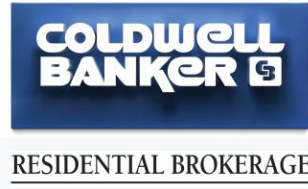


Coldwell Banker Residential Brokerage



BUSINESS LEADERSHIP DEVELOPMENT SERIES

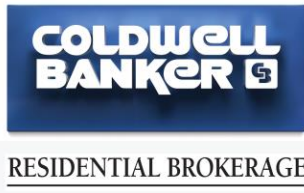
“WORDS THAT WORK”

Real world “street tested” conversations and dialogues for today’s real estate professional

PART ONE

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Lead Generation

**CALL AROUND A LISTING
YOURS OR OUR COMPANY'S LISTING
WTW #1**

1. Hi, my name is _____ with _____.
 2. The reason for my call is to let you know that I/we just listed your neighbor's home, the _____ (name of sellers) located at _____. It is a _____ style home with _____ bedrooms and _____ baths and is currently listed for _____ (price).
 3. Who do you know that might like to live in your neighborhood?
 4. I appreciate your time. In the course of marketing this home, we will be attracting additional buyers who are going to be interested in living here. Who can you think of that might be interested in selling their home within the next ___ months?
 5. Ok, thank you again and by the way, how about yourself, what are your future plans to buy or sell?
 6. Have a great day!
-

WTW #2

1. Good morning, my name is _____ with _____.
2. I wanted you to know that I/we just listed your neighbor's home and I am on a mission to find them a great buyer!
3. The house is located at _____. It has _____ bedrooms and _____ baths and is currently listed for _____ (price).
4. Who can you think of that might be interested in living in your area?
5. If you happen to think of anyone, would you be kind enough to give me a call? Thank you, I really appreciate it.
6. While I have you on the phone, who else do you know do you know that might be thinking of buying or selling?
7. Thank you so much for your time and by the way, how about yourself, when do you plan on moving?
8. Again, my name is _____ with _____. Have a great day!



RESIDENTIAL BROKERAGE

CALL AROUND A LISTING - ANOTHER COMPANY'S LISTING WTW #3

1. Hi, my name is _____ with _____.
2. The reason for my call is to let you know that your neighbor's home located at _____ just came on the market.
3. I am calling to see who you know that might like to move into the neighborhood?
4. Ok, thank you for your time...by the way...do you know of anyone else that might be thinking of selling?
5. How about yourself, do you have any future plans?
6. Thank you again for your time. Again, my name is _____ with _____. Have a great day!



RESIDENTIAL BROKERAGE

CALLS AROUND A SALE - YOURS OR OUR COMPANY'S SALE WTW #4

1. Hi, my name is _____ with _____.
 2. The reason for my call is to let you know that I/we just sold your neighbor's home, the _____ (name of sellers) located at _____. It was a _____ (style) home with _____ bedrooms and _____ baths and it sold for _____ (price).
 3. We find that when one house sells typically three to four more homes go up for sale in the same neighborhood. Who else do you know in the neighborhood that might be thinking of selling?
 4. Ok, again my name is _____ with _____.
 5. By the way, how about yourself, when do you plan on moving?
 6. If I can ever be of service to you, please don't hesitate to give me a call. Thank you for your time. I really appreciate it.
-

WTW #5

1. Good morning, this is _____ with _____. I/We just sold your neighbor's home located at _____ for _____ (price).
2. I am always searching for new potential clients and I was wondering...who do you know that is planning to move out of your neighborhood within the next several months?
3. How about yourself, what are your future plans?
4. How long have you lived in this area?
5. Where did you move from?
6. So, if you were to move...where would you go next?
7. Would you like me to find you an excellent agent in that area?
8. Thank you very much for your time. If you happen to think of someone who may be interested, or if you have future plans, please give me a call.
9. Again, my name is _____ with _____. Have a great day!



RESIDENTIAL BROKERAGE

CALL AROUND A SALE - ANOTHER COMPANY'S SALE WTW #6

1. Hi, my name is _____ with _____. How are you today?
2. The reason for my call is to let you know that your neighbor's home located at _____ was recently sold for _____ (price).
3. I have a number of qualified buyers. Who do you know that would like to sell within the next _____ days?
4. Ok, I truly appreciate your time. How about yourself, when do you plan on moving?
5. Sounds like you are happy here. Well again, thank you for your time and if I can ever be of any help to you or anyone you know, please feel free to contact me.
6. I specialize in selling homes in your area and again my name is _____ with _____. Thank you.

Note: If the person you are calling gives you the name of a potential prospect, ask permission to use their name when calling the prospect. Also, be prepared for a positive response. If they tell you that they themselves are thinking of moving, go to WTW #27: Qualifying the Seller.



RESIDENTIAL BROKERAGE

CONVERSATIONAL LEAD GENERATION: LOCAL BUSINESS OWNERS WTW #7

1. Hi, I am looking for the owner or manager of _____.
2. My name is _____ and I am a local real estate agent with _____. I am in the process of updating my list of businesses that I recommend to my clients moving into the area.
3. Would you be offended if I added your business to my directory?
4. May I ask you a favor? Could I please leave you with some of my business cards as well? If you know of anyone that needs real estate service, I would appreciate if you would give them my card.
5. That's a fair trade, isn't it? Thank you so much. I hope I see you again soon. Have a great day!

CONVERSATIONAL LEAD GENERATION: A SIMPLE REQUEST WTW #8

1. Will you please do me a favor?
2. I'd like you to keep my card, and when you meet someone with any questions about the real estate market, please ask them to give me a call, ok?
3. Thank you very much. I truly appreciate your time.



RESIDENTIAL BROKERAGE

OPEN HOUSE INVITATION WTW #9

1. Good morning! This is _____ with _____.
2. The reason for my call is to let you know that I'll be holding your neighbor's home at _____ open this _____ from _____ until _____.
3. I'd like to invite you to come by and see the home...and also to ask you...who do you know that might like to live in the neighborhood?
4. Thank you for your time and I hope that you'll stop by.
5. By the way, I am confident we are going to attract a number of qualified buyers who are going to be interested in living in your neighborhood. Who can you think of that might be selling within the next several months?
6. Well, thank you again. Hope to see you there. Have a great day!

OPEN HOUSE: QUALIFYING QUESTIONS DURING A BUYER VISIT WTW #10

1. Welcome. Please come in. My name is _____ with _____.
2. What brings you here today?
3. Do you currently live in the area?
4. Are you interested in buying, selling or both?
5. What are you looking for?
6. At what stage are you in the buying process?
7. How long have you been looking for a home?
8. Do you have an exclusive relationship with an agent?
9. If you found the perfect home, are you in a position to proceed?
10. Have you been offered a complimentary "Buyer Consultation"?
11. Why don't we set up a convenient time for us to meet? I will share with you how I can help you save time, money, and stress as well as find you the perfect home?



RESIDENTIAL BROKERAGE

I CAN'T FIND MY BUYER THE "RIGHT" HOUSE WTW #11

1. Good morning. My name is _____ with _____.
2. The purpose of my call is that I am currently working with excellent qualified buyers who would like to live in your neighborhood and I need your help.
3. The problem is...we have seen all the listings in their price range and none of them are suitable.
4. I was wondering, who do you know that might be interested in selling their home within the next ____ days?
5. Thank you for your time. If you happen to think of anyone, would you please ask them to give me a call?
6. Oh, by the way. How about yourself, what are your future plans?
7. Well, you can't blame me for trying. Thanks again. Have a great day!



RESIDENTIAL BROKERAGE

SPHERE OF INFLUENCE/PAST CLIENT WTW #12

1. Hi, this is _____ with _____. How are you?
2. I called because I wanted to ask you a favor. Do you mind?
3. Would you feel comfortable referring me to your friends and family that might need real estate help?
4. Who can you think of right now in your family or at work that might want to buy or sell a home?
5. Well, I appreciate you taking the time to think about it. Would you mind if I checked in with you every few months or so to see if you come across someone?
6. Thank you so much. I truly appreciate it. As I am sure you are aware, referrals are critical to my business, so thank you in advance for your help.
7. Please don't hesitate to call me if you ever need anything, ok? Thanks again.

SPHERE OF INFLUENCE/PAST CLIENT WTW #13

1. Hi, this is _____ with _____. How are you?
2. I know it's been a while and I hope you and your family are doing well.
3. Everyone I meet is always asking me how the real estate business is doing.
4. So, I have decided to send out a monthly market update by email showing the local real estate activity and trends.
5. Is that something you might be interested in?
6. What is your current email address? I will make sure you get the newest one immediately and if you have any questions, please feel free to contact me.
7. Thank you again.



RESIDENTIAL BROKERAGE

**SPHERE OF INFLUENCE:
NEW CAREER ANNOUNCEMENT
WTW #14**

1. Good morning. This is _____ with _____. How are you?
2. I called because I wanted to bring you up to date on my recent career change. Do you have a minute for me?
3. I recently joined _____ and started a real estate career!
4. I was wondering, would you mind if I sent you a few of my business cards?
5. If you know of someone looking to buy or sell, would you be willing to tell them about me?
6. Thank you, I really appreciate your help. Who else you can think of right now that might need real estate services?
7. Look for my cards in the mail, and if I can ever be of any help to you, your family or friends, please don't hesitate to contact me.
8. Thank you again. Talk to you soon!

**SPHERE OF INFLUENCE/PAST CLIENT:
RECENT AREA ACTIVITY
WTW #15**

1. Hi, this is _____ with _____. How have you been?
2. I just wanted you to know that the house down the street from you was _____ (just listed, sold, reduced).
3. There has been quite a bit of activity in your neighborhood recently and I thought you would like to know what's going on.
4. If I can help you or anyone you know, with any real estate needs, please feel free to contact me, ok?
5. It was great talking with you. Thank you and have a great day!



