



JEFF GLOVER'S SCRIPT BOOK





MEET JEFF GLOVER

Jeff Glover started his career in retail sales at the young age of 16. After becoming a Top 150 Salesperson for Circuit City nation-wide and later Art Van Furniture, at the age of 19, Jeff decided to enter the Real Estate field. With a strong focus on mastering the art of prospecting and presenting, Jeff quickly became the top agent in his office. After selling 30 homes in his first year in the business, he was sought out by one of the largest franchises in Michigan to manage one of their offices. After becoming the top recruiter two years in a row in that office, the 17 office firm with over 600 agents, promoted Jeff to their Director of Training and Recruiting. After a few years in that role, in 2009, Jeff started Jeff Glover & Associates, Realtors. That team is now composed of 25 agents selling over

1,000 homes a year and is the #1 home selling team in Michigan and top 25 in the nation. Jeff is also the Operating Partner of multiple Keller Williams Realty offices and in total, has just over 500 agents in his brokerages. Jeff is known industry-wide as a top sales trainer and professional speaker. His coaching and training organization, Glover U, hosts over 50 events per year and has over 25,000 attendees annually. Jeff not only talks the talk, he also walks it, at an average of 110 closings per year for himself personally in the last decade. In addition to selling Real Estate, Jeff enjoys participating in and giving back within his non-profit foundation, Glover's Heroes, where their mission is to help local heroes in the communities they serve.

**"WHAT WE DO DETERMINES OUR SUCCESS,
NOT THE MARKET."**

You are the product of the 5 people you spend the most time with.

WHO'S IN YOUR INNER CIRCLE?



Join Glover U Inner Circle on Facebook



Glover U Scripts- Center of Influence and Past Client - I have a Goal Script

1. Hi, this is your Realtor _____ ... do you have a minute for me?
2. I have a goal to help _____ families in the next 90 days buy or sell a home here in _____ (city/town) and I was wondering who do you know that I could help?
3. Can you think of anyone ... in your (church group, family, neighborhood, or office) ... that may need my services at this time?

If yes...

4. Would you mind if I gave them a call?
5. By the way ... when do you plan on moving?

If no...

4. I appreciate you taking the time to think about it...tell me...when do you plan on moving?
5. Thank you again for taking my call and I appreciate you keeping me in mind when you think Real Estate!



Expired Script

Hi, this is _____ with _____ . . . The reason for my call is two-fold . . . one . . . to be sure you know that your home is no longer listed for sale? . . . and . . . two . . . to see what your plans are for the property?

- 1. Had the home sold . . . where were you moving to? What takes you there?*
- 2. How soon did you want to be there?*
- 3. (Name) . . . what do you think stopped your home from selling?*
- 4. How did you happen to pick the last agent you listed with?*
- 5. What did that agent do . . . that you liked best?*
- 6. What do you feel they should have done?*
- 7. What will you expect from the next agent you choose?*
- 8. I would like to apply for the job of selling your home . . . are you familiar with the techniques we use to sell over 1000 homes a year?*
- 9. When would be the best time to show you . . . Monday or Tuesday at 4:00?*

Please make sure to abide by all state, local, Do Not Call and Telephone Consumer Protection Act laws.



For Sale By Owner Script (FSBO)

Hi, I'm calling about the home for sale ... is this the owner? The reason for my call is two-fold...one to see if you are co-oping with Real Estate agents that bring you buyers...are you? And, two because we know... that studies tell us... if you are not successful as a FSBO then you'll be hiring an agent...So my question is...what are your plans if you can't get it sold on your own? How long do you plan on trying it on your own?... Great! And, when the home does sell ...

- 1. Where are you moving to?*
- 2. How soon would you like to be there? What takes you there?*
- 3. What methods are you using for marketing your home?*
- 4. How did you determine your sales price?*
- 5. Are you prepared to adjust your price down when working with a buyer?*
- 6. Why did you decide to sell yourself ... rather than list with a real estate agent?*
- 7. If you were to list ... which agent would you list with?*
- 8. How did you happen to pick that agent?*
- 9. If you were to list ... what would you expect the agent to do ... to ... sell your home?*
- 10. How much time will you take ... before you will consider ... interviewing the right agent for the job of selling your home?*
- 11. What has to happen ... before you will consider ... hiring an agent?*

12. Are you familiar with the techniques we use to sell homes?

13. What would be the best time to show you ... Monday or Tuesday at 4:00?

When speaking with FSBO's always remember that the value is not just in finding a buyer but in getting the sale to the closing table, something that you do everyday and they do not.

