



**T L R** *xxx*

**SCRIPTS**

**SIMPLIFIED**

DON'T LET THE FEAR OF NOT KNOWING WHAT TO SAY KEEP YOU FROM ACHIEVING YOUR GOALS AS A REAL ESTATE AGENT.

REAL ESTATE IS A CONTACT SPORT.™  
IT IS TIME TO GET YOUR JERSEY DIRTY.

## **THE LOCKER ROOM: SCRIPTS SIMPLIFIED**

**GOAL:** To create a TLR Script Booklet with the focus on simplicity. We know adoption and implementation are key, so keeping things simplified is important. The goal is to create a list of every category, every scenario, every objection handler we can think of, and have a list of phrases, sentences, and questions that are simple and easy to internalize.

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# LEAD GENERATION

## DATABASE:

### New to Real Estate

*"I work with a team of agents who have been in the business for X years."*

*"I am not in this alone."*

*"I've hired a business coach." **Do not minimize the power of this statement!***

*"This means you get 100% of my focus and attention instead of competing with an agent who may be juggling many client's at once and risk missing important details."*

*"What is it that you do for work (Client's Name)? Do you remember back to your first year when someone took a chance on you and gave you the opportunity that has led you to where you are today? Great, all I'm asking for is that same chance!"*

### Reminding Database, You're in Real Estate

*"How can I help you?"*

*"What Real Estate questions do you have for me?"*

*"How can I be of service to you?"*

*"What do you need from me?"*

*"Who do you know that I can help?"*

*"What 'honey-do' projects are you planning on doing this year?"*

*"What home improvement projects are you considering doing this year?"*

*"My goal is to be your go-to resource for all things related to home ownership, is there anyone I can help connect you with right now?"*

*"Who do you know that just got married, had a baby, or got a job promotion? Can you connect us?"*

## New to the Area

*“My goal is to become the local real estate professional of choice; would you have some time to get together so I can learn more about what you love about your home / neighborhood / this city?”*

*“I recently moved to the area and I’m eager to get involved in the community, who do you know that I should know that is an influential figure in the local area?”*

*“Having just moved to the area, I know what it’s like with all of the uncertainty, moving parts, and stress around moving which better equips me to relate with anyone looking to buy or sell their home.”*

## Ask for Referrals (Database, Past Clients, Allied Partners etc.)

*“I loved working with you and I want to work with more people like you. Let me ask, who do you know...”*

*“My goal is to help (# of closings) families this year upgrade their lifestyle and I know I cannot do it alone without the help of my friends, family, and partners. It would sure mean a lot to me if you connected me with anyone that you know who is looking to buy, sell or invest in real estate.”*

*“You may recognize someone with an upcoming real estate need if they just got married, had a baby, got a job promotion, or kids have moved out of the house. By chance, do you know anyone right now that may have an upcoming real estate need?”*

*“What can I do right now to best support you and your homeownership / business goals? Great! By the way, can you think of anyone right now who just got married, had a baby, or a recent job promotion? From my experience, this may be a trigger that they have an upcoming real estate need and I’d love the opportunity to help!”*

## FOR SALE BY OWNER (FSBO):

### Asking for A Home Preview

*“Are you still accepting offers on your property? Great, I can stop by @ 2 today or 11 tomorrow. Which works best for you?”*

*“I’m holding an open house in the area, and would like to be able to recommend your property if visitors don’t like the one I am at.”*

*“I would like to hold a FREE one-hour open house at YOUR property (3-day listing agreement).”*

**-check with your broker in charge or managing broker regarding agency laws in your state.**

**Objection - Do you have a buyer for my house?**

*"I work with several buyers and I have never seen your house, so I don't know yet. Does today @ 2 work for you so I can swing by and check out your home?"*

*"That is difficult for me to say since I've never seen the condition and layout of your home. Can I stop by today at 2:00 to take a look?"*

**Objection - I'm not working with a Realtor.**

*"So, if I brought you an offer that netted you exactly what you expect to net, you wouldn't sell it?"*

*"What are your hesitations or concerns about working with a Realtor?"*

*"Aside from the commission, is there any other reason you wouldn't hire a Realtor?"*

**Objection - I'm not paying a commission.**

*"I wouldn't expect you to as I am not working for you, I am working for my buyer clients, all of whom have contacted me to consult them on their home purchase and have agreed that if the seller or listing broker doesn't pay me, they will."*

*"Outside of paying the commission, is there any other reason you wouldn't hire a Realtor?"*

*"So, what I think I hear you saying is that your primary goal is to net the most amount of money for your home and you believe paying a Realtor would contradict that goal, is that fair?"*

*"Do you pay someone to do your taxes each year? Why?"*

**Touring the Home in Person (Questions, Dialogue, Expectations, Close)**

LR Listing Presentation Questions (tied into conversation, these questions will typically give you ALL of the information you need to provide a relevant value proposition to the seller)

*"Where are you moving to? What takes you there?"*

*"What is the timeframe MUST sell by, and what are the consequences if you don't?"*

*"What price do you have in mind, and how did you come up with that price?"*

*"Are you staying in the area after the home sells?"*

*"What one thing has to happen for your experience to be a 10, and what about that is important?"*

*"What's one more thing that has to happen for your experience to be a 10+, and what about that is important?"*

*“Finally, what one LAST thing that has to happen for your experience to be a 10++, and what about that is important?”*

### **Building Rapport (Phone, In person, email, text)**

*“Would it be okay if I followed up with you from time to time to see if you’ve had any offers and how I may be able to provide additional value to help get your home sold?”*

*“What have you enjoyed the most about living in XYZ neighborhood / city?”*

*“What qualities about your current home are ‘must haves’ in your next home?”*

*“Where did you / the family spend most of your time on the weekends that another family may enjoy?”*

*“By the way, what do you do for a living?”*

### **Why Using the Right Agent Matters (Time & Money)?**

*“If I were to show you a way that, by hiring me, I could actually net you more money and save you time and stress, would that be worth us getting together for 20 minutes?”*

*“Obviously you have a lot of choices when it comes to selecting the right agent to sell your home, would you be open to me stopping by at 4pm today so I can show you what I do differently than most agents to get your home sold for the most amount of money in the shortest period of time?”*

*“I know how busy you are with work and would probably rather spend your time on weekends with your family instead of marketing your home and dealing with all the questions from looky lou’s - so why not hire me to market your property and handle all of the stress?”*

## **EXPIRED LISTINGS:**

### **Had a bad agent before...**

*“Whew, I can certainly understand that. I’ve worked with a few bad agents in this town and can totally relate with your experience. Do you feel all Realtors are created equal?”*

*“I am sorry to hear about that experience. Just out of curiosity, what would an agent have to do in order to exceed your expectations and earn your business?”*

**Only if married or significant other:** *“I can certainly relate and I’m sorry you went through that. Just out of curiosity, how long have you been with your spouse/significant other? Awesome! Aren’t you glad you didn’t stop searching after your previous relationships didn’t work out that lead you to finding your current spouse / significant other? Maybe this time is like that time?”*

*“What deciding factors would you take into consideration next time IF you were to hire an agent again?”*