RESIDENTIAL BROKERAGE

SPHERE OF INFLUENCE/PAST CLIENT: INVESTING WTW #16

1. Hi, this is _____ with _____. How are you?
2. Do you have a quick minute for me?
3. A number of my clients have been asking me if this is a good time to invest in real estate.
4. That actually made me think of you. With prices down, low mortgage rates, lots to choose from and great deals available, if you have some extra cash, this couldn't be a better time to buy real estate as a long term investment.
5. Is this something you might consider?
6. Why don't we get together at your convenience? I will give you an idea of what's available and if you like, I will have my mortgage advisor give you a call and let you know what programs might be suitable. How does that sound?
7. If for any reason the timing isn't right for you at the moment, no problem. We'll keep in touch.
8. Thank you, I am looking forward to meeting with you.
9. I can see you tomorrow at _____ or the next day at _____. Which time is better for you?



RESIDENTIAL BROKERAGE

LOST SOULS WTW #17

1. Hi, my name is _____ with _____. Although I was not a part of your real estate transaction, I wanted to introduce myself to you.
2. I have been specializing in helping people buy and sell real estate in town for the past ____ years.
3. I also want to congratulate you on the recent purchase of your new home and welcome you to the neighborhood!
4. Where did you move from?
5. What brought you to our area?
6. I wanted to drop off some information about the local community as well as a recent real estate market report.
7. Would you like to be kept informed about local real estate activity and trends on a regular basis?
8. I send these reports electronically, so may I have your name and email address?
9. Thank you. I wish you many happy years here.



RESIDENTIAL BROKERAGE

ABSENTEE OWNERS WTW #18

1. Hi, my name is _____ with _____. How are you?
2. I understand you own an investment property located at _____. Is that correct?
3. The purpose of my call is to let you know that I specialize in helping out-of-area investors with the sale or rental of their properties.
4. Do you currently have a real estate professional that provides you with market updates and trends that may affect your investment?
5. Would you like to be included in my monthly market updates? This way you will always be kept in the loop with listings and sales of similar properties to yours.
6. What is the best email address to send these reports to?
7. While I have you on the phone, do you plan on selling or renting your property in the near future?
8. Would you like me to make you aware of other excellent investments that come on the market?
9. Thank you again. I will keep in touch from time to time. Please don't hesitate to contact me if you ever have a question or need anything, ok?
(This can be converted to a letter as well.)



RESIDENTIAL BROKERAGE

EXPIRED LISTINGS WTW #19

1. Hi, my name is _____ with _____ and I am just checking on the status of your home? **(The seller says the house is off the market for now or it expired yesterday or they decided not to move.)**
2. Is your home off the market because you don't want to sell anymore or because you don't think it can be sold? **(The seller says they don't want to sell anymore.)**
3. When your home was on the market with ABC Realty, if you received an offer, what would you have done? **(The seller says they would have moved to _____.)**
4. Well, that sounds exciting. Is that ideally where you would still like to be? **(The seller says...yes)**
5. Let me ask you this. If I could sell your home in the next 30 days and get you to your new home, would that be a good thing or a bad thing? **(The seller says that would be a great thing.)**
6. So, why don't we do this? Let's set up a time at your convenience that I can take a walk through your home.
7. I will work up some new numbers for you because the market has changed since you listed _____ months ago.
8. Let me also share with you why I think your home didn't sell and tell you honestly what you need to do to get your home sold in today's complex market.
9. I am available later today between 3 p.m. and 6 p.m. or tomorrow at the same time. Which works best for you?
 - **If the seller tells you they don't think the house can be sold:** I/we specialize in selling homes that other brokers could not sell. Are you familiar with the strategies I/we use to sell homes in today's market?
 - **If the seller tells you their agent said nothing is selling:** That's very interesting. Did you know that _____ homes were sold in your town during the _____ months your home was not selling? There is obviously a market out there, wouldn't you agree?
 - **If the seller tells you they are taking their house off the market for a while:** Are you planning to take your home off the market permanently or temporarily? If I were to sell your home in the next 30 days...would that pose a problem for you?



RESIDENTIAL BROKERAGE

EXPIRED LISTINGS WTW #19 (continued)

- **If the seller tells you they are listing with the same agent:** Before you tie yourself up again with another multi-month contract...wouldn't it make sense to find out what strategies I use to get homes sold? At the end of 30 minutes, if what I say doesn't make business sense, I will simply walk away and wish you the very best, ok?
- **If the seller tells you that they are obligated to relist with the same agent because the agent sold them the house:** That could have been the problem. It sounds like you listed with a buyer's agent instead of an effective listing agent.
- **If the seller tells you they are only interviewing agents who showed their home when it was listed:** Do you want to list with agents who only show homes or with agents like me that actually sell homes?
- **If the seller tells you they only will list with an agent that discounts their commission:** Did the previous agent who didn't sell your home discount their fee? How did that work out for you last time?
- **If the seller tells you to call them back in three weeks:** I can call you back in three weeks, but wouldn't it be better if I could actually sell your home in three weeks instead?
- **If the seller tells you that they are tired of listing their home with agents that lie and don't do anything they say:** How do you think I feel? I have to work with them every day! However, some of us are very good at what we do. I would like the opportunity to restore your faith in real estate agents.
- **If the seller tells you they are going to wait until after the holidays, the spring, some event, etc:** Is money important to you? Based on everything we know about the market today, homes are still depreciating (or not going up in value). Your home is most likely going to be worth more today than at some future date. As a matter of fact, your home was worth more when you listed six months ago, than it is right now!
- **If the seller asks you why you didn't show or sell their home when it was on the market:** My office and I sell an average of _____ homes a month. During the time you had your home on the market, we sold _____ homes in the area. Let's set up an appointment, so I can show you what we do to get homes sold.



RESIDENTIAL BROKERAGE

EXPIRED LISTINGS WTW #19 (continued)

- **If the seller is nasty and hangs up on you, call them back the next day and say:** I am sorry that I caught you at a bad time yesterday. Let's start over. I know I can help you.
- **If the seller is hesitant to commit to setting up an appointment:** Let's set up an appointment now. In the meantime, I will send you some information about me, my company and the market. You can cancel the appointment if you aren't interested, ok?
- **If the seller wants to relist at the same price say:** Haven't you already fully tested the market at your current list price?
- **If the seller says they want to move, but don't want to reduce the price say:** How long are you willing to keep your home on the market without selling before you cancel your plans? All you have done is successfully chase the market down. Let's reverse that and have the market chase you for a change!
- **If the seller tells you they will rent the house:** Do you really want to be a landlord? Has anyone explained to you the pitfalls of renting? Aren't you just postponing the inevitable?
- **If the seller refuses to pay your full fee because the previous agent listed their home at 5%:** The previous agent listed your home for 5%? Honestly, how did that work out for you?
- **Or you can say:** We also charge 5% when we don't sell a home!
- **Or you can say:** We can do much better than 5%. We charge nothing when we don't sell a home!



RESIDENTIAL BROKERAGE

EXPIRED LISTINGS: QUESTIONS TO ASK THE SELLER

WTW #20

1. When do you plan on interviewing the most reliable agent to help you sell your home?
2. Are you aware of the fact that your home is no longer on the market?
3. When you sell your home, where are you planning to move to?
4. How soon do you want to be in your new home?
5. Why do you think your home didn't sell?
6. How did you choose your previous agent?
7. Tell me what your agent did that you liked the best.
8. Tell me what your agent did that you liked the least.
9. Was there any part of the previous marketing effort that you felt had value?
10. Did your agent communicate with you on a regular basis?
11. So you don't make the same mistake twice, what will you demand from your next agent?
12. What would happen if your home doesn't sell in the next _____ days?
13. If I could show you a unique marketing plan that could sell your home within the next 30 days and net you more money than your previous broker, would that be of interest to you?

Note: Rather than learning multiple dialogues for an expired listing, try memorizing the above questions and talking points. This will allow you to be flexible, conversational and impactful.



RESIDENTIAL BROKERAGE

FOR SALE BY OWNER WTW #21

1. Hi, my name is _____ with _____. I noticed that you are selling your home and I was wondering if you would please allow me to preview your home. **(The seller says that they are not listing with a realtor.)**
2. I completely understand that. If you wanted to list with an agent, you would have an agent's sign outside, correct? As a specialist in the area, I like to keep up to date with all the homes for sale. That includes both MLS listings and privately marketed properties like yours. **(The seller says that they aren't sure if they are ready for agents to see the house.)**
3. I'll tell you what, in exchange for allowing me to look at your home, I will be happy to provide you with a current market update on all the homes in your price range that you are currently competing with. How does that sound? **(The seller agrees.)**
4. Once you sell your home, where will you be moving to? **(The seller says out of the area.)**
5. Do you need to be there within a certain time frame? **(The seller says no.)**
6. What would happen if your home did not sell? **(The seller tells you that they can afford to wait to get their price.)**
7. I'm curious, how did you determine your current list price? **(The seller tells you they had three agents give a complimentary CMA.)**
8. How long have you been trying to sell your home? **(The seller says _____ weeks.)**
9. Are you aware of the fact that there are currently over _____ homes for sale in the area within your price range? **(The seller says they didn't know the exact number.)**
10. You need a strong marketing plan in this market. What methods are you using to promote your home? **(The seller tells you all the traditional things: flyers, open house, newspaper ads, sign, etc.)**
11. Have you had any written offers yet? **(The seller tells you somebody is seriously thinking about making an offer.)**
12. I'm curious, why did you decide to sell yourself instead of hiring a professional agent? **(The seller says they want to save the commission or they can't afford to hire an agent because they have very little equity.)**



RESIDENTIAL BROKERAGE

FOR SALE BY OWNER WTW #21 (continued)

13. Are you aware of the unique marketing strategy I use to help sellers get top dollar for their home? **(The seller says they have no idea and they aren't interested at this time.)**
14. If you knew that by hiring me to sell your home, you would put more money in your pocket than by selling your home privately, would you at least consider hearing what I have to say? **(The seller asks how that is possible.)**
15. Let's set up a time so I can show you how I may be able to help you. Just give me 30 minutes. If what I say doesn't make business sense to you, I will simply thank you for your time and leave, ok?
16. I can see you later today at _____ or tomorrow at _____. Which is better for you?