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TRANSACTION BASED

VERSUS

Relationship Based



Purely focused on the numbers



Only care about the contacts made, appointments set and contracts signed



Provide updates as it relates to the transaction (and usually only when the client requests it)



Believe their role with a customer is to simply sell their home or help them buy a new home



No concept of customer service and nothing is implemented in the business related to it



Views an upset or unhappy client as a distraction from their next transaction



See the closing date as the end of the relationship



Doesn't have much of a database because what is there to track when the deal is done?



Clients = Commission Checks



Purely focused on the person/people they are doing business with

Cares about the connections made and whether they are meaningful or not

Checks in with the client during the transaction and provides solutions to issues or problems before they exist

Believe their role is to bridge the gap between where they are and where they want to go

Has an experience plan and always has the customer on the forefront of how they act and what is provided

Views an unhappy client as a chance to mend a relationship or go above and beyond for a client

Sees the end of the transaction as a start of a long-standing relationship

Sees the end of the transaction as a start of a long-standing relationship

Clients = Advocacy



Listing Presentation Script

(Name) at the end of our meeting today ... one ... of three things will happen ...

- *#1 ... You'll have the opportunity to ... list your home with me ... or ...*
- *#2 ... You'll decide not to ... list your home with me ... or*
- *#3 ... If for any reason I feel that I cannot get you what you want in the time you want, I may decide not to take your listing ... and any one of the three is fine ...fair enough?*
- *Let's take a minute to review the questions I asked you over the phone ...*
 - a. *You said you were moving to _____ right?*
 - b. *You said you were moving because _____ ?*
 - c. *You said you had to be there by _____ ... correct?*
 - d. *You would like to price your home at _____ ... right?*
 - e. *And ... you said you owe _____ ... is that right?*
- *Now ... there are only two issues we have to look at tonight ... number one ... the timing to ... sell this home ... and ... number two ... the price we set on your home ...*
- *I've prepared what we call a Comparative Market Analysis ... There are two parts to this research ... Part one is the active listings ... what homeowners list homes*

for ... part two ... we call ... reality ... what real estate agents, like myself, list and sell homes for.

- *The purpose of the Comparative Market Analysis...is to determine the value of your home...in the eyes of a buyer... Do you know how buyers determine value? Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits, and compare it with the features and benefits of similar homes that have sold recently or are currently on the market. Does that make sense?*
- *For example ... if you were going to purchase a new SUV ... and one dealership had the car you wanted for \$50,000 ... and another dealership had the same car for \$50,000 ... but ... it had Heated Seats and In-Dash Navigation ... Which car would be more valuable? ... why?*
- *What if the first dealership ... put the car with NO Heated Seats and In-Dash Navigation... on sale for \$40,000 ... Which would be a better value then? ... why?*
- *So ... you can see ... if you want to increase value:*
 - Lower the price ... or ...*
 - Have more features and benefits ... for the same price ... Does that make sense?*
- *So ... unless you are planning to add more features and benefits to your home ... Are you? ... price is the only left to look at ... Can I show you what I mean?*
 - This home is just like yours ...*
 - How many bedrooms?*

- c. *How many baths?*
- d. *How many square feet?*
- e. *Do you know this neighborhood?*
- f. *Have you seen this house?*

(Based on the features and benefits of the home tell them)

- i. *Your house is a better value*
- ii. *This house is a little better value than yours*
- iii. *This house is very close to yours*

(Justify why you said that by comparing their features and benefits)

- a. *What price are they asking?*
- b. *Look how long it's been on the market?*
- *Now that you have seen the comparables, what price do you feel we should use ... to create value in the eyes of the buyer ... and get someone to decide to buy your home versus the competition?*
- *I'm going to recommend a price of \$_____ ... will you (name) ... list your home with me ... for that price tonight?*
- *Great lets go ahead and get started, shall we!?*

***If/When they ask what you do to sell homes, you then go into your Step-by-Step Listing Plan of Action. Also, if they give an objection on the price, refer to the Pricing Presentation script. ***

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Just Listed/Just Sold Script AKA Circle Prospecting

Hi, my name is _____ with _____. I/we just listed/sold a home for sale over on _____ ... it has/had 4 bedrooms and 2 1/2 baths ... and it's listed/sold at \$ 249,900 ... And we know that when one home lists/sells...usually one or more go up right away...so I was wondering ...