*“Where specifically did the previous agent fail to meet your expectations?”*

*“Would it be worth 20 minutes for me to show you what I would do differently compared to the last agent you hired?”*

### **Going to sell it themselves now...**

*“Do you have any siblings or cousins? {yes} Do any of them have a real estate license? {no} Are any of them intimately familiar with the residential real estate purchase agreement used in this area and know the difference between a contingency and a caveat? {no} Would you hire any of them to market, negotiate, and sell your largest financial investment? {no} Then why would you hire yourself?”*

*“What price have you determined for the home if you were to sell it yourself? How did you arrive at that price?”*

*“What is your marketing plan?”*

*“Do you have all the necessary legal documents to sell the home and get it to closing?”*

### **What will you do differently?**

*“I appreciate the question. I’m not here to bad mouth the efforts of any Realtor you hired prior to me because I do not believe that is professional. However, what I would love to do is schedule 30 minutes so I can learn more about your unique situation so I can best show you how I can get your home sold for top dollar in the shortest amount of time.”*

*“That is a great question! Can I stop by today at 4pm to show you what I do to sell homes for 98.5% of SP/LP with an average DOM of 17 days compared to the MLS average of 45 DOM?”  
(Adjust stats as appropriate)*

*“You know, that’s a great question. In fact, sometimes it’s not a matter of doing something differently as much as it is carrying through and executing all of the items that we know work. May I swing by today at 3pm to explain?”*

*“Well, let me ask you a question, why do you feel the home didn’t sell already? What would have liked to see the previous agent do that you feel they fell short on provided your expectations of them?”*

### **Having second thoughts on selling now...**

*“What events, other than your house not selling, impacted the change of your goals?”*

*“Why do YOU think it didn’t sell?”*

*“What events have to happen to compel you to attempt to sell the property again?”*

*“What prompted you to want to sell the home in the first place? Has that changed now?”*

*“I know the feeling, often times when things don’t go the way we expect – doubt enters the picture and we begin to second guess. Just out of curiosity, what would have to happen for you to regain confidence in someone like me to sell your home?”*

### **Going to wait to re-list another time...**

*“{if shifting market} Right now we are experiencing a shifting market, which is caused by a change in the buyer pool’s behavior and has a direct impact on market time and sale price of properties. May I show you some information specific to your property style and location to help you understand where in the shift your property falls?”*

*“What has changed about your real estate goals that allows you to postpone the sale of your home?”*

*“Do you have a particular time frame in mind so I can properly follow up with you?”*

## **VENDORS/ALLIED RESOURCES:**

### **Contribution Call**

*“Hello, this is (Name) with (Company) and I am calling to see if we can set up a time to meet for coffee/lunch so I can learn more about you and your business, along with what I can do to best support you! Does X or Y work best for you?”*

*“Hello, this is (Name) with (Company) and I was recently working with clients in a local neighborhood and they were raving about their experience after working with you. It appears we value customer service the same way and I’d love to get together so we can bounce ideas off one another to bring the best experience to those we serve.”*

*“What are your goals this year for your business? How can I add value to you and ensure you achieve your goals?”*

### **Asking for A Win/Win Partnership**

*“My goal this year is to help (# of closings) families upgrade their lifestyle. I intend on doing so by focusing on strategic partnerships so I can help support local business owners like yourself. Does this sound like an opportunity you’re open to exploring?”*

*“Do you currently have an exclusive referral relationship with a Realtor?”*

*“How can I best support your business in order to earn the opportunity for us to become strategic referral partners?”*

*“It appears we value customer service the same way and naturally I like to align myself with people who value what I value. Would you be open to exploring what a win/win partnership would look like?”*

## **OPEN HOUSES:**

### **Welcoming guests to the Open House**

*“Welcome! I’ve found that people who visit open houses are either a buyer or looking to sell. Which one are you?”*

*“Will you do me a favor as you walk around the house? Come back and let me know what your favorite and least favorite feature is.”*

*“For security purposes, the Seller has asked that all visitors sign in.”*

*“What brings you out today?”*

*“How does this kitchen/floorplan/yard compare to other homes you have seen?” -opens up further dialogue on if they are actively looking/working with an agent.*

### **Questions for Prequalifying the Guest**

*“Is this the location you’re looking to buy in?”*

*“Is this the price range you’re looking to buy in?”*

*“Have you spoke with a mortgage professional?”*

*“What’s your ideal time frame to buy your next home?”*

### **Asking If They Are Working with An Agent**

*“Have you seen the inside of any other homes lately?”*

*“Have you contracted with a buyer’s agent?”*

*“Who’s your agent? I’d like to thank them for sending you by our open house today”*

### **Asking for An Appointment If Not Working with An Agent**

*“What’s your ideal time frame to buy your next home?”*

*“What works best for you for us to meet and go over your options? Does X time or X time work best?”*

*“I’d love to learn more about your must-have’s and must-NOT have’s in your next home. I am finished today at (time) – would you be open to meeting me then so we can dig deeper and I can show you how by working with me will save you time & money?”*

## **DOOR KNOCKING:**

### **Introductory Script When Person Answers the Door**

*“Hi! I’m NAME. Today I am sharing information about the activity in our neighborhood.” “I’m inviting you to our Open House on DAY at TIME”*

- 1.** Techniques / Strategies for door knocking with a purpose
  - School supply drive.
  - Coat/sock drive.
  - Food drive.
- 2.** Using market statistics
- 3.** Home recently sold in neighborhood
- 4.** Upcoming open house / event invitation

*“Hello, I’m (Name) with (Company) and I’m a local real estate expert who specializes in selling homes in your area. Would you have just a couple minutes to take a short survey with me?”*

*“What do you like best about living in this neighborhood?”*

*“How long have you lived here?”*

*“Do you have any plans to move within the next year or so?”*

## **NETWORKING/COMMUNITY EVENTS:**

### **Introducing yourself**

*“Hello.” (Yes, that’s a script!)*

*“Hi, I’m (Name) – what’s your name? What do you do for work?”*

*“Hey, I’m (Name) – what are you hoping to get out of this event to make it a massive win for you?”*

### **Building rapport in conversation – (FORD: Family, Occupation, Recreation, Dreams)**

*“So, what are your personal and professional goals this year?”*

*“How long have you been coming to this event?”*

*“What’s the greatest aha you’ve had from the event and what do you intend on implementing first?”*

*“Do you live in the area?”*

*“What is the biggest struggle in your business right now?”*

*“Who has had the greatest impact as a mentor/role model on your success thus far?”*

### **Asking for a coffee/lunch appointment to connect further**

*“I’d love to hear more about “X”! Does Y time or Z time work best for us to meet and discuss?”*

*“I know it’s kind of hectic here, but I’d love to continue learning more about what you do and any ways that I can best support your goals, would you be open to meeting tomorrow for lunch?”*

*“I’m always looking to meet with other like-minded and positive influencers in the community, can we get together this week so I can learn more about your business goals and how I may be able to help?”*

## **HANDWRITTEN NOTES:**

### **Thank You**

*“Hello (Name), thank you so much for taking time to speak with me on Saturday. I really enjoyed hearing how you and the family are doing! Please keep me in mind if you or anyone you know has an upcoming real estate need. My card is attached for your convenience and I look forward to talking again soon and seeing if you have any upcoming home improvement projects planned for this year!”*

