

BUYER SCRIPTS

REAL ESTATE
MASTERY

WITH JOHN MARRONE + TESSABELLA

GETTING STARTED...

Realtor: "Hey, this is John with the home search site, I noticed you were looking at some homes in "Destin". Just curious are you looking to make a move in the next few months or just browsing?"

Customer: "I'm just browsing."

Realtor:

"Perfect! That's exactly what the site is for. While I have you, what's prompting you to browse?"

*If they open up then dive into the WHY.

If neither goes below:

Customer: "I am just looking at this point."

Realtor: (WHY) "Totally understand, So I can make sure you are looking in the right direction, let's start with how many bedrooms are you looking for 3 or 4?"

Customer: ...responds.

Realtor: "X amount of bedrooms perfect, and WHY is that important?"

Customer: ...responds.

Realtor: "Tell me about your current situation"

Customer: ...responds.

Realtor: "So what would it mean to you to have that extra room for _____?"

***YOU REPEAT THIS AND STAY IN THAT SPECIFIC WHAT UNTIL YOU GET A WHY BEHIND IT, WHILE BUILDING GREAT RAPPORT...**

GO 3 WHY'S DEEP FOR EVERY WHAT

Realtor: ...(location questions)...

"I noticed you're looking in [favorite city] why are you looking to move there?"

Customer: Responds

(Stay with this because this is where they usually give you great bait to go after the WHY and drive it home, so build pain or pleasure. Whatever matches.)

Example- "Better schools."

(Dig into current schools and the pain and pleasure of new schools.)

ONCE THAT'S ESTABLISHED

Customer: ...Responds

Realtor: "Perfect, let's get clarity on our WIN Strategy to get you the home you want for the best price. Sound Fair?"

* If they are still feeling pressured*

Realtor: I just want you to get clarity that you have the right person, with the right strategy for the right time, make sense?

If they say "no" to the close...

Realtor "WHAT" that got you MOTIVATION would you consider moving sooner?"

"So what time works for you?"

"That's understandable! Why don't we at least do this to make sure we are not wasting your time idea so we can tweak our saved search and then go from there. Reason why is I see a lot of people get sent hundreds of listings and waste TONS of time searching through each one and then realizing after seeing a few that maybe that's not where they wanted to live or maybe not what they truly valued in a home, does that makes sense?"

CONTINUED....

Customer: Yes

Realtor: "Great! So does X day or Y day work best?"
(They will tell you one of those days or a completely different day, either way its good!)

CLOSING: ASK FOR THE APPOINTMENT, then tie down how they like to communicate. Google calendar, etc.

"One of the most powerful closes"

IF THEY STILL WANT TO WAIT TO SET AN APPOINTMENT

Realtor: - Paint the picture with their 3 levels deep WHY (their WHAT), that allowed you to live closer to your parents (their WHY), would you consider moving sooner?"

Client: "Yes"

Realtor: "Great, then let's do this. We can show you our strategy and make sure we are a good -- How does that sound?"

CLOSING

CLARITY CLOSE

I totally get it, I just want to make sure you have the RIGHT PERSON, with the RIGHT STRATEGY, for the RIGHT TIME, is that fair?

The next step in the process is super simple, let's set up a quick and easy 15-minute meeting . . . This way we can show you our "WIN" Strategy and bring a list of handpicked homes, what works better for you weekdays or this weekend?

MOTIVATIONAL CLOSE

"Let me ask you this, If I were to find you a home that would fit everything you wanted (insert location, for the right price and the "what's" here and then MOTIVATION) would you consider moving sooner? "

The next step in the process is super simple, let's set up a quick and easy 15-minute meeting . . . This way we can show you our "WIN" Strategy and bring a list of handpicked homes, what works better for you weekdays or this weekend?"

There you have it. Real Estate Mastery Buyer Scripts by John Marrone & Tessabella.

So what's next? Well, there's only so much we can explain about growing a successful real estate business that allows you to have not just financial freedom, but also time freedom.

What you just read Inside of this script guide is just the beginning! There is so much more Inside of our Mastery Coaching Experience!

If you're happy with what you're reading so far, here's our next step:

Join our free Facebook™ group for Real Estate Professionals. It's one of the most active & engaged groups in the world for folks looking to generate more clients & build a thriving community around their business.

Inside, we dive deeper into the 4 pillars of starting & growing wildly profitable, real estate business.

Plus - we host free live streams PACKED full of value.

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See you inside.
- John & Tessabella

P.S. If you want to learn more about coaching with us In 2022... book a FREE clarity call to learn more!

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