- 1. Who do you know that would like to move into our neighborhood?*
- 2. Can you think of a neighbor, relative or friend that may be interested in making a move right now?*
- 3. I appreciate you taking the time to think about it ... tell me ... when do you plan on moving?*
- 4. How long have you lived here?*
- 5. Where did you move from?*
- 6. How did you happen to pick this neighborhood?*
- 7. If you were to move ... where would you move to?*
- 8. And when would that be?*
- 9. Again, I appreciate your time and if you would like I can keep you on my list to receive market updates from time to time when a home is listed or sold in the neighborhood, would you like that? Great, your email is?*

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Pricing Presentation Script

(Name) What price do you absolutely have to have? _____

Based on that . . . there are a couple of real important questions I need to ask you . . .

Mr. Seller . . . It's important to me . . . that we can justify the highest dollar amount for your property . . . because . . . the more we sell your home for . . . the greater the chance I have of receiving referrals from you and your family . . . and . . . the higher we can sell your home for the better chance I have of doing business with your neighbors . . . So . . . if it's ok with you . . . what I'd like to do is come up with a list of reasons why your home holds more value in the eyes of a buyer, fair enough? (Write down reasons their home is "better")

Mr. Seller . . . in today's market place . . . much of this means you've simply brought your home up to selling standard.

All homes need _____ (working roof, furnace, kitchen) . . . right?

Let me ask you a question . . . If a buyer wants to buy your home . . . but . . . they plan to get rid of _____ . . . the moment they buy your home . . . how much is it worth then? Exactly!

Did you add that to your home for the next buyer . . . or . . . for your own enjoyment?

If you were purchasing a home . . . and two similar homes were for sale . . . one for _____ . . . and one for _____ . . . which would you buy? . . . Why?

Wouldn't you want to use the extra _____ to do what you wanted to the home?

Don't you think most buyers would feel just like you? Of course they would.

That's why . . . I'm going to recommend . . . a price of _____ . . . based on what we know . . . are you comfortable listing with me for that price tonight?

IF they agree to the price;

Mr. Seller . . . I feel very confident in the price of _____ that we set on your home tonight . . . It's important that you understand that we won't actually know the true market value until we put it out there (PUSH CMA FORWARD ON TABLE) & see how the buyers respond . . . What I mean is . . . if we have a lot of showings in the first two weeks & no offers we're in the ball park . . . which means we may need a slight reduction in price . . . & after two weeks we have little to no showings we priced it too high . . . & the difference between me & most other agents is that I have the courage to tell you that I'm wrong & that we made a mistake . . . versus another agent who'll leave it on the market without communicating the truth to you . . . now . . . would you rather have an agent that has the courage to tell you the truth . . . or an agent that just tells you what you want to hear?

Great, then let's go ahead and get started!

IF they agree to signing;

Mr. Seller . . . It's important that you know prices are fluid & they can go up or down daily . . . Do you know why that happens?

Prices go up & down because of the price our competition lists their homes at . . . Prices also fluctuate because of what homes actually sell for.

There are homes being listed and sold every day and this can affect the market value of your home very quickly . . . A simple example of this is if a similar home in your neighborhood lists or sells for \$15,000 less than your home, this could cause the current market value of your home to drop . . . Does that make sense?

Remember if you end up listing at a price that was NOT your price, be sure to show your confidence in their home and that price and prepare them for a review after 14 days on the market

FREE RESOURCE CHECKLIST

We've created a handful of free resources that you can leverage to grow your real estate business. Make sure you're taking advantage of everything that's available to you!

ACCESS ALL RESOURCES AT GLOVERU.COM

SCRIPTS

Jeff Glover's entire script book is free for you to download and use!

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Common Seller Objections Handled

“We want to only give you a 30/60 day listing.”

I’m sorry … I can’t do that … 4 months is our company policy … It takes that long in some cases just to get a transaction to a closing table, make sense?

“We were thinking about (X) company or we’ve never heard of your company.”

I can understand your concern … and I think you realize a company doesn’t sell a home … it’s the individual agent’s and/or their team’s activities …

Let me ask you…Do you feel I can sell your home?

There’s a reason why some agents sell more homes than others…And you’d be surprised to know that not a single agent or team in the state of Michigan sold more homes than we did last year!