### **Referrals**

*“Hello (Name), thank you so much for introducing me to (Referral Name). It means the world to me that you would feel confident in my services to refer me to your friends and family. I promise to give them world-class service as always. By the way, let’s get together soon so I can learn more about your goals for 2019 and if I can help connect you with someone so I can pay it forward!”*

### **Just Because**

*“Hello (Name), I hope you and the family are doing well! I am writing because you have been on my mind lately and I wanted to see when we can connect. Call me or text me so we can set up a time to catch up! I look forward to talking to you soon.”*

### **Market Statistics / Newsletter**

*“Hello (Name), I hope you are enjoying your home in XYZ Neighborhood. I wanted to give you some timely information regarding the real estate market just in case you or anyone else you know is looking to move this year! Attached are some market statistics for your knowledge so*

*you can stay current on your local area. Let me know if I can be of assistance for any upcoming real estate or home improvement needs!”*

## **Upcoming Events**

*“Hello (Name), I hope you and the family are doing well. I know how busy things can be with work, family, and so much going on which is why I wanted to write you and provide a list of upcoming community events. I thought you might find these of interest! Let me know if you plan on attending any of these upcoming events and maybe I’ll see you there. Talk to you soon!”*

## **Client Appreciation / Database Events**

*“Hello (Name), I’m writing to make sure you get my personal invitation to the upcoming event I’m hosting (insert name) at (insert location). I would love to see you there and spend some time together, it’s going to be a lot of fun! Please call or text me to let me know you got my note and if you can make it. I look forward to hearing from you soon!”*

## **WORKING WITH SELLERS:**

### **LISTING PRESENTATION:**

#### **Asking for The Appointment**

*“I’d love to learn more about your real estate goals and the time frame you’re looking to sell, does (day/time) or (day/time) work best for you for me to swing by?”*

*“I can come by (day/time) or (day/time), which one of those works best for you?”*

*“I’d love to swing by and take a look at the home so we can do a CMA on the property and assess what the current market value is, does today at 4pm work for you?”*

*“Where are you moving to? What takes you there? Is there a specific time frame you need to sell your home within? Great! Does (day/time) or (day/time) work best for you so I can swing by and talk with you further about your real estate goals?”*

#### **Pre-qualifying**

*“How quickly do you want to sell?”*

*“Do you have a mortgage on your home?” – “Just one?”*

*“If you don’t sell quickly what will you do?”*

#### **Listing Appointment Flow**

##### **1. Expectations / Goals for Today's Appointment (The Intro)**

*“Thank you for taking the time to meet with me in regards to getting your home sold! During our meeting today, we will get to learn more about one another, your real estate goals and timelines, the expectations each of us have if we end up working together and then ultimately decide whether or not we would be a good match to work together. Does that sound fair?”*

*“After our meeting today, we should be able to make 1 of 3 decisions. The first would be that you hire me to market and sell your home. The second is that you do not hire me to market and sell your home and the third is that I may decide that I’m not the best Realtor for the job. Is that a fair game plan for today?”*

## **2. Needs Analysis Questions**

*“What is the reason you are looking to sell your home?”*

*“Where will you be moving to? What takes you there?”*

*“What is your desired time frame for selling your home? What is at risk if your time frame isn’t achieved?”*

*“What price did you have in mind to list your home?”*

*“What would I have to do to deliver a 10+ experience according to your expectations?”*

*“What are the Top 5 characteristics you’re looking for in regards to hiring an agent?”*

*“Do you have any upfront hesitations when it comes to listing your home with me?”*

*“Assuming we discuss everything that is important to you, are you prepared to list with me today?”*

*“What is your preferred method of communication?”*

## **3. How do I win with you?**

*“What would need to happen for me to exceed your expectations and create a raving fan so you referred me to your friends and family?”*

*“What does a 10+ experience look like to you?”*

*“What are the most important characteristics you look for when hiring an agent?”*

*“What are your non-negotiables when working with an agent?”*

## **4. How do I lose with you?**

*“What would someone do to lose your trust during the transaction process?”*

*“How would someone earn anything but a 10+ rating when working with you?”*

*“What are your expectations of me during the transaction? Is there anything else?”*

*“Is there anything I need to know upfront that would lead to you being frustrated or displeased with my services?”*

## **5. My Unique Value Proposition**

*“I’d love to share more about what I do differently to get homes sold for the most amount of money in the shortest period of time with the least amount of hassle, is that okay if I share?”*

*“I realize you have many options when selecting the right agent to sell your home, may I share what makes me unique?”*

## **6. The Home Selling Process (What to Expect)**

*“I’m a firm believer of setting proper expectations so we can anticipate what’s going to happen next and what possible adversities we will face, would you like to walk through the process with me right now so we can discuss some of that?”*

*“I know how stressful the process can be so I make a point to overcommunicate the entire home selling process with my clients so there are very few surprises, can we walk through some of that process right now?”*

*“Typically, in any scenario, when a person gets frustrated it’s due to expectations being out of alignment, does that make sense? Great – let’s walk through the home selling process right now so we can anticipate what’s going to happen and provide a frame work. Does that sound good?”*

## **7. The Three Key Factors to Get Your House Sold**

*“We know the three most important factors that go into getting your home sold for the most amount of money in the shortest period of time are: Price, Condition, and Exposure. Now the best part is you’re in control of 2 out of 3 of those, which ones do you think they are?”*

*“The top 3 factors in getting your home sold are price, condition, and exposure. On a scale of 1-10, where do you feel your home ranks on each based on our conversation today?”*

## **8. The Pricing Conversation**

*“As your Realtor, I don’t get to dictate the market, I only interpret the market. This is important to understand when we consider pricing your home in the most competitive way, does that make sense?”*

*“At the end of the day my job is to show you what the market demand is for your home based on recent closings that are comparable and provide you a reasonable range that the home will likely sell within. From there, we’ll analyze the low, medium, and high ranges and let you decide which best meets your real estate goals and desired time frame.”*

*“It is important that we price the home to sell as soon as it goes live onto the market. We don’t want to give possible buyers any reason to not strongly consider your home when they have many other options to view. Does that make sense?”*

### **9. Supporting Price with Comparable Properties**

*“As you can see with homes that have recently sold comparable to yours, the market is suggesting the likely sales price will occur between (Number) and (Number). Based on that information, do you want to list your home on the low – middle – high side of the range after we consider condition along with your desired time frame?”*

*“Based on homes that have recently sold in addition to the current inventory on the market, we need to make sure we list your home at the most competitive and compelling price for buyers to be interested. What price do you feel best meets the demand within the range I’ve provided you?”*

### **10. Closing Techniques to earn the listing**

*“So, are you ready to put me to work so I can get you to (insert where they’re moving / reason for moving)?”*

*“Are there questions that I have not answered that would prevent you from listing with me today?”*

*“Are you ready to have me start marketing your home and attracting buyers?”*

*“Now that I’ve answered all of your questions, let’s take the next step and get this signed so we can get a sign in the yard and begin scheduling showings!”*

*“Are you ready to move forward and hire me to sell your home?”*

*“Do you have any other questions at this point or are you ready for me to get your home on the market?”*