Note: The seller's answers to your questions have no meaning. Just keep asking as many questions as possible. Most Fsbo sellers will be difficult during the first few questions. That is their normal defense mechanism. Don't be surprised by it. Expect it. The agent that asks the most questions and doesn't quit...wins!



RESIDENTIAL BROKERAGE

FOR SALE BY OWNER: WORK THE “BUY” SIDE WTW #22

1. Hi, my name is _____ with _____. I am not calling to solicit your listing.
2. I am calling on behalf of Coldwell Banker’s Relocation Department. How are you today?
3. I see that you are selling your home and I was wondering if I can assist you with the purchase of your new home. **(If they say they already have a new home, you can end the call or ask how the sale of their current home is going and then continue with question #6.) (If they tell you that nobody is helping them find their new home, continue with question #4. However, if they want to move within your ESA, gather all the information and start working with them as you would any other buyer.)**
4. Great, because I’d like to give you the opportunity to speak to one of our certified buyer specialists that can help you in your new destination. We have incredible international connections. Would that be ok with you? **(Gather all the information.)**
5. Thank you for your time. I will have a buyer specialist contact you soon.
6. While I have you on the phone, at what point will you be interviewing agents for the job of selling your existing home? **(They tell you they are determined to sell on their own for now.)**
7. I’ll keep in touch with you, and if and when I can be of further service, please feel free to contact me, ok?
8. Thank you and good luck in your new home!



RESIDENTIAL BROKERAGE

FOR SALE BY OWNER: QUESTIONS TO ASK THE SELLER WTW #23

1. Are you cooperating with real estate brokers?
2. May I preview your home to see if it meets the needs of one of my qualified buyers?
3. Would you be offended if I took a brief tour of your home?
4. If my buyer is willing to pay a price that will net you what you want, are you willing to pay me a fee?
5. If I can't find the right home for my buyer, may I send them directly to you? I won't ask for anything. I am just trying to provide the best service I can for my buyer. May I come over to preview your home to see if it meets my buyer's needs?
6. What price would you accept for your home, realistically?
7. If I can get you your price, cover my fee, and do all the work for you, would that be of interest to you?
8. Would you be willing to meet with me for 20-30 minutes so I can show you up-to-date market stats, and share with you my unique marketing plan that has been proven to net our sellers the highest possible price?
9. If you knew that by listing your home with me I could put more money in your pocket than by selling it on your own, would you consider listing your home with me?
10. If I can show you a marketing plan that can sell your home for 10% more than you can sell on your own, would you be willing to give me 30 minutes? If what I say doesn't make business sense, I will simply say thank you and walk away, ok?
11. We had _____ buyers go through our open houses this past month (or weekend), how many people did you have? There are obviously buyers out there. Would you like me to show you how we can drive more qualified buyers to your home?
12. My office sold ____ homes this past weekend. How many offers did you get? Let's set up a time to meet so I can show you our powerful marketing plan, ok?
13. Are you aware that we are in a depreciating market? Did you know that every week that goes by your home decreases in value?
14. How much more equity are you willing to risk by not allowing a professional to handle your sale for you?



RESIDENTIAL BROKERAGE

FOR SALE BY OWNER: QUESTIONS TO ASK THE SELLER WTW #23 (continued)

15. How are you making sure that your prospective buyer is fully qualified for a loan?
16. Do you realize that you really have no control over the quality of the buyers that come into your home?
17. Does it really make sense in today's day and age to let unsupervised, total strangers access to your home just because you have a sign on the lawn and you are hoping to save a few dollars?
18. Let's get together so I can show you how we can save you a lot of time and aggravation as well as net you more money, ok?

Note: Rather than learning multiple dialogues for FSBOs, try memorizing the above questions and talking points. This will allow you to be flexible, conversational and impactful.



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FRBO: FOR RENT BY OWNER WTW #24

1. Hi, I'm calling about the ad in the paper (or sign) for the home to rent. Are you the owner?
2. My name is _____ with _____. I will only take a moment, ok?
3. I was calling to see if you would consider selling your investment property instead of just renting it? **(They say no.)**
4. Some sellers become landlords, not because they want to be an investor, but because they don't think they can get a good sales price. Is that the situation you are in? **(If they say they are happy being a landlord, ask if you can help them find other investments to purchase or if you can be of assistance with listing the rental. If they say they gave up on selling and are trying to rent instead, continue with question #5.)**
5. There are a lot of rentals on the market right now and many landlords have a vacancy factor of several months, are you aware of that?
6. There are a number of buyers out there looking to take advantage of this "buyer's market".
7. Why don't we get together this week? Let me work up some new numbers for you and see what the highest possible price could be, ok? You can even put your property on the market for rent and for sale simultaneously and see what comes first. How does that sound?
8. I can see you later today at _____ or tomorrow at _____. Which is better for you?
9. If you don't like the numbers or don't feel I can be of any help to you, I will simply thank you and wish you the best, ok?



RESIDENTIAL BROKERAGE

PROSPECTING PHONE CALLS OR DOOR KNOCKING WTW #25

1. Hi, my name is _____ with _____. How are you today?
2. I am currently working with a number of qualified buyers that are looking to move into your area.
3. I was just checking to see who you know in the neighborhood that might be interested in selling their home within the next few months.
4. Ok, thank you for your time. Oh, by the way, how about yourself, when do you plan on moving?
5. Thank you again. I truly appreciate your time. Have a great day!

CURRENT CLIENT: ASKING FOR A REFERRAL WTW #26

1. Mr/Mrs _____, I want to thank you for allowing me to help you sell your home (or buy your new home).
2. Were you pleased with my service?
3. Because your transaction is coming to an end, I now have a vacancy in my schedule.
4. Can you please help me fill my schedule with another client who could also benefit from my service?
5. Who do you know that might be thinking of buying or selling within the next 60-90 days?
6. Thank you so much. I truly appreciate your help.



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Seller Presentation - Marketing Proposal

**THE LISTING PRESENTATION/MARKETING PROPOSAL:
QUALIFYING THE SELLER ON THE PHONE-“THE CALL”
WTW #27**

1. I am looking forward to meeting you to discuss the sale of your home. I want to be as thorough as possible, so I do have a few questions I need to ask before we meet, ok?
2. Where are you moving to? **(Great opportunity to place a referral or help them on the “buy” side.)**
3. How soon do you have to be there? **(This determines motivation.)**
4. May I ask, why you are moving? **(This will help you set the stage for your presentation. This may be a happy or sad move and your presentation has to be made accordingly.)**
5. How much did you want to list your home for...realistically? **(If the seller refuses to answer, tell them that you just want an approximate idea so you can prepare some comparable sale information to bring to their home.)**
6. Have you ever sold a home before? **(This will tell you if they are an experienced seller and if your presentation can be shortened or lengthened based on their experience level.)**
7. Was it a good or bad experience? **(This will tell you what their “hot buttons” are and you can tailor your presentation accordingly.)**
8. What did your previous agent do that you liked or disliked? **(Listen...It would make sense to consider doing what they liked and avoiding what they didn't.)**
9. What made you buy this home? **(Use their answers in your marketing materials and listing description.)**
10. How long have you lived in this home? **(If they bought during the peak of the market, pricing will be an issue.)**
11. Will you please describe your home to me? How would you rate your home on a scale of 1-10? **(They love to talk about all their improvements like the extra insulation in the attic or the heavy duty roof nails!)**
12. So I can figure your net dollars, is there a mortgage or HELOC? **(This will tell you if you are getting involved with an upside down seller.)**
13. How much money did you want to walk away with after all expenses are paid? **(This will help you strategize a list price.)**
14. Are you considering selling the house by yourself? **(You may as well ask. Get it out of the way up front.)**



RESIDENTIAL BROKERAGE

QUALIFYING THE SELLER ON THE PHONE-"THE CALL" WTW #27 (continued)

15. Do you plan on listing your home at this time? **(Don't waste your time doing a full-blown presentation for someone who wants to list in six months.)**
16. Ideally, when did you want to start showing your home? **(If they need time to clean out their closets, address this up front.)**
17. Are you interviewing any other agents? **(You must find out who they are so you can compare your stats against the competition. You are kidding yourself if you think they are only talking to you! Try to be the last appointment, if possible. If the seller doesn't want to give you the names of the competition, try #18.)**
18. Mr/Mrs Seller, I assume you are calling several agents because you want to find the best candidate to not only sell your home, but get you the highest price, correct? I want to compare my statistics against their statistics, so you can make an informed business decision and help you figure out who is the best broker for the job, ok? So, may I ask again, who they are please?
19. I am going to have a Listing/Marketing Portfolio dropped off to you. It contains information about the market, my company, me and the forms necessary to list a home for sale. By taking the time to review this before my presentation, it will cut our meeting time in half, ok?
20. We use a two-step process. Our first appointment should last 30-60 minutes and it will give me an opportunity to walk through your home, take notes and ask you a few more questions.
21. I will then go back to my office, do market research and prepare a competitive market analysis. Our second appointment is usually a day or two later. This is when we will get together and discuss our unique marketing plan.
22. Our second appointment should last about an hour, and I would prefer you to come to our office, if possible.
23. Thank you for your time. I am looking forward to meeting you at your home this _____ at _____.