“We’ll save the commission by selling it ourselves.”

I agree you can save the commission by selling it yourself … are you aware that today over 15,000 homes are for sale in South East Michigan … last month only 9000 actually sold… so what makes you think buyers will find out about your home before the others that are listed with Full-Service brokerages?

And what's worse ... is the fact that only 2% of all For Sale By Owners sell themselves ... and 98% are listed and sold by real estate agents ... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing and simply put me to work for you today!

"Let's list high, we can always come down later."

I understand you want to list high ... to leave room for negotiating ... and have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

You'd be surprised by how many of our listings actually sell for OVER the list price, would you like to see them?

"We want to think it over"

That's great ... and since three minds are better than two ... let's think out loud ... together ... tell me ... what is it that is stopping you from putting me to work for you today?

"We want to sleep on it."

You're right ... this is a big decision ... isn't it? Yet ... the decision must be made based upon what you want ... correct?

Let's do this ... sign the contract tonight ... contingent upon your approval within 24 hours ... that way we both win ... can I tell you how?

You have 24 hours with no pressure ... so you can ... feel comfortable ... and sleep on it tonight ... then I'll call you in the morning ... and you simply ... tell me yes ... or no. If you say no ... I'll rip up the contract ... and you have no obligation ... if you ... say yes ... I'll begin marketing your property immediately ... either way ...

All we need to do now is simply get started on the paperwork!

"I have a friend in the business."

I can appreciate that ... and almost everyone does ... so let me ask you ... do you absolutely have to ... sell this home ... or ... are you just looking to do your friend a favor?

Obviously ... you had me out for a reason ... right?

Do you feel I can sell your home?

How would it affect your relationship if you had to fire your friend/relative/neighbor?

Exactly, so let's go ahead and get started because you can fire me at any time if I don't perform!

"Another agent said they could get me more money."

I can appreciate that ... and what you probably don't realize is this ... An agent that will ... list your property ... overpriced ... assumes they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want ... Who would!

They're afraid to tell you the truth ... up front ... (Name) ... do you want the truth? Of course you do?

Let's do the right thing ... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

“You haven’t sold any homes in my area.”

That’s a valid concern ... the obvious reason you’ll ... choose me now ... is that my company has homes for sale all over the community ...

Meaning ... when you ... sign the contract tonight ... we can expose your property to potential buyers from all over the state ... do you realize how important that kind of exposure is?

Now ... isn’t that what you want ... of course it is ...

Therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won’t that be great?

Sign the contract.

“What do you do to sell homes “

That’s a valid concern ... and let me ask you ... are you aware ... that there are two kinds of real estate agents?

There are passive and active ... I am an active agent ... meaning ... when you ... sign the contract tonight ... I will spend . my time actively marketing your home to the public... and ... to the other active agents in town ... isn’t that what you want?

You want someone ... who will work actively ... and aggressively ... to get your home sold ... right?

Let me walk you through our entire plan of action so you can see why more Michigan sellers chose us over any other company.

"We want you to cut your commission."

Sorry, we charge everyone the same. How would you feel if we offered your neighbor a discount and not you? Exactly...ready to get started?

"The other agent said he/she would."

I can appreciate that ... can I tell you why that makes me nervous?

If other agents do not have the courage ... to stand up to you ... regarding their own worth ... how strong could they possibly be ... defending you ... and the price we set for your home ... _____ I have that courage ... do you feel I can sell your home?

Great then let's go ahead and put me to work for you today!

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Seller Pre-Qualifying Script

Before I come out... there are a few questions I need to ask you... OK?

1. If what I say makes sense ... and you feel absolutely comfortable and confident that I can...sell your home...are you planning to get started with me when I come out on _____?
2. Are you looking to interview more than one agent for the job of selling your home?
3. Tell me again...where are you moving to? What takes you there? (Remember the WHY is more important than where)
4. How soon do you have to be there? What's important about meeting that timeline?
5. When I see you...How much do you want to list your home for?
 - a. As a professional Real Estate agent, I study homes and prices everyday...therefore I assume you'll list with me...at a price that will cause your home to sell...correct?
6. How much do you owe on the property?
7. Have you ever thought about selling it yourself?
8. Would you please describe the home for me? (Listen for their personality style, keep them talking)
9. I'll be sending over a package of information....will you take a few moments and review it?
10. Finally, will all the decision makers be there?
11. Do you have any questions before I arrive?
12. So you know... our meeting should only take between fifteen and thirty minutes...is that OK? I'll look forward to seeing you on _____ at _____.