*“I’d love to represent the sale of your home, are you ready to get started on the paperwork?”*

## 11. Next Steps Dialogue After Securing the Listing

*“So, here’s what is going to happen next....”*

*“Now that we have signed the listing agreement, here’s what will happen next....”*

### **SELLER OBJECTIONS:**

#### **We Want Someone with More Experience...**

*“I certainly understand that my tenure as a Realtor (or lack thereof) may be cause for hesitation. I have often times asked myself why I would hire me. When I do, there are 3 reasons that immediately come to mind. May I share?”*

*“I am VERY motivated, as evidenced by what I have done to earn the opportunity to sit here and meet with you today. Think about all of the “experienced agents” out there that have never reached out to you.”*

*“I am current and relevant. I have never done business “the way it’s always been done” and only know the most effective and efficient methods for marketing, negotiating, and selling your property in today’s environment.”*

*“I have support. Not only am I supported by my broker and the other agents in my office, I also personally work with a real estate coach that I leverage for support in unfamiliar situations. We all should recognize what we don’t know... I have simply taken steps to guarantee I have access to all the information, resources, and support I need.”*

*“I can certainly appreciate that. May I ask, what about having a great deal of experience is important to you? Outside of experience, is that your only concern when hiring me as your Realtor?”*

#### **We need to think about it...**

Often when someone needs to “think about it”, they have heard something they didn’t like or have unanswered questions they are not comfortable asking.

*“I believe in being candid and real, so is there anything I have spoken about thus far that you are uncomfortable with?”*

*“Would you be comfortable sharing what you are undecided on?”*

*“Are there any questions that have not been answered, or that you intend to seek another opinion on?”*

*“GREAT... while you think about it, may I go ahead and start taking some room measurements?”*

*“What have I not answered that is causing you to need to think about it?”*

*“What deciding factors still need to be considered that we have not addressed yet that are preventing you from moving forward with me?”*

### **Another agent is willing to take less commission...**

\*Also see the commission graphic provided in the Seller folder inside the Agent Toolkit\*

*“I am sure they are willing to take less for your home as well.”*

*“If they are not firm on their value as a real estate professional, how do you expect them to be firm when defending the value of your home?”*

*“A mom-and-pop used car salesperson is willing to take less commission than a Mercedes car salesperson. Why do you think that is? If you were hiring someone to sell YOUR car, who would you hire?”*

*“What gives you the confidence they’d fight for your commission if they aren’t even willing to fight for their own?”*

*“Is anything about that concerning to you that they were so quick to cut their commission?”*

*“What services are they going to leave out when it comes to marketing or servicing your home then?”*

*“I’ve found that in the absence of value, price is the determining factor. So, is price the only determining factor for you at this point?”*

### **Will you reduce your commission?**

*“No” (and say nothing more)*

*“Will you reduce your expectations?”*

*“What aspects of the selling process do you NOT want me to take care of”*

*“If an agent isn’t willing to fight for their commission, why would they fight for your money?”*

*“Before we explore commission, is that the only concern you have at this point from hiring me to sell your home?”*

*“What have I not answered that has given you a lack of confidence in my abilities to sell your home that would prompt you to ask that?”*

### **Not sure the timing is right...**

*“What is the reason you are thinking of selling?”*

*“When you say “timing”, what do you mean by that?”*

*“How will you know when it is the right time?”*

### **Feedback Objections**

Note that all negative feedback from potential buyers and their agents is relating the condition to the price of the home. *Example:* if the feedback is that the rooms are small or the home needs a lot of updates, what the buyers are really saying is this: “The rooms are small or the home needs a lot of updates, **for the price**”. Because when the price is not an issue, it will make up for the condition, layout, size, etc.

## **PRICING THE HOME:**

### **The market dictates the price, not the agent or homeowner...**

*“As much as I would love to sell your home at that price, the market is telling us we need to price at \$\$\$.”*

*“The market sets the price. The comps we have here are telling us Buyers are paying \$\$ for similar homes in this neighborhood.”*

### **Why pricing it right the first-time matters...**

*“We have a window of opportunity here. The first 2 weeks are the sweet spot. We do not want to miss this crucial time by ‘trying’ the market. It is nearly impossible to underprice a home. And it is totally possible to overprice a home.”*

*“Buyers are typically looking for every reason NOT to view a home so they can cross it off the list and eliminate homes that don’t meet their criteria. Let’s not give them that opportunity to eliminate your home.”*

### **Explaining the CMA...**

*“Mr. / Ms. Seller, a comparable market analysis, or CMA, is a tool to help you understand the value of your property based upon similar properties in the vicinity that have recently sold. A summary CMA may be very broad in its range and will often times include properties that are on the market or under contract. An adjusted CMA will be much more targeted, will only include recently sold properties, and will include adjustments to the comparable properties based upon differences in features and condition. The CMA is not an appraisal yet uses some of the same principles to locate comparable properties and make adjustments.”*

## Determining the list price range (Low, Medium, High)

*“So, after reviewing comparable properties, you can see this is the range that the home will likely sell. Where do you see your home fitting within this range to give it the best chance to sell?”*

*“Based on all of the factors we’ve discussed; your property will likely sell within this range. So, the question is, how aggressive do you want to be, so we make sure the home has the greatest opportunity to sell based on your goals and time frame?”*

*“If we were to list it on the lower end of the range, this could actually cause an auction effect to occur where we end up getting multiple offers and a bidding war. Based on what you’ve seen, where would you like to price your home?”*

*“If we were to list it on the higher end of the range, this could potentially mean the home sits longer and allows for more competition to enter the market place. Based on what you’ve seen, where would you like to price your home?”*

## Building in a price reduction/correction conversation...

*“So, after reviewing all of the factors that lead to pricing your home properly, you’ve chosen to list it at (Insert Price). With a shifting market, my job is to pay attention to the trends and patterns of comparable properties in the area. I know how important it is to you to sell the home for the highest amount of money in the shortest period of time, with the least amount of hassle, so can we agree if we do not get (x showings) or (x offers) within (x time frame) that we will build in an automatic price reduction of (Insert Amount)?”*

*“Obviously when we listed the property, the intention was to sell it for the most amount of money in the least amount of time, right? Unfortunately, we’ve had no offers and very few showings since your home went live which suggests the market is denying our original listing price. As your Realtor, I only get to interpret the market and I don’t get to create the market. It is in my professional opinion we need to reduce the listing price by (insert amount) so we remain competitive, is that fair?”*

*“Keep in mind our goals are aligned, which is to sell your home for the most amount of money in the least amount of time. Unfortunately, I don’t get to dictate the market I only get to interpret the market and right now it’s suggesting we are overpriced and we need to reduce the listing price by (Insert Amount). Does that make sense?”*

## PRICING OBJECTIONS FROM SELLER:

### We need to Net a certain amount to purchase our next home...

*“I completely understand this. The market is telling us it will not bear that list price. The faster you sell the more money you have to put towards the next home. Instead of paying the mortgage and utilities on this home for several months, Let’s get sold and move forward to your new home.”*

NOTE: property taxes could also add to expenses in some states.