Note: If the seller asks you on the phone what your commission is, do not answer them. If they don't like your fee, they may not agree to meet with you or they might cancel your appointment. Try saying this instead: *"Mr/Mrs Seller, let's first worry about the price of your home before we worry about my fee. Because, quite frankly, if we can't agree on a price that's acceptable to you, it doesn't matter what my fee is, because we probably won't be doing business together. So, first let's worry about you, before we worry about me and my fee, ok?"*



RESIDENTIAL BROKERAGE

THE LISTING PRESENTATION/MARKETING PROPOSAL: YOUR FIRST FACE TO FACE MEETING-"THE CHAT" WTW #28

1. Hi, I'm _____ with _____. It is very nice to meet you.
2. Is there a comfortable place that we can sit and have a chat for about 10 minutes before we tour your home?
3. First of all, I want to say thank you for giving me the opportunity to meet with you.
4. I know you have a lot of choices and I am honored that you have agreed to speak with me.
5. Are you ready to get your home sold? **(The answer to this question will "nail" their motivation and will let you know if you are even being considered for the job.)**
6. What is more important to you, getting your home sold for top dollar or getting it sold fast? **(This will tell you what to focus on during your listing presentation.)**
7. What criteria are you using to hire the right real estate agent?
8. Are there any specific questions or concerns about the selling process that I can answer for you when we meet again? **(Do not attempt to answer objections or argue about anything at this time. You are not doing a presentation now, you are just gathering information.)**
9. I asked you a number of questions on the phone the other day, may I go over them quickly again and confirm a couple of things? **(Go over your original qualifying questions again or ask any additional questions you were not able to get answered on the phone. Make sure nothing has changed.)**
10. You mentioned on the phone that you were hoping to sell your home for \$_____, is that correct? I'm curious, what's the price that you won't go below? (Whatever number they give you, go to question #11.)
11. So, if a well qualified buyer made an offer below that price, would you want to see the offer or would you instruct me to throw it away?
12. I am excited about sharing my unique marketing plan with you that has helped many of my/our sellers not only sell quickly, but for top dollar as well.
13. If I were able to sell your home in 30 days, would that pose a problem for you?
14. Can we take a walk through your home now? **(At this point, get up and tour the home. When finished, go to #15.)**



RESIDENTIAL BROKERAGE

THE LISTING PRESENTATION/MARKETING PROPOSAL: YOUR FIRST FACE TO FACE MEETING-“THE CHAT”

WTW #28 (continued)

15. I want to thank you again for giving me the opportunity to meet with you. Are there any final questions or concerns about the selling process that I can answer for you when we meet again?
16. I am looking forward to seeing you again on _____ at _____. Our meeting should last approximately 60 minutes. Will all the decision makers be there at that time?
17. Thank you again!

A BRIEF LISTING PRESENTATION/MARKETING PROPOSAL WTW # 29

The actual length of a listing presentation depends on the experience of the seller, the confidence of the agent, how structured the presentation is and if the seller is committed to list with the agent. A listing presentation should be as long as necessary to get the listing. However, if the seller has definitely decided they are going to list with you...do you really need to do a full-blown presentation? Try this:

1. I want to thank you for giving me the opportunity to help you sell your home.
2. Did you have a chance to review the Listing Portfolio?
3. Do you have any specific questions for me?
4. Are you absolutely committed to list your home at this time?
5. Do you want me to handle the sale for you?
6. I am going to recommend a list price of \$_____. Are you comfortable with that strategy?
7. My fee is ____% and the listing term is _____ months, ok?
8. Let's sign the paperwork and I will start the process of selling your home right away!



RESIDENTIAL BROKERAGE

LISTING PRESENTATION/MARKETING PROPOSAL: OPENING DIALOGUES WTW # 30

Before we get started, I have to ask you a question. Do you want me to tell you what I think you want to hear or do you want me to tell you the truth? Don't kill the messenger. There is a very good chance you may not like what I have to say, because most buyers and sellers today are not happy with this market. Sellers think they aren't getting enough money and buyers think they are paying too much. But I can assure you, what I am about to discuss with you is the truth and an accurate description of today's market. Fair enough? Let's get started.

WTW #31

Thank you for inviting me into your home. The decision to put your home on the market is one of the most important decisions you can make and hiring the right agent to work with is just as important. I am trying to make my business a 100% referral business, and my goal is to "wow" you with service so that when we're done working together, you will want to tell others about how happy you were with the job I did.

WTW #32

Thank you for coming in today. I really want you to know that we will be working together as a team. It's important that you know I am on your side throughout this entire process. Think of me as your advocate. Communication is vital. If there is anything you think I am not doing at any point, please talk to me so I can take better care of you. That way, we can achieve our ultimate goal, which is to net you the highest possible price.



RESIDENTIAL BROKERAGE

LISTING PRESENTATION/MARKETING PROPOSAL: OPENING DIALOGUES (continued)

WTW #33

First of all, I want to say thank you. I truly appreciate the opportunity to discuss the sale of your home. I know you have lots of choices and I am honored that you asked me to help you make a very important business decision. Everything we talk about tonight will be centered on one key point...how we can net you the most money for your home. Because I am striving to have a 100% referral business, my goal, should we do business together, is to provide you with an exceptional level of service and results, with the hope you will feel comfortable and confident giving my name to your friends, family and associates. I also have to ask you to promise me something. If we do business together, you have to promise me that we will have open lines of communication. If at any time, you have a concern, question or problem, you have to tell me. I can't fix something if I don't know it's broken. Fair enough? Great! Let's get started!

WTW #34

Thank you for giving me the opportunity to tell you why our company is very different and to give you an in-depth view of real estate today. I take my job seriously and your bottom line **very** seriously. Selling your home is one of the most important business decisions you will make, and the realtor you choose to represent you will make a significant difference in your bottom line.



RESIDENTIAL BROKERAGE

LISTING PRESENTATION/MARKETING PROPOSAL: OPENING DIALOGUES (continued)

WTW #35

I want to thank you for giving me the opportunity to discuss the sale of your home. I understand that you have talked with other real estate brokers, is that correct? The reason I requested to be the last agent you speak with is because I am sure you have heard a lot about advertising, open houses, MLS, the Internet, brochures, broker open houses, etc. We call those things “tangibles”, and we do all of them too...as well, if not better than any of our competitors. So, rather than spend a lot of time on things that almost any broker can provide, I want to focus my time with you tonight on the one thing that all of our sellers want more than anything else...and that’s money. Our sellers hire us because they want to net the highest possible price for their home, utilizing our unique marketing strategy. So, before we get started, I want to make sure money is important to you as well. Excellent, let’s get started!

WTW #36

I am excited about sharing my marketing proposal with you. I provide my clients with an extremely high level of personal service, and more importantly, an even higher level of results. My clients’ homes sell for an average of ____% more than my competitors (or fewer days on the market or both), and that difference could put an additional \$_____ in your pocket. Would you like to know how I can potentially do that for you? Let’s get started.



RESIDENTIAL BROKERAGE

THE LISTING PRESENTATION/MARKETING PROPOSAL: WHAT MAKES YOU DIFFERENT WTW #37

1. Did you know that there are over _____ agents in _____? So, you obviously have lots of choices.
2. Now more than ever, sellers need an agent that is fully engaged in the real estate business. They want an agent that will be their advocate and help them net the highest possible sales price and protect their equity.
3. My job is to represent your interests, not the buyer's, as well as be a strong negotiator and effective communicator.
4. I will communicate with you every step of the way and will always give you honest and direct feedback. You will know exactly what buyers, agents and the market are saying about your price, condition or anything else that will help us get your home sold. That is what you want, isn't it?
5. I will make you aware of new listings, sales, expireds and price changes as well as economic trends and local employment issues that could affect the sale of your home.
6. I will make sure that you are always one step ahead of your competition and I will never put you in the position of chasing the market. I will make sure that you will be the most informed seller in your neighborhood!
7. Since the buyers' agent's objective is to get their buyer the best price, I will use my negotiating skills to protect your equity as if it was my own, and not give away one dollar to the other side. This is why I have spent so much time and research to make sure we start the listing process with an impact price. This is how we ensure you will get a higher price than any of your competitors.
8. We will also leverage all of our company's marketing and technology resources to ensure that the world will know your home is for sale and access the entire buyer pool. Your home will not be kept a secret!
9. I will also aggressively try to find you a buyer through all of my daily prospecting and networking platforms. I will not rest until your home is sold!
10. Lastly, all that I mentioned to you is free of charge unless I bring you an offer that meets your needs. All of the up-front time and financial investment is on me. I am completely confident that there isn't another agent in town that will take better care of you than I will!



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LEADROUTER PRESENTATION TO SELLER WTW #38

1. I would like to tell you about a cutting edge technology we utilize called LeadRouter. This will allow me to be in touch with interested online buyers for your home almost instantly.
2. When an online consumer looks at your home on my Website and selects 'Schedule a Showing', enters their name, email address and phone number and hits 'Send', my cell phone will ring within seconds.
3. What LeadRouter does is converts the buyer's information into a voice message. It is also simultaneously sending an email to me and the buyer.
4. This allows me to respond to your potential buyer quickly, provide them with additional information and see if they want to set up an appointment to look at your home.
5. Can you see how this technology can give you a huge competitive advantage?