Agent-to-Agent Referral Script:

(Calling on a buyer lead an agent sent you)

Hi ____ This is _____ with (COMPANY)... How are you doing today?

I'm reaching out to you today on behalf of _____. He/She and I have worked together in the past to help numerous buyers like yourself secure their dream home...

So, tell me a little bit about you and what you're looking for...

(yeah, we're starting the process now...)

How Exciting! So, where are you at in the process so far?

(Just started looking... getting pre-qualified... Etc etc..)

Okay great! So it sounds like you are JUST in the beginning stages of getting started. I specialize in helping buyers get most prepared from the start so that they can achieve their goals faster with fewer hiccups along the way... And who are you working with to help you with your mortgage approval?

(ABC Bank down the street...)

Okay great! So it sounds like what we need to do next is to sit down and go over the process from start to finish, so I can help get you what you want in the time you want. Whether you've bought or sold before, the market is quickly changing and it's important for us to stay on top of what buyers might need to do to get their offers accepted in this market. . So what day works best for you for a quick meeting?



Buyer Consultation Script

Hello and thank you for joining me today! I always appreciate the opportunity to sit down with any new buyer and inform you of the process, address any questions you may have at the moment and be able to get your search set up!

Today we will be going over the process of purchasing a home, from start to finish, along with current market conditions. Having this information at hand will better allow us to set the expectations and make this process as efficient as possible for you! We do not like to waste time or have many surprises along the way, therefore this meeting allows us to remove most of those obstacles.

Insert market update here specific to your current RE market

The first part of the buying process starts with a pre approval from a lender. This is most important not only to understand your affordability, but also to understand where you truly feel most comfortable when it comes to a monthly payment. I have a wonderful lender that you can reach out to if you are in need of a strong recommendation. Once we have your preapproval and you decide what you are comfortable spending, we can now get your search set up!

When we set up your search in our system we will be sure to hone in on all of the desired characteristics that you are looking for. At this point I find it most beneficial to start with all of your wants so that we are seeing your top properties first. With the lack of inventory and competition we have been seeing, we know that we have to get into homes quickly and make a decision sometimes faster than we want. This is why I believe it is best to see the homes that meet all of your criteria before we broaden our search.

Want to search is set up, I'm going to ask you to send me over the top properties that catch your interest within that list. Based on that I will be providing some feedback to you in order to help our process. There is a very good chance that I have been through some of these homes prior, and I can give you some insight into what may be not as good of an option. I will deliver this feedback to you and from that point you can decide which properties we will see.

The showing process will typically include a maximum of four to five homes. Upon deciding which properties are of interest to us, I will then map and schedule these homes. You will receive an emailed itinerary with all homes that we will be viewing, therefore you will know where to meet and what to expect for the day. Upon viewing homes, I will be asking you to rate these properties on a scale of 1 to 10. This will happen the first time or two that we are out as I need to learn what truly makes you tick. If you write a property a 7, this is something to keep in mind. If you rate a property an 8, this is something we should be getting pretty serious about. If you rate a property a 9, this is your 10 as a 10 truly does not exist.

Once we find a home that we wish to pursue comma then we will begin the offer consultation process. During this process, I will be compiling all of the recently sold homes within a small radius close to the subject property. This will allow us to compare all of the homes against the home that we wish to pursue in order to decide upon a fair offer price. This part of the process will give you the knowledge to make an educated offer to the sellers. After you review all of these homes Ann numbers, we will then decide which number you are most comfortable offering.

Once we decide upon that number, we will then draw up our offer. When it comes to writing an offer, there are three things that are required. First, a pre approval letter, which we will already have . Secondly, a contract , that we will write up at that point in time. Lastly, we need what is called an earnest money deposit. This is typically 1 to 3% of the purchase price and is deposited upon acceptance of an offer. This deposit remains in our company escrow account in is then credited back to you at closing. At this time, we will also discuss every way in which we can make your offer as strong as possible. When we find ourselves in a multiple offer situation, it is most important to put our strongest foot forward if this is your dream home. Once we put the offer together, I then submit to the listing agent in negotiations will begin.