*“That’s exactly my goal. My job is to help you net the most amount of money in the shortest period of time with the least amount of hassle.”*

### **Why not just start a little higher and reduce it later?**

*“How about we price right and not negotiate!!” Remember that 2-week window of opportunity?”*

*“Is it more attractive to buy a depreciating asset or an appreciating asset? Perception is reality so let’s create the auction effect with possible multiple offers instead of the other way around.”*

### **How do we know this is the right price, what if we’re pricing it too low?**

*“It is nearly impossible to underprice a home. The market/Buyers will correct it up. It will create a buyer frenzy and may drive the price higher.”*

*“At the end of the day, we can play every ‘what if’ scenario but the bottom line is if we sell it at this price, it allows you to meet your real estate goals of netting (number) from the sale of your home, isn’t that what is most important to you?”*

## **GETTING THE HOME READY OBJECTIONS:**

### **But we love our stuff and still have to live in the home, can’t we just keep everything out?**

*“Our goal is to have others be able to see themselves in this space. What we have now is a product. You are moving anyway, so let’s get things packed up and ready for the move.”*

*“Your stuff is great! Which is why I want it to be safely stowed away while your home is available for showings and open houses.”*

### **Is making this repair truly necessary?**

*“Removing as many objections as possible will create a quick sale at a good price. When buyers see things that need fixed, they always assume it’s going to cost way more that it really does. They will make an offer based on their reality.”*

### **Can’t we just sell it “as is” and let the next person worry about it?**

*“Absolutely! And we will need to price it under market value to make that realistic.”*

*“If you were a buyer, would you make a full price offer on a home that was listed as-is and improvements were necessary? Right, so we can either reduce the price to reflect the current condition or do our best in addressing these issues now so we can price the home accordingly.”*

## WORKING WITH BUYERS:

### Explaining the benefits of getting pre-approved

*“Getting pre-approved is the next critical step in getting you the perfect home because there is nothing more frustrating than falling in love with a home only to find out it’s outside of your budget. Does that make sense?”*

*“Have you ever sold a home? Do you remember the stress and inconvenience associated with keeping the home clean for potential showings and having to get the kids and dogs out of the house so someone can preview the property? Right, so we want to do the right thing and get pre-approved out of respect to the homeowners of any home you preview so they know you’re serious and a qualified buyer.”*

*“Getting pre-qualified is just the next step in the process towards getting your dream home! Are you excited to talk with a professional to learn more about what exactly you qualify for?”*

*“I know how serious you are about finding your dream home, which is why we need to get pre-qualified now in the event you see your dream home and are prepared to make an offer!”*

*“In this fast paced and competitive market, we see multiple offer situations frequently and homes sell fast. The last thing I want for you is to fall in love with a home and not be able to put in an offer because we hadn’t done our due diligence up front, does that make sense?”*

### Scheduling the Appointment for a Buyer Consultation

*“I’m so excited to work with you to find your dream home! I firmly believe by us spending 30 minutes together where I can ask you a handful of questions will allow us to be more efficient with the process instead of having 500 questions on the back end, so does (day/time) or (day/time) work best for you?”*

*“Great! The next step is for us to get together so I can have a deep understanding about your real estate goals, your must have’s, and your must not have’s in your dream home. We just need about 30 minutes to accomplish this important step so does (day/time) or (day/time) work best for you?”*

*“Let’s meet for 30 minutes so I can learn more about what is important to you in your dream home!”*

*“By meeting for 30 minutes on the front end, it’ll save us so much time on the back end when you view properties so let’s schedule some time for a Buyer Consultation so we can maximize our time and money later, sound good?”*

### Objections to Client Agreeing to Meet with You for An Appointment

**Objection: I don’t have time to meet at the office, can’t we just meet at the home?**

*“I do not meet clients at the home for a few reasons: the first is safety. The second is so that I can save you time, energy and money. A 30-minute meeting on the front end can save us hours on the back end.”*

*“I’m concerned that if you don’t have the time to come to the office to meet me so we can discuss your goals and what’s important to you in your dream home, will you place priority on meeting me for other time sensitive issues during the transaction? My whole goal is to save you time and money by meeting for 30 minutes first.”*

**Objection: I’m not sure I want to work with an agent, can’t you just show me some homes?**

*“You do realize that in most cases the seller pays the buyer’s agent’s firm’s fee, correct? You are getting the benefits of representation without the out of pocket expense. Any home I show you is a home where the seller has agreed to pay the fee to the firm. My goal is to save you time, energy, and money.”*

*“What if your boss asked you to come into work today for free?”*

**Objection: We need to talk it over and get back with you before we commit to meeting...**

*“In this competitive market, the buyers who are already represented by one agent are the ones going under contract for homes. When a home catches your eye online or in a drive-by... you’re already too late in the game if you haven’t selected your agent. Let me interview for the job to help you so that you’re next in line to find your home.”*

*“What questions have I not answered that is causing you hesitation on meeting with me so we can work towards finding you the dream home you are looking for?”*

**Objection: What will you do for me that I can’t just find information about online?**

*“In this fast-paced market, buyers who are represented by agents are the ones who get offers accepted. A good agent will make the difference in you getting the home vs being too late to the game. Most listing agents are too busy fielding offers from buyer’s agents to answer questions and return calls about their listings.”*

*“What does a teacher do for a child that they couldn’t just learn themselves online?”*

*“Do you believe everything you see on the internet?”*

*“That’s a great question, there is so much information available at our fingertips these days due to the internet! Let me ask you a question, has there ever been a time you’ve gotten so much information you didn’t know how to make sense of it all and actually ended up feeling stuck? My job is to make sure you don’t get stuck so you get the best home to fit your needs in a sea of unlimited information, does that make sense?”*

**Do we have to pay you a commission?**

*“The good news is that I will only show you homes where the SELLER has agreed to pay the fee to my firm!”*

*“Great question! Before I answer that, is there any other reason you wouldn’t hire me to represent you aside from commission?”*

*“I appreciate you asking the question so we can make sure this is a mutually beneficial partnership. Although everything is negotiable, most of the time the agent representing the buyer is paid their commission from the seller. In fact, it's not uncommon that a For Sale by Owner offers a buyer's agent a commission too. At the end of the day, my job is to represent your best interests and find you the home that meets your needs. If there is a situation that presents itself where I would not receive a commission for me to represent you on the purchase of the home, it would require you to compensate me but we will deal with that if the time comes as it would be quite rare. Are you ready to start scheduling some showings?”*

## **Needs Analysis Questions**

\*Pulled from the Buyer Wants & Needs Analysis in the TLR Agent Toolkit

*“Who is the primary contact and what is the best time and way to reach that individual?”*

*“What is prompting your move?”*

*“When do you need to be in your new home?”*

*“Are you pre-approved for a mortgage?”*

*“What is your price range?”*

*“If we found a home today that meets all of your needs and as many of your wants as possible, would you make an offer?”*

### **YOUR NEEDS LIFESTYLE:**

*“Who will be living in the home you purchase?”*

*“Will anyone else be spending more than an occasional overnight stay (e.g., parents)?”*

*“Describe your lifestyle. What do you enjoy doing at home? Do you do a lot of entertaining?”*