HOMEBASE BENEFITS TO SELLER WTW #39

1. How important would it be for you to have convenient access to the paperwork that you sign regarding your home while we work together?
2. What about having access to that information after your home has closed and the transaction ended?
3. In addition to our regular updates and face to face communications during our working relationship, you will receive paper copies of all documents you sign and also be able to access any of those important documents through a secure electronic system called HomeBase. There is no cost to you. It is one of our many seller services.
4. In addition to giving you access to documentation, HomeBase can allow you to receive updates on the transaction activities and services needed for closing after we put your home under contract. Being able to monitor the status of your transaction in one place would be a huge advantage to you, wouldn't it?
5. One of the other benefits that clients realize from this service is being able to access information about their real estate transaction long after the sale has closed for financial and tax planning purposes in the future. You will receive an email that will provide you access to your personal account. May I please confirm your email address?



HOME PROTECTION PLAN BENEFITS TO SELLER

WTW #40

1. Almost all major purchases come with some form of a warranty or guarantee. Consumers have come to expect this.
2. I am going to recommend you include a Coldwell Banker Home Protection Plan with the sale of your home.
3. You may sell your home faster with a warranty. If there were two similar homes for sale and one has a warranty and one doesn't, which one do you think most buyers would take first?
4. A seller that doesn't provide a warranty has to compete with a seller that does provide one. Unfortunately, they may have to compete by lowering their price
5. This is why homes with a Home Protection Plan sell faster and for more money than those that don't.
6. Plus, a Home Protection Plan is one of the least expensive ways to add value to your listing, because it attracts buyers, promotes confidence in the home systems and appliances, and sets your home apart from the competition.
7. Having a Home Protection Plan can also discourage lower offers and downward price negotiations, because potential buyers tend to negotiate a sales price even further after a home inspection based on their concerns for unexpected repair and replacement expenses on covered items.
8. When the buyers don't have to worry about breakdowns, they may feel more confident about proceeding with an offer and closing the transaction.
9. The bottom line is...a warranty could save your deal.
10. If you choose, you will receive the same coverage for systems and appliances during the listing period with me. Payment is only due at closing. If you have a claim during the listing period, and for any reason your home doesn't sell, you do not have to pay for the cost of the Home Protection Plan or the cost of the repair or replacement.
11. You can also reduce after-sale liability with a Home Protection Plan. If a covered item breaks down after closing, the new owners will call the warranty company, not you.
12. I just need your approval on this warranty application. This will definitely give your home a competitive advantage!



RESIDENTIAL BROKERAGE

COMMISSION DISCUSSION WTW #41

1. I know one of the questions you asked me the first time we met was about our commission. So, I will cover that with you now, ok?
2. Our fee to market or list your home is only 3%. Of course, you will also have to pay a fee to the company that brings the buyer. We recommend that you pay them the same fee, 3%. **(The seller tells you that the other two brokers they talked to said they only charge 5%.)**
3. Did the other agents say they would list your home for 5% or sell your home for 5%? **(The seller asks if we aren't talking about the same thing.)**
4. No we aren't. Many agents will gladly list your home and not care if it sells or not. They want the listing so they can attract buyers to themselves through open houses, sign calls, Internet inquiries, etc.
5. They can actually make thousands of dollars off of you even if your house doesn't sell!
6. You told me you wanted to be sold in 60 days, correct? Do you feel confident that my marketing plan can get your home sold in 60 days? **(The seller says they like you and feel you will do a great job, but that extra 1% is \$_____. With today's economy, that's a lot of money to them and it can help pay their moving expenses. They need every penny!)**
7. I completely understand. Another option you have is to pay the broker that sells your home 2.5% instead of 3%. However, I don't recommend it.
8. With all the homes that you are competing with right now, most of those sellers are offering the selling broker only 2.5% and by the way, most of those homes are not selling!
9. Can you see how paying an extra half of one percent can be an incentive to get more interest in your home and generate more potential showings?
10. If you were an agent and had to show five homes this weekend, which of the five do you think you would focus on? Would you want to show the homes that paid you **only** 2.5% or the homes that would **fairly** pay you 3%? **(The seller says obviously the homes that paid 3%.)**
11. Of course you would. Don't you think most agents would feel the same way? **(The seller says they guess so, but 6% is still a lot of money. The other agents were happy to take 5%. They ask you why you wouldn't rather have 5% than maybe nothing.)**
12. I assume that you called three agents because you wanted to find the best agent that you believed would take great care of you and get your home sold for the best price, correct?



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COMMISSION DISCUSSION WTW #41 (continued)

13. I am that agent. Nobody will take better care of you than me. I know other brokers will list your home for less...and they should!
 14. I hope that I have been able to successfully demonstrate to you through my marketing proposal that I am not only different, but the best candidate for the job.
 15. My experience has shown that if a seller can out-negotiate an agent on commission, that agent is a poor negotiator themselves!
 16. Why would you want them to represent you with the goal of negotiating the best sales price for you, when they can't negotiate their own fee?
 17. Let me go to work for you tonight. You won't be disappointed. **(The seller tells you that you sound very confident and that's what they want. They tell you that you can't blame them for trying.)**
 18. No, I can't blame you for trying. All my sellers try. You are making the right decision. I am looking forward to working with you and getting you and your family moved to your new home. Thank you. I truly appreciate your business. You will not be disappointed with your decision to hire me!
-

WTW #42

1. Let's spend a moment and talk about our fee, ok?
2. I know you have talked with other agents and I am not sure what fees they quoted you, but our fee is 1% more than the average agent in town. **(They tell you they talked with two other agents and they both quoted 5%.)**
3. That's the fee most of the average agents and companies are charging in the area. Our fee is 1% more. **(They say that 1% more equals 6%!)**
4. That's correct. **(They tell you that there is no way they are paying 6%. They will be lucky if they walk away with a dime after they sell their place. They tell you that 6% is out of the question.)**
5. We are not average and we don't produce average results. All real estate companies are not the same. You absolutely get what you pay for!



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COMMISSION DISCUSSION WTW #42 (continued)

6. It sounds to me that money is very important to you. Is that correct? **(They tell you that they need as much as they can get. That's why they have to go with a broker that will charge 5%. They may even try to find someone that will negotiate to 4%.)**
7. I am sure that if you make enough phone calls, you will find a desperate agent that might even charge less than 4%.
8. You can also try to sell the home yourself and potentially pay nothing. But let's focus on money for the moment, ok?
9. You said money is important to you, correct?
10. Here's a list of homes that we recently sold in your neighborhood. These homes sold for an average of ____% more than our competitor's listings (or selling in fewer days on the market or both) who are charging 5%, by the way.
11. Even after paying us just 1% more, you still have a chance of netting a lot more money (or selling your home faster or both) and making up for the 1% difference. I can net you more money, even after paying us our slightly higher fee. **(They tell you that this all sounds great, but asks if you can guarantee it.)**
12. No, I can't guarantee it. However, what I can guarantee is that if you hire a discount or ineffective broker who mismanages your transaction, it will cost you a lot more than the money you think you are saving by choosing a lower commission broker.
13. The other thing I can guarantee is that you don't pay me a dime unless I do the job I was hired to do, to your satisfaction.
14. I work for free unless I get the job done. All the risk and up front investment is mine.
15. What is more important to you? Paying less commission or netting more money? The difference in doing business with an average company or Coldwell Banker, a market leader, is only 1%. We will make up the difference for you many times over. **(They still say you are charging more money.)**
16. It's true. We charge a little more, but in the end, we don't cost more. I can help you increase your bottom line and get your home sold faster.
17. Let me go to work for you tonight. Let's get your home sold before you potentially lose any more money. I know you are in a tight spot. I am the right person for the job. I know I can help you.



COMMISSION DISCUSSION WTW #43

1. Based on our discussion so far, do you feel that I am the right person for the job? **(The seller says they like everything you had to say, but you haven't discussed your commission yet. They assume you charge what the other brokers are charging.)**
2. I'm not sure. What are the other brokers charging? **(They tell you that they talked to three other brokers and they all quoted 5%. They are hoping that you will be less than 5%.)**
3. Actually, my fee is not 5%... it's 6% **(They ask if they heard you right. Did you really say 6%?)**
4. Yes, you heard me correctly. **(They thank you for meeting with them, but they will have to get back to you. They have a lot of thinking to do.)**
5. Let me ask you this. If all of the brokers you spoke with, including me, charged 5%, who would you hire to sell your home? **(They tell you that if all the brokers were the same, they would probably choose you. You were highly recommended and they like your approach.)**
6. So, if I understand you correctly, if my fee was 5%, you would list your home with me tonight? **(They say they think they would, but not at 6%.)**
7. I want you to know that all of my clients pay me the extra 1%. Of course, none of them wanted to in the beginning, just like you. But they saw the value that I added to their transaction by netting them top dollar.
8. I actually brought with me a list of references. These are names of my past sellers. You are welcome to call any of them if you like.
9. I assume that you see value in me as well; otherwise you wouldn't have made the statement that you would choose to list with me, all things being equal, correct? **(They say correct, but they are still not paying 6%.)**
10. Do you think all real estate agents are the same? **(They say no. They like your approach the best, but they are still not going to pay you 6%.)**
11. Do you want to discount the price of your home? **(They tell you they want the highest price possible.)**
12. Of course you do. All sellers want the same thing...to get the highest possible net price.
13. I know you can hire any of the brokers you interviewed at a reduced commission and think the money you are supposedly saving is going right into your pocket. But let's analyze how that might negatively impact you financially, ok?



