A DONE-WITH-YOU CONSULTING ENGAGEMENT

Appointment Mastery Intensive™

Master the Conversation. Win the Listing.

You don't leave with notes, scripts, or motivation. You leave with a complete listing operating system: a structured consultation you run the same way, on every appointment, from the first pre-listing touch to the post-close referral. Every script and dialogue is built on psychology and NLP, engineered to influence how sellers think, feel, and decide.

3 Phases
PRE · APPOINTMENT · POST

12 Frameworks
YOURS TO KEEP

1-on-1
BUILT WITH YOU

~~$2,499~~ **$1,999**
FLAGSHIP FOUNDING PRICE

> *You came in with a presentation. You'll leave with a listing consultation that wins. This rebuilds the entire conversation, so you stop losing listings and stop discounting your fee.*

WHAT YOU WALK AWAY WITH

Not sessions. A system you own.

The self-paced course gives you the framework. The cohort gives you a group to build it with. The Intensive builds it with you, on your presentation, in your voice, and tests it before you are on your own.

- ✓ Your complete three-phase listing operating system, sequenced start to finish
- ✓ Your current presentation audited page by page and rebuilt: what to add, cut, or rework
- ✓ Objection playbook and full-fee commission defense in your voice, drilled until automatic
- ✓ The Ultimate Listing Consultation: every script, dialogue, and a complete listing presentation from all eleven modules
- ✓ Pricing framework with the exact dialogues for Aspirational, Perceived, and Event Pricing
- ✓ Your Appointment Scorecard™ baseline and the re-score that proves the change

THE SYSTEM YOU WALK AWAY WITH

One repeatable process, three phases

Every listing, run the same way. The appointment is the center, but the wins are made in what happens before you walk in, and kept in what happens after you win it.

PHASE 01

Pre-Listing

- Pre-appointment communication & priming
- Pre-listing package
- Seller expectation-setting
- Appointment prep & materials checklist

By the time you walk in, the seller is already primed to choose you.

PHASE 02

The Appointment

- Opening & the first five minutes
- Discovery: motivation, pain, urgency
- Behavioral read & adapting communication
- Buyer Universe marketing conversation
- Pricing strategy & market dynamics
- Objections, commission defense & close

The run-it-in-order consultation, the core of the engagement.

PHASE 03

Post-Listing

- Listing launch sequence (coming-soon / private / public)
- Seller communication cadence
- Pre-framed price-reduction conversation
- Feedback & showing-update process
- Referral & review pipeline

A presentation wins the listing. A process keeps the seller and earns the next two.

Jeffrey Scott Stanton COACH · CONSULTANT · ADVISOR

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WHO BUILT IT

Jeffrey Scott Stanton

30 years of experience, thousands of consultations, and working with thousands of agents across the country.

10+ years leading learning and development for one of the largest luxury brokerages in the United States.

- REEA Educator of the Year 2022
- Doctorate in Clinical Hypnotherapy
- Master Practitioner of NLP

PRICING

Start with an audit, or build the system

Both tiers are 1-on-1 and deliver the complete system and all twelve frameworks. Flagship adds two sessions: a live simulation and a real-world implementation review.

ENTRY POINT

Listing Consultation Mastery™ Audit

A 90-minute working session that audits your current listing presentation and pinpoints exactly where listings are being lost: pricing, commission, confidence, communication, or process.

90-minute session · Presentation review · Appointment Scorecard™ · Prioritized action plan

$997

100% credited toward the Intensive within 30 days

Every Intensive includes

- Full three-phase listing operating system
- A complete listing presentation built from the audit
- Full audit of your current listing presentation
- The Ultimate Listing Consultation: all scripts and dialogues, Modules 1-11
- Page-by-page recommendations: add, cut, or rework
- All twelve frameworks, yours to keep

CORE · 1-ON-1

Intensive: Core

~~$1,999~~ **$1,499**

FOUNDING PRICE, FIRST 10 CLIENTS · Audit + 6 sessions · ~7.5 hours

For the agent who has a working appointment and wants it sharpened. The six sessions of the Live Cohort, run privately on your presentation.