*“Do you have need for an office in the home?”*

*“Does your home need to accommodate any special needs?”*

*“Do you have any pets?”*

*“Do you have anything special that needs to be accommodated such as athletic equipment, fine art, large furniture or a large collection?”*

*“When people come to your home, what do you want your home to say about you?”*

*“Is there anything I should know about your lifestyle that I have not asked?”*

**LOCATION:**

*“Tell me about your ideal location.”*

*“What is your maximum commute time and distance?”*

*“What is your work address?”*

*“Are schools important?”*

*“Is there a particular view you are seeking (e.g., skyline, lake, mountains)?”*

*“What else is important about your location?”*

**YOUR DREAM HOME GENERAL:**

*“Do you have a preference for when the house was built?”*

*“Do you want a house in move-in condition or are you willing to do some work on it?”*

**STYLE:**

*“What type of home are you looking for (e.g., single-family, condo, townhouse, etc.)?”*

*“What architectural styles do you prefer?”*

*“Approximately what size house are you looking for (square footage)?”*

*“How many stories?”*

*“What size lot would you like?”*

*“What type of exterior siding will you consider?”*

*“Do you want a porch or deck?”*

*“What are you looking for in terms of a garage (e.g., attached, carport, etc.)?”*

*“Do you want to have a swimming pool or hot tub?”*

*“Are you looking for any structures such as a greenhouse or shed?”*

*“What other exterior features are important to you?”*

*“What kind of style do you want the interior of your home to have (e.g., formal, casual, cozy, traditional, contemporary)?”*

*“What kind of floor plan do you prefer (e.g., open vs. walls between all living spaces)?”*

*“In general, what are your likes and dislikes for the interior of your home?”*

**BEDROOMS:**

*“How many bedrooms do you need?”*

*“How will each of those rooms be used?”*

*“What are your preferences for the master bedroom?”*

**BATHROOMS:**

*“How many bathrooms do you need?”*

*“What are your needs for each of the bathrooms?”*

**KITCHEN:**

*“What features must your kitchen have (e.g., breakfast area, types of appliances, etc.)?”*

*“What finishes do you want (e.g., countertops, flooring, appliances, etc.)?”*

*“What are your likes and dislikes for the kitchen?”*

**DINING ROOM:**

*“Would you like the dining room to be part of the kitchen configuration? What about the living room?”*

*“What size dining room table do you have?”*

**LIVING ROOM/FAMILY ROOM:**

*“Describe your likes and dislikes for living and family rooms.”*

*“Do you want a fireplace?”*

*“What size room(s) do you have in mind?”*

*“What other rooms do you need or want?”*

*“What else should I know about the inside of the house you are looking for?”*

**SUMMARY:**

*“What are the top five things your home must have?”*

*“Beyond those five things, what is something else you really want to have?”*

*"If you could have something else, what would that be?"*

*"If you could have one last thing to make this your dream home, what would that be?"*

### **YOUR DREAM NEIGHBORHOOD**

*"Areas you would enjoy?"*

*"Specific streets you like?"*

*"School district(s) you prefer?"*

*"Your work location(s)?"*

*"Your favorite shops/conveniences?"*

*"Recreational facilities you enjoy?"*

*"Any additional items or amenities to consider when selecting your target neighborhoods?"*

### **Presenting the Buyer Agency Agreement**

*"By signing the agreement, it means I work exclusively for you and represent your best interests. Do you have any questions or hesitations before we go through the agreement?"*

*"I'm looking forward to working with you so we can find your dream home. The next step in the process is that we sign the agreement so we can start viewing properties!"*

*"Loyalty is very important to me, so all we need to do now is sign the agreement so you can put me to work for you and all I'm asking for in return is that you allow me to exclusively represent your best interests by signing here."*

### **Asking for the Business/Commitment**

*"Now that we've gotten your goals identified, a list of must have's, a list of must not have's and a lender to pre-qualify you, are you ready to put me to work for you and your best interests?"*

*"Are you ready to make things official so I can go to work for you and represent you on your future dream home?"*

*"Is there anything else I need to answer before we go ahead and sign the Buyer Agency Agreement so I can start working for you?"*

*"I'm ready to get started, are you?"*

*"All we need to do from here is sign the buyer agency agreement so I can exclusively represent you. Let's get started!"*

## BUYER AGENCY OBJECTIONS

### I don't want to sign anything...

*"What specifically is your concern with signing the agreement so I can work exclusively for you?"*

*"I apologize if I've given you any reason to question my abilities in representing your next home purchase. What specifically do we need to address so I can earn your business and confidence that I'm the right agent to do the job?"*

*"I understand your hesitation. I take my job very seriously and only work with clients who value my time and expertise. Is there anything specifically that is causing your hesitation to commit to me the same way I'm willing to commit to representing your best interests?"*

### I just want to go see the homes first...

*"I know how excited you must be! I cannot wait to go look at properties with you too. In order for us to do that, we just need to make it official by signing this agreement."*

*"I understand how you feel! I take great pride in how I operate my business and value the time and loyalty with our partnership. I provide much more than just opening doors for people, so let's do the right thing and sign the agreement so we can get started."*

*"I don't blame you! And can you blame me for wanting to make sure our relationship is exclusive with one another so we can protect each other's best interests?"*

### What if I change my mind after working with you for a couple of weeks?

*"This is a no strings attached agreement. I pride myself on customer service and meeting the expectations of my clients. If you are unsatisfied with my service, I'd like to hear about it and have an opportunity to make things right."*

*"That is a great question and honestly, it works both ways. If at any point in our agreement we feel the other person isn't meeting the expectations set forth, is it fair that we can have an open conversation around that?"*

*"The way I conduct my business is that I only do business with those who value what I value. If at any given point we feel out of alignment, we can have a conversation and visit that during that time, is that fair?"*

### I don't need an agent, the internet gives me all I need to know...

*"Great! So how long have you practiced real estate?"*

*"How many homes have you bought and sold? Is it possible with my experience of selling (insert number) homes in the past 12 months that I may be able to provide additional value to you that the internet cannot?"*

*“The internet is a great resource of knowledge and inventory of homes on the market. Do you have all of the proper legal documents and representation required to protect yourself with one of the largest investments in your lifetime?”*

*“I can certainly relate with what you mean. I could very easily buy and sell stocks online or try and give myself surgery when I have a broken bone, but there’s a reason we hire professionals in other areas of expertise, wouldn’t you agree?”*

### **Parting ways with a difficult Buyer Client**

*“Mr./Mrs. Client, it seems that I am not the best fit to help you reach your current real estate goals. I wish you the best of luck in your search!”*

*“I believe in integrity and doing the right thing, and currently the right thing would be for us to terminate our working relationship as I no longer feel I’m the best person for the job. I wish you the best of luck!”*

## **USING MARKET STATISTICS WITH A BUYER**

### **Average Days on Market and Why that Matters**

*“The average days on market for a particular neighborhood or subdivision gives us an idea of how much demand there is for properties in that area. As demand increases, supply often decreases, which results in higher prices and shorter market times. Likewise, as demand drops, so do prices, and market times rise. If we identify a property that has been on the market longer than the average market time for similar properties in that area, that may indicate the seller is ready to negotiate more aggressively. Conversely, if a property has been on the market significantly less than the average for that area, the seller may not be as interested in negotiating, especially when the negotiations lead to a reduced seller net. Does that make sense?”*