After a little negotiating, we can expect to come to an agreement and truly start our process. The next step is what we call our private home inspection, and this is your first out of pocket cost. This inspection is done by whomever you choose to hire and is for your informational purposes. The inspection is not a time to try and re negotiate price, unless of course something of major concern is found.

We have three common outcomes from a private home inspection period first, everything is fine for the most part, and we will not be asking for anything. I bet you're wondering how this happens? Well, it is not uncommon to simply uncover some cosmetic and personal preference items within the inspection period remember, during this inspection we are only looking for major issues such as safety issues and problems with the home. This second outcome is that the home inspection went poorly and we will release the contract. At this point you would receive your earnest money deposit back and we would move on to the next home of interest. The third outcome, which is the most common, is that we will do some negotiating to satisfy any issues we find that need to be addressed. This can be done by a price reduction, an offering of concessions or a combination of the two. Every home will be different, therefore we will discuss best strategy at that time.

Once we satisfy the inspection, this is where I as a real estate agent take a step back. We have now satisfied the real estate portion of the transaction, and you will be dealing mainly with your lender at this point. This also brings about our second out of pocket cost, that being your appraisal. The appraisal is done by the lender in order to produce a valuation of the home making sure that it is worth the amount that they are lending for your purchase. This step can also have 3 outcomes!

The first is that the appraisal comes back at value, and we are set to keep moving forward. Secondly, the appraisal can come back at value with repairs. These repairs are loan specific typically and are the responsibility of the seller. Your loan is unable to be approved without these fixes being made, therefore they are not your responsibility. The third outcome, is that the appraisal may come in low. At this point in time we will re negotiate with the sellers in order to come to an agreement. This can result in sellers lowering their price, or the buyer bringing extra money to the table. What is most important to note about bringing extra money to the table is that it cannot be financed at must come as cash out of your pocket. All of these outcomes are situational and we will discuss our best strategy when the time comes.

Once the appraisal has been satisfied, you will be submitting documentation to your lender in order to satisfy any underwriting needs. The last thing that will be applied for is referred to as you are clear to close. Upon receiving a clear to close, we then are able to schedule closing and our final walkthrough. The final walkthrough is one of the last and most important steps in this process and it can happen up to 48 hours prior to closing. My personal preference is to visit the home just before closing so that there is no time for a basement to flood or appliances to be removed.

When we are satisfied with our final walkthrough, we will then drive to closing and go sign your life away. Just kidding! One thing to note, is that you may not receive keys right at closing. Occupancy is something that has become very common with many sellers as they are moving on to their next home. Offering occupancy will be situational for each home that we look at, therefore we will decide on this during our initial offer consultation. If occupancy is offered, you will then receive your keys on or before the final occupancy date that was allotted.

This seems like a pretty straightforward process, and we will make it as fun as possible! Be prepared for obstacles along the way, as we will always have issues to overcome. This can be an emotional, frustrating and stressful process, but we do this work in the upfront in order to alleviate as much of that as we can. I am looking forward to beginning this process with you and helping you find the home of your dreams!

Now, what questions do you have for me?



Christmas and New Years Week- Lead F/U

Sellers:

“I know you said you wanted to wait until spring to sell.....and I have some important facts/knowledge to share with you about what is going on in the market right now....and how it affects you today.”

- 1) The experts are predicting that the interest rates will continue to increase....and what do you think that means for you?

Higher interest rates means that buyers have less money to work with when purchasing a home, which means that less buyers will be able to afford your home.

- 2) Also, did you know the highest amount of homes come on the market in March/April? Get ahead start in January and have less sellers to compete with.

- 3) I understand that moving in the winter isn't what you had originally planned and if knew that by selling or buying in January meant that you aren't actually moving until March or April, would that fit your schedule better?

Buyers:

“I know you said you wanted to wait until spring to buy..and I have some important facts/knowledge to share with you about what is going on in the market right now....and how it affects you today.”

- 1) The experts are predicting that the interest rates will continue to increase....and what do you think that means for you?

Higher interest rates means that as a buyer, you will have less money to work with when purchasing a home, which means that you may have to decrease your price point and settle for something less than what you are seeing on the market right now. For every quarter point in interest rate hike that's a \$12,000 reduction in the sales price that you can afford.

2) And let me ask you...all of these houses on the market right now, after Christmas, in the middle of winter....Do you think they HAVE to sell? (yes) Which means, as a buyer, you will have more leverage to negotiate for the price that you want, since these are sellers that HAVE to sell.