RESIDENTIAL BROKERAGE

COMMISSION DISCUSSION WTW #43 (continued)

14. Your home is probably one of your most important investments. Just like hiring a financial advisor, you need to make sure you are hiring the best company and advisor that will help net the highest return on your investment. Does that make good business sense?
15. A good real estate negotiator can net you 5-10% more and a poor negotiator can net you 5-10% less. That can be as much as a 10-20% spread!
16. I hope you feel confident after discussing our unique marketing approach that we are different than the discount brokers and worth just 1% more. I want you to know that I don't charge fees, I earn them! **(They tell you that it's still a lot of money.)**
17. If you think it's expensive dealing with a professional like me, wait until you see how much it's going to cost you when you work with a discount broker!
18. Don't you think my ideas, market knowledge, marketing strategy and negotiating ability can make up the 1% difference I charge? **(They tell you the other agents are happy to do it for less.)**
19. I don't use my fee as a tool to get your listing. Tell me about the track record of the other brokers you are considering. What was their list/sale ratio or days on the market or market stats? **(They tell you that they didn't show them any of those things.)**
20. The discount broker **is not** Coldwell Banker, 1% cheaper. I am very good at what I do. You get what you pay for in this business.
21. No matter how much you pay a broker to sell your home, whether it's 4%, 5%, 6% or more...it's a lot of money. Choose the best, so you will get the full service value of what you pay.
22. I believe I am the best candidate for the job. Please give me an opportunity to show you what I can do for you. You won't be disappointed. **(They ask you if they can get a break in the fee if you sell the home yourself.)**
23. If I sell the house myself, I get paid twice as much and you only have to deal with me. Let's go over the paperwork and let me start working on your behalf right away. With this market, we don't want to waste any time! **(They tell you that they hope you are as tough with their buyer as you were with them.)**
24. That's the idea!



RESIDENTIAL BROKERAGE

FULL FEE: COMMISSION OBJECTION RESPONSES WTW #44

- I will not reduce my fee, but I appreciate the question.
- I am happy to negotiate my fee, as long as it's "up".
- If I were to take less than ___%, what part of my marketing do you want me to leave out?
- Some agents do charge less...and they should!
- You get what you pay for.
- I charge all of my clients the same. I can't make an exception for you.
- I have never charged a client less than ___%. Our clientele understands the value of our service. Not everybody can become one of our clients.
- I understand that you are interviewing other agents. I am also interviewing other sellers.
- Some agents have to be the cheapest to get their business. That is their only value proposition.
- I charge a little more, but I don't cost more. Our listings sell for an average of ___% more than the average agent who discounts their fees in our marketplace. The reality is, my ___% fee only costs you ___%
- My fee is free unless I do the job I was hired to do.
- You can't have me for ___%, but I would be very happy to refer you to a discount broker if you like. They won't give you the service or results that we do, but at least they are cheap.
- You are going to find that brokers who charge less...are less effective.
- Agents who are so quick to cut their commissions are weak. They are usually terrible negotiators. If they can't negotiate their own compensation, how in the world are they going to be able to negotiate your price? I hope if nothing else, you respect the fact that I fight for my money and I also fight for your money as well.
- Would you choose a surgeon based on the fee they charge or their results and track record?
- Just give me ___ days. I am so confident in my ability to get you top dollar for your home, just give me ___ days to get you your price and my fee. If I can't do the job, then you are free to list with a discount broker if you like. You have nothing to lose!



FULL FEE: COMMISSION OBJECTION RESPONSES

WTW #44 (continued)

- Commissions are not negotiable with agents that sell as many homes as I do. Agents that do minimal amounts of business are usually weak and don't believe in themselves or the services they offer. What kind of agent do you want?
- Let's try not to focus so much on my fee. Instead, let's concentrate on the peace of mind you will experience when you use my service.
- Most real estate agents don't run their business like a business. If you were a freelancer and were offered one of three jobs, one paid \$1,500, one \$1,200 and the other \$1,000, which would you pick?
- I'm not competing with other agents as much as you are competing with other sellers.
- Agents know what they are worth and charge accordingly.
- Most sellers aren't concerned with how much I get paid as long as they receive what they want out of the sale of their home.
- My concern is how much equity you are willing to risk or leave on the table in order to get a discount in a fee.
- Most sellers I work with are concerned most with the amount of money they will net from the sale of their home. I assume that's why you are questioning my fee. Give me just 20 minutes to show you how I will net you more money. If you don't feel I am worth what I charge, don't hire me.
- Please understand, I do not get paid a penny unless I perform and bring you an offer that meets your needs. There is no reason to reduce my fee when you are not obligated to pay anything until I provide results.
- Let me ask you a question. If your boss asked you to work just as hard this week, as you always do, with the understanding that you were only going to be paid 80% of your normal salary, how would you feel? Would you want to work as hard as you normally do? My fee is based on the effort I put forth and the results that effort brings. You won't be disappointed.
- Compare my stats with the other agents who said they would discount their fee. Oh, they didn't show you any stats? Very interesting.
- It's not the fact that we sell more homes than anybody else that should impress you. You should be impressed by the fact that our homes sell for more money and faster than anyone else.



RESIDENTIAL BROKERAGE

FULL FEE: COMMISSION OBJECTION RESPONSES WTW #44 (continued)

- I am not here to list your home. I am here to net you more money.
- I will accept ____% if you pay me up front, non-refundable.
- My value to you is that I will net you more money.
- So-called “top agents” often sell their clients’ homes for less than the asking price. We can net you more.
- We get paid for our results, not our time.
- Discount agents work for themselves. Full service agents work for the seller.
- Discount agents don’t negotiate well or believe in themselves.
- If you honestly don’t think my ideas or negotiating ability can make up the 1% difference I charge, you shouldn’t hire me.
- Let’s decide if we want to work together before we talk about commission.
- I may be the most expensive agent you interview; however, I will net you more money.
- You are negotiating with the wrong person. We are supposed to be on the same team. We should be negotiating with the buyer and their agent!
- After everything we just discussed and showing you our statistics, what do you think we are worth?
- Let me ask you a question. If you were to list your home at 5% for six months and it didn’t sell, how much would you actually save? Exactly.
- I am not going to reduce my fee because your home sold quickly. Most sellers would be thrilled to get such an overwhelming response. My job is to provide results, which I have. I’m sure you can understand that I do not reduce my fee for a sale that takes place in days, just as I don’t increase my fee if the sale takes place in 2-3 months. I’m sure if we were sitting here three months from now you would not be willing to pay me 7% or 8%, would you?



RESIDENTIAL BROKERAGE

FULL FEE: QUESTIONS TO ASK THE SELLER

WTW #45

- Do you really think all real estate agents are the same?
- What is more important to you, the 94% you get or the 6% I get?
- What will the discount agent do to net you more money?
- Is commission rate the only criteria you will use to hire a broker?
- Under what circumstances would you be willing to pay me a full fee?
- Is this a test to see how I negotiate?
- Would you be interested in hearing how paying a full fee can actually help you net more money for the sale of your home?
- If I can show you how we can help you net more money, are you open to paying just 1% more?
- Are you interested in a higher sales price or a lower commission? (because you can't have both)
- If you knew that by paying me 6% you would net more money than if you listed with ABC Realty at 5%, would you list your home with me?
- Guess how much you pay me if I do not sell your home at a price you are willing to accept?
- Are you considering hiring the other broker because they are cheaper or because you believe they will do a better job?
- You are asking me to reduce my fee by 1%. Did you know that represents a 17% reduction in my compensation? If I reduce my fee by 17%, are you willing to reduce the price of your home by 17% as well so I can sell it faster?



RESIDENTIAL BROKERAGE

SELLER OBJECTIONS WTW #46

- **You haven't sold any homes in my area:** With over ____ agents in the MLS, the odds are against me that I will sell your home myself, even if I was right in your town. Not only can my company give you massive exposure, but you will also benefit from my marketing, negotiating and communication skills. You want the highest price possible, don't you? I can sell your home. Nobody will take better care of you than me.
- **You're too new or inexperienced:** I can't tell you that I have been in the business for 10 years, but one of the advantages of working with me is that I am looking to build my career. I have the time to offer you an incredible level of personal service. I am also backed by a dynamic real estate company. And if I get the job done, you will tell other people about me and help me build my career faster. You will not find a harder working agent than me. Please let me show you what I can do for you.
- **I have a friend in the business:** Almost everybody does! They say if you didn't have a friend in the business, you don't have any friends! You shouldn't pick an agent because you know them. You should pick the best person for the job. Do you also want your friend to know all your personal business? The choice is yours, but there is no question in my mind that I am the best person for the job.
- **We want to think it over:** If a seller tells me they want to think it over, it's usually their polite way of telling me they don't want to work with me. Is that what's going on here? If you truly want to think about it, let's do this. Go ahead and sign the paperwork now. Think about it overnight. If you wake up tomorrow and decide that I am not the right person for the job, call me and I will rip up the paperwork, ok? But call me early, because I will be on the phones first thing trying to find you a great buyer. I don't like to waste time.
- **We are thinking about listing with another company:** I can appreciate that. But you are talking to me for a reason, right? I assume that if you were committed to the other company, you would have already listed with them. There is no question in my mind that I am the best person for the job. I will put my/company's track record up against anybody's. However, sellers don't list with companies. They list with agents. I know that I am the best agent for the job. Nobody will take better care of you than me.