### **Sale Price to List Price Ratio and Why that Matters when making an offer**

*“One of the items we want to look at when making a strong offer that positions you to win is the Sale Price to List Price Ratio. This simply reflects the average percentage that homes in this area and price point sell for based on the initial listing price.”*

*“The sale price to list price ratio is a great way to determine the strongest offer we can make with the highest likelihood that it will get accepted.”*

*“There are times homes do not sell for the actual list price since we know everything is negotiable. The sale price to list price ratio simply reflects the average price a home actually sells for based on the initial listing price. It’s a great indicator for us to make a strong offer.”*

### **Looking at homes outside of the buyer’s budget range and why that’s not a good idea**

*“Let’s consider this. If you were selling your home, would you want people walking through that you knew could not realistically afford your home?”*

*“We’re in a very competitive market right now and often see multiple offer situations which drive up the price of the home. It’s best that we look at homes within your budget so we don’t find ourselves seeing properties that you fall in love with but cannot afford. Does that make sense?”*

*“As your real estate advisor, the last thing I want to do is set you up for disappointment. You’ve hired me to protect your best interests and right now I suggest we only look at properties that we know fall within your budget, is that fair?”*

## **SHOWING HOMES PROCESS OBJECTIONS**

**We really like it, but don’t feel comfortable making an offer until we see more homes...**

*“I can certainly understand your logic! But what if you took that same mindset prior to asking your wife/husband to marry you?”*

*“I understand how you feel. Let me ask you a question, how will you know when you find THE right home?”*

*“Of course! Just out of curiosity, if we went and saw more homes and none of them met your needs the way this one does and you found out that this particular home had just gone under contract, how would you feel?”*

**We don’t like (insert cosmetic fix) ...**

*“There are many things to take into consideration when evaluating the condition of the property. While cosmetic issues are often times the first thing you notice, they are also often times the least expensive to resolve. From a financing and insurance perspective, how would you rate the condition of this property?”*

*(Repeat back to them what they do not like)*

*“Got it. All right, let’s continue to evaluate the rest of the property and see how it compares to the other properties we have seen. If this property is a top contender, we will take a look at several variables about the property and determine how you would like to address that deficiency in the offer.”*

**How do we know we’d get the best deal if we make an offer?**

*“My goal is to help you acquire a new property that meets your wants and needs in an acceptable condition at a price you are comfortable with. If you make an offer based on your terms and the offer is accepted, how could that deal be any better?”*

**We need to talk and sleep on it...**

*“I can certainly appreciate that; it is a big decision. Let me ask you, if you were to sleep on it and woke up tomorrow to find out it was sold, how would you feel? (Devastated) Then perhaps that is a sign we need to go ahead and write up an offer today, are you ready to make an offer?”*

## **It's been on the market for "X" days, is there something wrong with it?**

*"That depends on what you consider to be a "wrong". The reality is we won't know until we go take a look. When can I schedule an appointment to show you the property?"*

*"I can certainly understand your concerns. The truth is, we won't know unless we go take a look and consider all variables. At the end of the day, it only takes one person to fall in love with a home and it could be "the one" for you. For all we know it could be due to lack of exposure through marketing efforts and it's a hidden gem!"*

## **How do I know a better home won't come on the market tomorrow if we make an offer on this one?**

*"The reality is that it probably will. And, if not tomorrow, then possibly the next day, or next week, or next year. Yet, as was discussed in our buyer consultation meeting, you have a very defined goal and a specific time frame to reach that goal. If we continue to wait for a "better home" we may risk not meeting our goal in the time frame we have established."*

*"I can certainly understand your logic! But what if you took that same mindset prior to asking your wife/husband to marry you?"*

*"Right, and what if a better home doesn't come on the market? Are you willing to take that risk?"*

## **MAKING AND RECEIVING OFFERS:**

### **Buyer is going to request seller makes repairs...**

*"When requesting repairs from a seller, it is important to keep in mind what repairs are necessary from a livability, insurance, and financing perspective and what repairs are mainly cosmetic in nature and do not detract from the value of the property."*

*"Not only does every dollar the seller has to spend on repairs reduce their net proceeds from the sale, the added effort the seller has to take to get estimates for the repairs, find a good contractor, have the repairs completed in a timely fashion, and hope that the repairs are completed to your satisfaction can be overwhelming to a seller who is also going through a major adjustment in their life."*

*"In addition to requesting repairs to know deficiencies that will be required for insurance or financing, a repair limit will give us the ability to cap the seller's liability for repairs to items found during the home inspection. That will give us the ability to identify as many deficiencies as possible and then know what additional repairs or concessions we need to negotiate, if anything."*

### **Buyer wants to make a low-ball offer...**

*"If the situation was reversed and you were the seller, do you feel this offer is a strong enough offer that you would accept?"*

*“My responsibility is to represent your best interests that positions you to get your dream home at the best price. If we submit this offer, the listing agent is likely to ask us how we came up with the offer price and we must be able to defend it with comparables. Does that make sense?”*

*“With this offer, the seller may come back with a counteroffer - are you prepared for negotiations or would you prefer to come in Day #1 with the strongest offer possible that gives you the best chance of acceptance without the back and forth negotiating?”*

### **Buyer wants to counter a seller’s counteroffer...**

*“I’m here to represent you so ultimately my job is to present any offers to the seller that you’d like. And yet, it’s also my job to let you know of all the possibilities that we’re dealing with and one of those in this case would be that you counter to the seller’s counteroffer and any terms offered prior to that become null and void. Are you willing to accept that as a worst-case scenario?”*

*“Are you prepared to walk away from the seller’s counteroffer? We’re risking that they could not accept and end all negotiations which leads to someone else getting the property.”*

*“What would your best and final offer look like and how far off are we based on the seller’s recent counteroffer?”*

*“If we simply remove the emotion by wanting to win and have the last say, let’s use logic to approach whether or not we should accept the counter from the seller or make one more offer that is your best and final offer.”*

### **Present a counteroffer to the Buyer...**

*“Mr. / Ms. Buyer, this is the seller's response to your offer. While not an outright acceptance, this definitely gives us the indication the seller is interested in continuing the conversation. I have outlined the variables the seller wishes to change. Let's discuss each one individually so you understand how the changes will impact you and what the overall picture of the seller's response looks like.”*

### **Present an offer to your Seller...**

*“Mr. / Ms. Seller, here is the offer we have received from an interested buyer. I have also included a seller net sheet based upon the terms of this offer. Let's review the specific details of the offer so we understand the overall picture the offer is painting. We can then determine what components of the offer are in line with your goals, what components conflict with your goals, and how we would like to structure a counter-offer that would be a win-win for everyone.”*

### **Putting together a counteroffer with your Seller**

*“Mr. / Ms. Seller, now that we have a starting point for the conversation with this buyer, let's identify the components of the offer that do not meet your goals in regard to net from the sale, time frame for the transaction, or amount of effort required on your part. We can then continue the conversation with the buyer by presenting a counter-offer that would bring the transaction more in line with your goals.”*