3) Traditionally, the months of March and April have the highest amount of buyer traffic...which for you means that you could be competing with a lot more buyers than you could be right now. Ultimately, that means we could be in a multiple offer situation, which will drive the sales price up, costing you more money.

Remember your goal is to set an appointment for the first week of the new year



Buyer Objections

“Well, we just started looking....we’re not in any rush”

“I can appreciate that you just started looking....No problem.... I would be nervous to go see homes for the first time, myself (statement of agreement). And i’m wondering, how soon do you have to be in a home by?”

Goal of this: This helps us identify whether or not the client understands how long the process takes... and ALSO... the goal of this is to help set a goal date for them

“I can understand not wanting to rush into things...especially with such a big purchase...and I’m curious.... when were you hoping to be moved in by?”

“I realize that the process to get started can be very stressful at times... I hear ya... I’m with you on that... And are you aware that it’s taking 2-3 months to get into a home right now?”

This should lead to the timing analysis

This causes them to ask a deeper question (why is that? What do you mean by that?) and then you explain the timing analysis...

“Are you familiar with the home values increasing? The interest rates increasing?”

“I only have questions about THIS home... (123 Main st.)”

This is a smokescreen objection, and something that usually comes up within the first few minutes of the conversation.

"I can understand that you're only interested in this property... and I'm curious, what was it that caught your attention about this home?"

"I can understand that you may think this one may be the home for you... and I was wondering, what is the most important thing you're looking for in your next home?"

(Pivot)

"I get that you're just interested in this property... and I'm curious, how soon do you need to be in a home by?"

"We don't need to talk to your lender... We're good there. We're all set!"

So, a lot of times they will do this for one of two reasons.... For one, they don't want a lender pushed on them (smokescreen...) OR... they haven't talked to a lender at all and they know that if they admit that to you that they won't get the info they need....

--

"I can appreciate that and congrats on getting your ducks in a row First! And I'm curious, which bank are you working with??"

(Were working with ABC Bank!)

"Great bank! I personally know several loan officers who work there... who are you working with?"

(If they give a bank name and a loan officer name, they're good....trust your gut on this...)

"I understand you've already done your homework and probably have found a fantastic lender... and wouldn't it make sense to get a second opinion before you get tied up in a 30 year mortgage commitment? It might make sense for you to have a conversation with (preferred lender) before you get tied up in a 30 year commitment..."

--

"Oh good! I'm glad you did your lender research first! And let me ask you.... If I could pair you up with our in-house lender to help make the transaction go smoother and potentially save you thousands of dollars, would you like to learn how?"

"Great I'll have my mortgage team follow up right away!"

--

"I'm really just interested in learning the price of the home..."

"Hey not a problem and while I look that up, what price range are you searching in?"

--

"Hey let me check on that for you and since prices are always changing, which price are you trying stay under for your home purchase?"

"What's your comfort zone" (in regards to price...)

--

"Absolutely - I'll look that up for you right away... and while I'm searching, I'm curious... How long have you been looking for a home?"

--

"We already have an agent... / We're already working with an agent."

“Perfect! Almost every buyer does... And I assume they are sharing listings with you even before they are coming on the market?”

(No? How do you do that?)

“Well, since we are with one of the largest KW offices in the area, we control a majority of the inventory which means we find out about listings first. Wouldn’t it make sense to work with an agent who controls most of the inventory? And you don’t have a signed contract with them, do you?”

(make sure you ask about the signed contract..... You can solicit their business if they are NOT under contract, but if they are, it would be unethical...)

--

“Perfect! Almost every buyer does...And would it make sense to take 15 minutes to meet with me to discuss how working with me and a team that controls a majority of the inventory can benefit you in your home search?”

--

“Hey I understand you’re already working with an agent...and did you know that most buyers work with 3-4 agents before they finally find the one that is most proactive in securing the home for them...And I’m curious... have you signed a contract with that agent? Wouldn’t it make sense to shop around before doing so?”

--

“I can appreciate you’re already working with an agent... almost every buyer is by the time they reach out to us... And you’re reaching out for a reason... And I think it would probably be worth 15 minutes together so I can show you what we are doing differently.”

Then go into...

“How many houses have you seen? How many offers have you written? Etc etc”

Our goal with that question is to create DOUBT in the mind of a buyer and let them know that there is a more proactive way. Keep in mind... if they are reaching out and they are working with an agent, something is wrong here.