RESIDENTIAL BROKERAGE

SELLER OBJECTIONS WTW #46 (continued)

- **We only want to give you a 60 day agreement:** I can't accept your listing for 60 days. That would be unfair to me as well as you. Although I expect to sell your home quickly, sometimes unforeseen things can happen. Your transaction can fall apart for reasons beyond anyone's control and I may have to start the process all over again. I need to know that I have a reasonable chance to be compensated. It's also not fair to you, because most agents won't work as hard or spend the money required if they know you can pull the rug out from under them in short period of time. A six month agreement doesn't mean it will take six months to sell your home. It just means that I am your agent and you are my client for six months. I think we've gotten along pretty well so far, don't you agree?
- **I like what you have to say, but I have another agent coming over tomorrow night:** I can understand that. Based on what we have discussed so far, are you as confident as I am that I can sell your home? I will be happy to call the other agent for you and let him/her know that you listed your home with me tonight. I will make sure that they are the first agent to know that your home is on the market, so they can get a head-start on showing it...if they have a buyer. How does that sound?
- **We need time to clean up the house:** No problem. Let's go ahead and sign the paperwork while I am here. I will put the listing "on hold" until you finish and in the meantime, I will process the paperwork, write the ads, tell my colleagues, etc. When you are ready, just give me a call and then we'll start showing the house. I won't have to come back and take up any more of your time. How does that sound?



RESIDENTIAL BROKERAGE

LISTING PRESENTATION/MARKETING PROPOSAL: CLOSING DIALOGUES WTW #47

- Are you as confident as I am that I can get your home sold?
- Based on our conversation tonight, am I the right person for the job?
- Shall we proceed?
- Based on what you told me you are looking for in an agent, I feel that I am the right person for the job. Put me to work for you tonight, you won't be disappointed.
- Have I proven to your satisfaction that I am not like the other agents you talked to?
- Are you ready to get your home sold?

Note: If you get an affirmative response to any of the above questions or statements, say: "Great, let's go over the paperwork. Thank you for giving me the opportunity to work with you."



RESIDENTIAL BROKERAGE

“WE WANT TO THINK ABOUT IT” WTW # 48

- What can I do to make you feel comfortable to proceed right now?
- What specifically is stopping you from hiring me tonight?
- I must have not completely convinced you that I am the right agent for the job. What questions do you have?
- Most of my clients go ahead and sign the paperwork at this point. So, I must have forgotten something or didn't fully answer a question or address a concern. So please tell me, what concerns do you have? Is it the price? Is it me? Is it my company? Is it my fee? Is it my marketing plan? (**Keep asking until you isolate their objection and then say:** “So, if I can answer this concern to your satisfaction, are you ready to proceed?”)
- I have learned through the years, that if I walk out of your home tonight without a commitment from you, you won't hire me. So tell me please, what's stopping you from hiring me? Is it.....? (**Keep asking until you isolate their objection and then say:** “So, if I can answer this concern to your satisfaction, are you ready to proceed?”)
- When a seller tells me they want to think about it, it's usually their polite way of saying that they are not interested. Is that how you feel? What can I do to make you feel comfortable to hire me tonight?



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Pricing - Listings

PRICING: INITIAL LIST PRICE DISCUSSION

WTW #49

1. Let's take a look at the market analysis I prepared on your home.
 2. The first section shows homes that are currently for sale in your price range. Most buyers will compare your home to these.
 3. The second section shows homes like yours that recently went under contract. Although we don't know what they sold for yet, their list price or "strike price" represents a number that caused a buyer to make an offer.
 4. The third section shows homes that have actually sold and closed. These prices represent what buyers were willing to pay over the past few months.
 5. The last section is a list of homes that failed to sell or expired from the market. These prices represent what a seller wished they could have sold for, but the buyers did not perceive these homes to be a value.
 6. Based on this information, the market is suggesting a list price of \$_____. How do you feel about this strategy?
-

WTW #50

1. Buyers today ultimately determine what a home will sell for by what they are willing to pay.
2. We want to make sure that your initial list price will excite the buyers strongly enough, so we can generate multiple showings and hopefully produce multiple offers. We call this an "impact" price.
3. This strategy is the best way to help you net the highest possible price with the fewest days on the market.
4. Let's first look at properties similar to yours in the area currently on the market that are not selling and then homes that have recently sold, revealing what buyers have actually paid for homes similar to yours.
5. This will tell us which homes were perceived as a value and those that were not.
6. Based on this data, where do you think we should position your home?
(No matter what they say, go to question #7.)



RESIDENTIAL BROKERAGE

PRICING: INITIAL LIST PRICE DISCUSSION WTW #50 (continued)

7. The market is suggesting an initial list price of \$_____. If this is the correct number, your home should be sold in _____ days.
 8. If your home is not sold in _____ days, I will update the market analysis and see if we need to discuss repositioning the price.
 9. Are you comfortable with this strategy? It's been proven to help sellers get the maximum price, no matter what the market is doing.
 10. Let's go ahead and list your home at the "impact" price of \$_____. By doing so, you are making a wise business decision.
-

WTW #51

1. First of all, I am sure you are aware of the fact that you and I do not determine what your home will sell for. The market decides...by what a buyer is willing to pay.
2. There are currently _____ homes for sale in your area.
3. Each month approximately _____ homes in your area sell. That means if no other homes come on the market...we have a _____ month supply of inventory.
4. To complicate matters even more...each month _____ additional listings come on the market in your area.
5. If I were to print a one-line printout from our MLS with all the homes for sale, the list would be _____ feet long!
6. Currently only _____% of listings are going under contract. Most homes are priced 10% or more above market value, a third between 5% and 10% above market value and the rest are between market value and 5% above.
7. Which homes do you think all buyers want to see first? Of course, they want to see the best priced homes. They all do!
8. If you were a buyer, which homes would you want to focus on? Of course you would.
9. Because of this, the market is recommending that we list your home tonight at a price of \$_____.
10. Let's go ahead with the paperwork and take advantage of the fact that most of your current competition is overpriced!



RESIDENTIAL BROKERAGE

SELLER DISAGREES WITH YOUR SUGGESTED LIST PRICE WTW #52

1. **We made a lot of improvements:** Did you make those improvements for the next buyer or for yourself? You obviously have enjoyed the upgrades, haven't you? A buyer may not have picked the same improvements as you, which means they have no value to them and even if they did, at best they would give you fifty cents on the dollar.
2. **Another agent said we could get more:** This happens all the time. Many agents overprice a listing so they get the seller to hire them and then start pushing the seller for price reductions week after week. They will eventually want you to list your home for the price I am recommending today, and in the process will waste valuable market time. Is that what you want? I would rather tell you the truth and potentially lose your business, than lie to you and lose your respect.
3. **Another agent gave us a higher list price:** Some agents price homes to list them and some agents price homes to sell them. What kind of an agent do you want?
4. **We don't need to sell our home quickly:** Is money important to you? Homes sell at their highest possible price during the first couple of weeks of exposure. That's because the best, most qualified and motivated buyers look at new inventory immediately. The longer your home stays on the market, the less money you will receive. That's a fact. Let's price it right and get your home sold quickly!
5. **I insist on listing my home for my price:** When I came out today, I thought you actually wanted to sell your home, but it sounds like you really want to only list it. I do know some agents in the business that love to just list homes and are not very busy. Would you like me to email their names and phone numbers to you?
6. **The other agent was confident they could list my home for more money:** Did the other agent tell you that they would list your home for more or sell your home for more? There is a difference! I thought the goal was to sell and move to _____. Isn't that correct?



RESIDENTIAL BROKERAGE

SELLER DISAGREES WITH YOUR SUGGESTED LIST PRICE WTW #52 (continued)

7. **I have to list for my price:** Ok, we can list your home for that price, but we would have to sign a three year listing agreement. It will probably take that long for the market to catch up to your price. So, if you want to put your life on hold for three years, let's use your price. But if you are serious about moving on with your life, let's go ahead and list it for a price that will actually cause your home to sell, ok?
8. **I am not sure what to do:** Well, you really have two choices. You can sell or you can stay! Which do you want to do?
9. **My home is worth more money because...** Your destination, improvements, emotional attachment, wants and needs, assessed value, appraisal done for a refinance, price paid, neighbor's opinion, what your neighbor sold for three months ago, or the fact you already took all your cash out (ATM Machine) has nothing to do with the current value of your home.
10. **I have the right to list my home for what I want:** Of course you do, but the market determines value by what a buyer is willing to pay. That's the way the real estate market works.
11. **I am sure that if you advertise more, I will be able to get my price:** \$50,000 of advertising will never sell an overpriced listing! Advertising doesn't sell homes, real estate agents do. And buyers don't respond to ads, they respond to well priced inventory.
12. **Can't we just try it at a higher price for a few weeks?** Sure you can, just not for the first few weeks!
13. **Maybe we should wait:** Do you really think that waiting is going to change the market? What do you know that I don't?
14. **We're confused:** Don't worry. If you truly want to sell your home, together we'll come up with a pricing strategy that will work best for you.



RESIDENTIAL BROKERAGE

SELLER DISAGREES WITH YOUR SUGGESTED LIST PRICE WTW #52 (continued)

15. **All of my neighbors' homes aren't as nice as mine and they are listed for higher prices:** Let's take advantage of the fact that your competition is currently overpriced. How do we know? Because their homes aren't selling! You need to be the better value. Use your neighbors' homes to help sell yours.
16. **But my neighbor's home sold for more money three months ago:** Then you should have sold when your neighbor did, because the market has changed.
17. **You are just trying to give my house away:** I haven't given one away yet!
18. **The other broker told me that you were going to under-price my home:** Well, that's interesting. I hear that all the time. In order for me to under-price your home, I have to know what its worth. And no real estate agent knows, even the other agent you spoke with, what a home is worth until it goes on the open market and we start getting feedback. I know you think I am suggesting you under-price your home, but isn't it possible that all of your neighbors' homes are over-priced instead?
19. **I bought during the peak of the market. I have to get more:** Unfortunately, it's not possible to take that kind of profit in this market. Nobody is hitting homeruns.
20. **If I have to sell at your price, I'll just sell it myself:** You can do that if you like, but it would not be a wise business decision. Unfortunately, you will never be able to expose your home to a larger audience than I can. And because I can give you massive exposure, whatever the eventual sales price is, it will be more than you will be able to generate on your own. I also do all the work. I know you are frustrated. Every seller is frustrated today. Letting potentially unqualified strangers walk through your home is not an efficient way to get the best price. Listing your home with me is.