## NEGOTIATIONS:

### **Buyer wants to negotiate seller's personal items into offer**

*“The process of purchasing real property and personal property are very different, and as such, should be kept separate. One of the biggest challenges in including personal property in a real estate transaction is that the appraiser may not value the personal property at a level that supports the purchase price. I would recommend we keep the offer specifically related to the real property and you can make other arrangements to acquire the seller's personal property outside of the transaction.”*

### **Understanding the inspection report / not adding to emotions**

*“During our buyer consultation, I explained that the intent of the inspection is not to verify the property is in perfect condition, yet rather to expose as many deficiencies as possible. Now that we have a better understanding of the deficiencies, we can identify which deficiencies impact the value or saleability of the property, which deficiencies impede the livability of the property, and which deficiencies are more cosmetic or preference in nature. Then we can prioritize the deficiencies and request the seller address those which are most important.”*

### **Buyer wants seller to make insignificant repairs as part of the offer**

*“When structuring an offer, it is important to take into consideration not only the net to the seller yet also the amount of effort they will have to put into closing this transaction. Many sellers are going through a significant change in their world and as such, may struggle to add additional effort to an already hectic experience. It is important to balance the amount of effort you are asking a seller to put into the transaction with the proceeds they will receive as a result. If the repairs do not affect the value, saleability, or livability of the property, then the seller may be turned off by a request for repairs they view as insignificant and that other buyers would not require.”*

### **Seller makes a counter-offer to low ball offer**

*“Oftentimes, buyers will present low offers because they either do not see the value in the property or they are looking for an amazing deal. What may seem like an insult can actually be the start of a very productive conversation. Let's look at all of the components of the offer and see how close they are to meeting your goals in regards to net from sale, time frame for the transaction, and amount of effort required on your part. If all of the other components of the offer support your goals better than other offers, we have received, I would recommend we counter at the price you are willing to sell for today.”*

### **Preparing Seller to negotiate significant repairs**

*“I understand that you were probably not prepared to accept the responsibility for the significant number of repairs. The first thing we need to look at is how these deficiencies impact the saleability and value of the property. Next, we need to reaffirm your goals specifically related to your net from the sale and the time frame for the transaction. Then, we need to evaluate the impact not performing these repairs will have on future buyers. If we decide the repairs will be required under most circumstances, I would recommend we work to negotiate a split in the repair costs, an increase in the sale price as long as the comparable sales support the value, modification of other terms in the contract that would be of benefit to you, or a combination of the three”*

*“If you are not in the position financially to perform the repairs prior to closing, we may be able to work with the lender to provide the buyer a repair allowance in escrow after closing or the transition of the financing to a rehab loan.”*

### **Helping Seller negotiate through buyer wanting personal items included**

*“The process of purchasing real property and personal property are very different, and as such should be kept separate. One of the biggest challenges in including personal property in a real estate transaction is that the appraiser may not value the personal property at a level that supports the purchase price. I would recommend we keep the contract specifically related to the real property and you can make other arrangements to convey your personal property to the buyer outside of the transaction.”*

## **MONTHLY CONTEST SCRIPTS**

### **JANUARY: Make me Move January: Call your Database**

#### **SCRIPT FOR DATABASE:**

“What real estate plans do you have this year?”

“Do you know anyone right now who is getting married, just had a baby, or got a recent job promotion?”

“What’s next for you?”

“What are your goals / new year resolutions for this year?”

“What items are on your Honey-Do list this year?”

“What is on your home improvement list this year?”

### **FEBRUARY: Matchmaker Make Me A Match: FSBO & Expired**

#### **SCRIPT FOR FSBO & EXPIREDS:**

“How long are you willing to try to sell on your own (or not list the home again) before you hire a professional like me?”

“Why do you think your home hasn’t sold yet?”

“What do you need to do differently to get the home sold in your desired time frame?”

“When your home sells, where will you be moving?”

“What about selling the home yourself is important to you?”

“Are you still accepting offers on your home?”

### **MARCH: March Madness: SCRIPTS MASTERS**

(No scripts provided - office competition)

### **APRIL: Make it Rain: Contacts = Contracts**

#### **SCRIPTS FOR CONVERTING LEADS:**

“What is currently preventing you from moving forward?”

“What have I not answered yet that is preventing you from making a decision?”

“On a scale of 1-10, how would you rate yourself on being ready to make a move?”

“What’s at stake if we miss your desired timeline to make a move?”

“What happens if you choose to wait?”

“If you woke up tomorrow morning and found out the home was sold, how would that make you feel?”

## **MAY: May I Have Your Referrals? Ask for the referral from your allied resources.**

### **SCRIPTS FOR BUILDING VENDOR PARTNERS:**

“Are you currently accepting new clients? How many do you need to add this year to meet your goal?”

“What kind of clients are you looking for?”

“How can I help you?”

“How do most of your clients find you?”

“Have you strategically aligned yourself with a real estate professional?”

“If you had to refer a Realtor, who would it be and why?”

## **JUNE: It’s Getting Hot in Here: Open House Blitz**

### **INTERACTING WITH CLIENTS TO SIGN IN:**

“For security reasons, the seller has requested that everyone sign in, please sign in here with your phone number and email. I’m going to text you and email you with the Open House flyer so that it’s on your smartphone and I don’t kill a tree.”

“The seller is anxious to hear your feedback, please complete the feedback form and include your information for security reasons.”

### **SETTING THE APPOINTMENT:**

“Let’s go ahead and meet so I can learn more about your wants, needs, and expectations and we’ll figure out if I’m the best fit to help you.”

“Let’s get together so I can show you how to save time, money, and energy in this process.”

“Are open houses the only way you’re currently viewing homes?”

“Are there any other homes that you’d like to view that are not currently available for an Open House?”

### **DOOR KNOCKING:**

“Hello, I’m (Name) with (Company), and we’re holding an open house at your neighbor’s home at 123 Main Street. We’re doing a special preview of the home for neighbors in the community. We’ve noticed most neighbors know someone who wants to live here. Do you know of anyone who has always wanted to live in the neighborhood? Please bring them and stop by at (time/date).”

**JULY: Baby You're A Firework: Pop by Your Past Clients/Database**

“Hey, I just wanted to swing by since I was in your area and see how you're doing. How are you liking your neighborhood? Meet all of your neighbors? How's the house? Is there anyone I can help recommend for home improvement projects this year?”

“Thanks again for your business, is there anything I can do right now to help you or any of your friends or family?”

**AUGUST: BACKPACK for Back to School: Collect School Supplies from Past Clients. Past Clients, Social Media, Open Houses, Door Knocking**

“Hey (Name), I know your heart is as big as mine. I was thinking about you as I'm collecting (blank) for (entity/cause) and I'll be back in your area on (Day/Time) to pick up or you can bring it to my office, what is best for you?”

**SEPTEMBER: Come Back to Basics**

(No applicable scripts)

**OCTOBER: Halloween Bingo**

(No applicable scripts)

**NOVEMBER: NOTEvember: Thank you notes to sphere of influence**

**HANDWRITTEN NOTE SCRIPT:**

“In the spirit of gratitude, thank you for your support / business in the past, and I look forward to serving you and anyone you know with their upcoming real estate needs.”

**DECEMBER: December Dream**

(No applicable script)