- Priming, opening & the first five minutes
- Reading seller signals & adapting your communication
- Discovery & the Buyer Universe marketing conversation
- Pricing strategy & market dynamics (full session)
- Objections, commission defense, closing & listing launch
- Role-play of your rebuilt consultation, coached live
- Ultimate Listing Consultation customized to your market

FLAGSHIP ADDS

- → Session 7: live simulation against multiple seller archetypes
- → Session 8: implementation review after real-world use
- → Full behavioral dialogue matching (CDSI)

FLAGSHIP · 1-ON-1 · RECOMMENDED

Intensive: Flagship

~~$2,499~~ **$1,999**

FOUNDING PRICE, FIRST 10 CLIENTS · Audit + 8 sessions · ~9.5 hours

For the agent who wants to perform at a higher level: hold full fee, lead the pricing conversation, and run the system until it is automatic.

- Priming, opening & the first five minutes
- Reading seller signals, with full behavioral dialogue matching (CDSI)
- Discovery & the Buyer Universe marketing conversation
- Pricing strategy & market dynamics (full session)
- Objections, commission defense, closing & listing launch
- Role-play of your rebuilt consultation, coached live
- Session 7: live simulation vs. multiple seller archetypes
- Session 8: implementation review after real-world use
- Ultimate Listing Consultation fully built and real-world tested

Where it sits in the Appointment Mastery system

SELF-PACED	LIVE COHORT	CORE INTENSIVE	FLAGSHIP INTENSIVE
$397	~~$997~~ $697	~~$1,999~~ $1,499	~~$2,499~~ $1,999
Build it yourself, no feedback	Six sessions, taught live, drilled with a group	The six sessions, 1-on-1 on your presentation	Eight sessions, 1-on-1, real-world tested

Same methodology at every level: you choose how much of it is built with you. Cohort graduates get priority booking.

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WHY $1,999 WORKS

The math is the easy part

One listing pays for it many times over. An extra $750,000 listing at 3% before splits nets roughly $22,500. The decision isn't close.

It's a system, not advice. Most coaches at $1,000/month give calls and accountability. This gives a proprietary, personalized process you keep.

The outcome is concrete. You know exactly what problem it solves before you ever start: stop losing listings, stop discounting.

It's genuinely original IP. Built on 30 years of experience, thousands of consultations, and deep grounding in psychology and NLP. Not a generic package that looks like everyone else's.

POWERED BY

R2R Diagnostic™
Identifies the behaviors driving, or blocking, your appointment.

5 Growth Models™
Matches the system you build to the business you run.

CDSI Communication Profile™
Reads sellers, profiles you, and tunes every dialogue to match.

WHAT YOU OWN FOREVER

Twelve frameworks. One operating system.

You're not buying calls. You're buying a body of intellectual property you keep and run on every listing for the rest of your career, including the exact words to say at every phase.

01
Appointment Mastery Blueprint
Your complete, sequenced listing consultation, start to finish.

02
Opening & Priming Framework
Everything from pre-appointment contact through the first five minutes.

03
Seller Discovery & Buyer Universe Framework
Question sequence, behavioral adaptation, and marketing consultation flow.

04
Pricing & Market Dynamics Framework
Aspirational, Perceived & Event Pricing with the exact dialogues.

05
Objection Handling Playbook
Customized responses in your voice to every objection you actually hear.

06
Commission Defense Framework
Hold your fee without discounting, and make the seller feel right about it.

07
Closing Framework
The "Why Sellers Say Yes" methodology: the emotional reason people hire.

08
Listing Launch Framework
Coming-soon, private, and public launch process post-signature.

09
Appointment Mastery Scorecard
Your diagnostic baseline, and the re-score that proves the change.

10
Scripts & Dialogue Library
The exact words for every phase, pre-listing through post-close. Built on psychology and NLP, not generic scripts.

11
Complete Listing Presentation
Your presentation audited page by page and rebuilt, with clear guidance on what to add, edit, or remove.

12
Ultimate Listing Consultation
Every script, every dialogue, and a fully structured listing presentation covering all eleven phases. Ready to use on your next appointment.

START THE REBUILD

Book the Audit, or go straight to the Intensive.

Enroll at jeffreyscottstanton.com or email info@jeffreyscottstanton.com

Book Your Call

calendly.com/jeffreyscottstanton

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