



Training Module: Winning Seller Listings on Calls

1. Preparation Before the Call

- Know your comps: Study active and closed listings in that niche.
- Know the math: Rent per square foot \times property size = annual rent.
- Know cap rates: Regional benchmarks (e.g., NJ car wash 7–9%).
- Have valuation rules of thumb ready:
 - Car wash property: rent \div cap rate = property value.
 - Car wash business: 4–5 \times net income multiple.
 - Pizzeria: food + labor + rent \leq 65% gross = healthy; value \approx 1.5 \times net.

2. Conversation Structure

Step 1: Build trust quickly. - Start warm, but avoid repeating questions. - Ask industry-specific questions to show credibility (bags of flour, payroll %).

Step 2: Extract numbers. - Car wash: Gross sales \rightarrow payroll \rightarrow utilities \rightarrow rent \rightarrow net. - Pizzeria: Weekly sales \rightarrow food cost \rightarrow payroll \rightarrow rent.

Step 3: Give value instantly. - Run quick math on the spot. - Example: "Based on what you told me, this looks like a \$X-\$Y business." - This establishes authority and keeps the seller engaged.

3. Handling Rebuttals

"I want \$10M." - Break out property vs business values separately. - Use facts: "The property rents at \$120K/year, at a 9% cap that's ~\$1.3M."

"I don't know my numbers." - Guide them: "What's your payroll? How many employees? Utilities?" - Use industry benchmarks to estimate and then confirm later.

"I don't trust brokers." - Reframe: "If I can show you comps and buyers today, would you consider it?"

4. Valuation Shortcuts to Impress Sellers

CarWash Payroll Ranges: - Express: 20–25% - Full Service: 30–40% - Hand Wash: up to 45%

Pizzeria Shortcut: - 1 bag flour + 1 case cheese \approx \$1,000 sales/week. - Payroll + COGS + rent \leq 65% = profitable.

5. Mindset

- Be the expert: Sellers should feel they need you more than you need them.
- Be efficient: Do not drag out the first call; get to sales, payroll, rent quickly.
- Be confident: Use quick math and comps to establish authority.

6. Broker Action Plan

Before every call:

- Pull comps in the niche and region.
- Know market rents and cap rates.
- Memorize 2-3 valuation shortcuts.

On the call:

- Build rapport but control the flow.
- Ask for gross sales → payroll → rent.
- Deliver a valuation range.

After the call:

- Send a follow-up email summarizing the numbers and potential value.
- Push for the listing agreement while trust is high.