RESIDENTIAL BROKERAGE

SELLER DISAGREES WITH YOUR SUGGESTED LIST PRICE WTW #52 (continued)

21. **But if we sell the house ourselves, we will save the commission:** No you won't. Buyers deduct the fee right off the top since they know you aren't listed and start their negotiation below that point. Sellers that do sell on their own usually get 5%-10% less than an agent assisted transaction and have to do all the work themselves. And, more than 80% of Fsbos eventually do list with an agent because it's not as easy as they thought. Let me get to work for you right now.
22. **I can't afford to buy my new home if I take this loss:** This is a great market to move up! If you think you are losing ___% on this home, you will make up the difference on the home you are buying, especially if it's in a higher price range. That seller is also going to take a ___% loss, maybe even more. You will actually be gaining money! No sellers are insulated from this market.

THE PRICE REDUCTION/REPOSITIONING CONVERSATION: ON THE PHONE OR IN PERSON WTW #53

1. I would like to go over your weekly market update. I want to take a few moments to discuss your activity as well as the current market, ok?
2. Up to now we have had _____ showings and _____ offers.
3. There have been _____ new listings that have come on the market since we listed your home, _____ homes have sold and _____ homes have reduced their price.
4. The market is telling us that our current list price is not the right number.
5. Remember, I told you that your home should be sold in _____ days.
6. Well, the market has spoken. What it's telling me is that it's time to reposition your price, so we can create additional activity and try to bring back some of the previous buyers who decided not to make an offer due to the fact that they didn't perceive a value at your home's current list price.
7. So, what percentage of a price change are you thinking? 5% or 10%?
8. The market is telling us that we should immediately reposition the price to \$_____ in order create an impact that the original list price failed to do.



THE PRICE REDUCTION/REPOSITIONING CONVERSATION: ON THE PHONE OR IN PERSON WTW #54

1. I want to give you your market update. Is now a good time?
2. As you know, your home has been on the market for _____ days.
3. During this time, the market has made some obvious adjustments. I am sure you have been reading about the real estate market in the paper.
4. I told you when we first listed your home that I expected your home to sell in _____ days, remember? Homes that are priced correctly should be sold within this time-frame, regardless of market conditions.
5. There are usually three reasons why a home fails to sell. May I tell you what they are?
6. The first is accessibility. We can't get into a home during normal business hours to show it. But you've been very cooperative, so that's not it.
7. The second is that the agent isn't doing a good job in marketing your home. We have done the same intensive marketing campaign that we have for all of our other sellers whose homes are currently under contract. So we know that's not it.
8. The third is price. It's clear by now that the market has rejected our list price of \$_____. Therefore, I am going to recommend we reposition the price immediately to \$_____ to give you exposure to a wider group of buyers and hopefully encourage the buyers who looked at your home before to come back.
9. As a matter of fact, as soon as you authorize the price change, I will contact every agent that showed your home and make sure they know about the new price immediately. A certain percentage of those buyers may choose to come back and possibly make an offer.
10. I know this isn't the greatest news for you to hear, but this is what will be required to get your home sold and move you on to your next home.



RESIDENTIAL BROKERAGE

THE SELLER REFUSES TO REPOSITION THE PRICE WTW #55

- Let me ask you this. If a great offer came in today, what price would you accept? If you are willing to accept less than list price, let's not keep that a secret. Let's tell the world that you will accept that price by repositioning the home to that number. Does that make sense?
- I am sure that you are aware that homes are still depreciating in value every day. Based on the value of your home, you are depreciating _____ dollars every week! Not to mention your carrying costs, loss of interest income or not being able to move on with your life. If your bank withdrew the same amount of money every week out of your savings account, you would move your money, wouldn't you? Well, the same thing is happening. You need to move your house as well.
- I know you would rather wait to reduce, but may I ask, wait for what? The longer you wait the less money you are going to receive.
- I know you are upset with me, but I have to tell you the truth. That is what you want, isn't it? You have heard of the term "medical malpractice"? Well, if I don't tell you honestly what's going on, I will be committing "real estate malpractice"! Sometimes the truth hurts, but I have to "deliver the message".
- I know you are afraid that if you reduce, you may get less money. But, wouldn't it be better to get an offer that you say no to, instead of not getting any offers at all?
- I agree, your home should be worth \$_____. But not in this market.
- A minimal price reduction is not going to have the impact we need. And, all it will do is make me come back in a few weeks and ask you to reduce again. All we will be successfully doing is chasing the market down. I want the market to chase you for a change. And the only way to make that happen is to reposition to a number that will have the greatest impact. What would you like to do?



RESIDENTIAL BROKERAGE



RESIDENTIAL BROKERAGE

CLOSING FOR THE BUYER APPOINTMENT WTW #56

1. Mr. and Mrs. _____, the next step in the process is for you and I to get together at my office.
2. I'd like to have the opportunity to better understand your wants and needs along with your priorities so I can help you find the right home.
3. We can then spend some time searching for the properties that meet your needs.
4. Also, make sure you bring any properties that you have come across in your search so far.
5. I'm free on _____ at _____ or _____. What works best for you?

Objection: Can't you just email the properties that match my search criteria?

1. That is an option and what my clients have found is that receiving properties via email prior to me gaining a full understanding of they are looking for tends to be a less efficient way of working together.
2. I want to be sure that I am not wasting your time and only sending properties that truly meet your needs.
3. Wouldn't it make sense for us to briefly get together so I can get a full understanding of what you are looking for?
4. I'm free on _____ at _____ or _____. What works best for you?

Add On:

1. Oh, one more thing.
2. To make the most of our time together, as a free service, I am going to ask our office mortgage representative give you a call before our meeting.
3. There is no obligation and she/he will help give you an understanding of the different mortgage programs that are out there along with the current interest rates, OK?



RESIDENTIAL BROKERAGE

INCREASING BUYER URGENCY WTW #57

1. Hello, this is _____ with _____. I'm calling because I was out looking at properties recently and saw one that I thought would be perfect for you and I was wondering...
2. When would you would like to get together to see it?
3. I'm free on _____ at _____ or _____. What would work better for you?

Objection: We are not ready yet.

1. I understand. When will you be ready? (buyer gives a time-frame.)
2. Just to clarify, did you want to start looking in _____ or be in your new home in _____? (buyer says start looking.)
3. I understand. May I ask...why is that time-frame important? (buyer says she/he wants to save for a larger down payment.)
4. That makes sense, you want to have a larger down-payment. And how much more do you think you'll be able to save in that time-frame? (buyer gives a number.)
5. That's good! Let me see...that will reduce your monthly payment by _____. (buyer is surprised by how small of a payment difference there is.)
6. Right. Let's take a look at a couple of other factors that will influence your monthly payment.
7. For every quarter of a percent that the interest rates rise, it will increase your monthly payment by _____ and reduce your total purchasing power by _____.
8. Also, if prices were to rise, that would also affect your monthly payment and purchasing power, wouldn't it?
9. Can you see how waiting for _____ more months could end up costing you more?
10. Wouldn't it make sense to begin your search now rather than waiting?
11. I'm available to get together on _____ at _____ or _____. What works best for you?



RESIDENTIAL BROKERAGE

PREPARE FOR BUYER'S REMORSE WTW #58

1. Mr. and Mrs. _____, congratulations on having your offer accepted!
2. Aren't you excited?
3. I am too and I want you to be prepared for something that is very common among home buyers.
4. It can sometimes happen that when you have had the chance to let the entire situation sink-in, you could begin to feel a little nervous or apprehensive.
5. Buying a home is an important decision and it is completely normal to feel this way.
6. Also, when you share the news with friends and family, they will often share opinions and advice based on their own home buying experiences and that can sometimes make you even more nervous.
7. It is important to remember that you have really done a lot of research and looked at enough properties to have made the best possible decision, right?
8. If any of your friends or family members ask you about how you made the decision, you'll be able to confidently tell them that you considered every option and came to a decision that was best for you and you are purchasing a home that you are going to love!



RESIDENTIAL BROKERAGE

COUNSELING A BUYER ON OFFER PRICE WTW #59

1. Mr. and Mrs. _____, I can understand that you want to get this home for the lowest possible price.
2. When we first got together to discuss your search criteria, I got the impression that you were looking for a great home that met your needs and didn't think you would want to see the less-desirable "bargain properties" that are on the market.
3. If you want to look for properties like that, I can certainly show some to you, but they aren't in any of the areas that you are looking in and do not have the features and amenities that you said are important to you.
4. Would you like to look at some houses like that? (buyer says no, they want to get this house at a lower price.)
5. I understand and my job is to help you get this home at the lowest possible price.
6. May I ask you a question?
7. We have looked at _____ properties before finding this home and none of them were suitable. Trying to save _____ dollars on this home would reduce your monthly payment by _____. Is it worth losing the perfect home for only _____?
8. I didn't think that it was. Doesn't it make sense to simply make an offer that the seller can work with so we can move the process forward and get you into this home before _____?
9. Great, what would you like offer?