEFORE the appraisal		1 = another commission kept
The cost of this system		an evening of setup + 15 min per appointment

The Reputation Math

What is it worth to be known as the agent whose listings sell near ask, on schedule — and who tells sellers the truth even when it costs a listing today?

Read the spread: pricing is the shortest conversation with the largest dollar consequences in your entire business. An hour of story-building and rehearsal against a five-figure commission isn't a productivity hack — it's the best hourly rate you'll ever earn.

Next: the commitment contract — signed before you log off

MY COMMITMENT CONTRACT

I commit to:

- ☐ **Build and stress-test the Five-Act Story for a real property by:** ____________________ (tonight counts)
- ☐ **Drill the Seller Roleplay out loud — three rounds with debriefs — by:** ____________________
- ☐ **Open with THEIR number (Anchor Opener) at my next appointment on:** ____________________
- ☐ **Run the Monday Price Health Check on every active listing, starting:** ____________________
- ☐ **Fact-check every AI-drafted figure — and let honesty outrank persuasion, every time, starting:** ____________________

THE PIECE I'M BUILDING FIRST

📖 Five-Act Story | 🎭 Roleplay | 📄 Buyer Brief | 🏦 Appraisal Package | 📉 Health Check

MY WALK-AWAY THRESHOLD (WRITTEN DOWN, HONORED)

____

MY BIGGEST OBSTACLE — AND MY PRE-DECIDED RESPONSE

____

____

MY ACCOUNTABILITY PARTNER + CHECK-IN CADENCE

____

The Stakes

This contract has no penalty clause, because it doesn't need one — it's a promise to your future self: listings won with the truth well told, prices that hold because they were right, and a reputation that walks into the appointment before you do. Sign it while the momentum is real.

Signature	Printed Name	Date

Accountability move: screenshot this signed page and post it in the REIGNation community thread for this session. Public commitments get built; private ones get postponed.

Last page: the manifesto — read it before every listing appointment

THE PRICING STORY MANIFESTO

I don't quote prices.
I tell the price's story.

Every listing appointment ends the same way: a number on the table. What decides everything is how it got there. For most agents, it arrives naked — a figure against a feeling, an opinion against a Zestimate, a stack of printouts against forty years of memories. Naked numbers lose. They lose to the agent who flattered, to the website that guessed high, to the hope that "testing the market" is a strategy.

The agents who win the listing — and then actually sell it — bring the number dressed in its story: the market moment, the three comps that matter, the cautionary tale down the street, the window that decides everything, and the agreement that keeps everyone honest when the market votes. The story isn't spin. It's the truth, organized — and now AI does the organizing in sixty seconds, so your energy goes where it belongs: the judgment, the relationship, the conversation.

Price is where trust is won or lost in this business. Tell the story well, tell it honestly, and sellers don't just accept your number — they repeat your reasoning to their brother-in-law. That's when you know it worked.

Their number heard. The story told. The price defended.
That's what a listing agent sounds like now.

"Because Losing Listings Over Price is NOT an Option!"

— Edmund Bogen · Edmund's Mastermind · Bogen.ai

Workbook & resources: bogen.ai/masterminds/ai-pricing-story

Community: reignation.com · Edmund's Mastermind & Group Coaching