--

"We only want to work with the listing agent..."

"I can appreciate you wanting to do that... and I'm curious, what specifically causes you to believe that working with a listing agent will be a benefit to you?"

(We want the best deal / to get our offer accepted...)

"I can see your logic... and I'm curious... if the listing agent is hired to represent the seller...and have THEIR back... who's going to have yours? They can't possibly fight for both..."

(Yeah but they're going to want to make more money, so they're going to want to help get my offer accepted...)

"I can understand that and I was wondering... How do you plan on getting the best price for the home when you're working with the agent who was hired to get the best price for the sellers?"

--

"I'm good for it, I don't need a pre-approval letter"

"I can appreciate that and I don't doubt that you're good for it.... I'm sure you are.. You can probably buy this house cash tomorrow. Our only challenge is that the listing agent - many times - may require a copy of the pre-approval letter (sellers demanding it) prior to even letting us see the property. So, do me a favor, who's your lender... i'll call them and get it for you."

--

“Good to know that you’re ready to go... and if you can put yourself in the seller’s shoes... and I’m your listing agent... you wouldn’t want me to just take the other agents word for it, would you? I mean, you would want to see their qualifications before they buy, right?”

(so you’re pinning it on the seller...)

“Our lease isn’t up for several months... so we aren’t ready to do something right now”

“Hey I can understand that.. And it’s common for buyers to want to get a head start on the process...and I was wondering, when do you prefer to be in a home by?” (timing analysis)

(9 months from now...)

“Hey that’s understandable... let me ask you a question... if we could get the seller to pay off the rest of your lease, would you entertain moving sooner?”

(This is unlikely, but we are using this to gauge their motivation...We just want to see if this is possible)

(...Also, we aren’t getting a raise for another 6 months and I need that raise in order to qualify)

****See, now we have pulled out the REAL objection... it’s not the lease, it’s the fact that she’s waiting on a raise...****

“Nice job on the head start and hey I’m curious... if your landlord was able to offer you an exit plan without paying a penalty, would you want to move now or would you still want to wait...” ***(We ask this to see if there is another objection we need to overcome)***

“The listing agent said they would give us a commission discount if we work with them”

“Hey, I can appreciate that offer... that’s actually really generous of them! And I’m curious, if they end up saving you a percentage or even two on the commission... but you pay 5% more for the home than you’d pay with me, how much are you really saving?”

(Well why would I pay 5% more for the house?)

“They work for the listing agent! That’s their job to get them the best price possible!”

“Hey that sounds like a win/win!.. And i’m curious, did you know that our buyers secure homes on an average of 4% below the asking price?” (check your stats on this...) So you can see that working with a listing agent to save a few percentages, it could actually end up costing you several thousand..”

“I can appreciate them working with you on that...and i’m curious, would you also be listing your home for sale with them? What if you had the best of both worlds... a break on commission on the AND a buyer representation?” So now you’re getting them both a discount on commission AND buyer representation because they can’t have both with the listing agent...”

“What’s the advantage of working with you on new construction?”

“I can appreciate you asking that and I’d like to share that with you.. Would you have 15 minutes today that I can swing by your house and share with you what the advantages are of working with me vs the agent that represents the builder?”

--

“That’s a great question and I’m glad you asked... if you haven’t heard yet, building a home can be a stressful process and most of our buyers would agree that having a sounding board + an agent to lean on in time of need came in handy for them”

--

"Well there are several reasons why you'd want representation... having someone in your corner during the entire 9-12 month process, someone that is there for you if something legal should come up, and many times we are able to negotiate a better deal on lot premiums or upgrades, finally, many of the builder contracts are one sided and we make sure you are not signing anything that could put you in financial danger."

(Well I can hire an attorney for that...)

"Well, yeah you can, but you're going to have to pay for an attorney. You dont have to pay to have me represent you."

"We have to sell before we buy.... So there's no point in talking about the purchase right now"

"I can appreciate that - I mean who would want to own two homes?... And let me ask you... is your lender suggesting that? Or are you thinking that this is going to be best for your financial situation..."

(So, we first want to find out whether it's an actual NEED or not...)

"Im curious... what if a seller would let you buy THEIR home, while waiting for yours to sell? Would you be open to that? Do you see any advantages to that? You can secure your dream home without risking losing your own home"

"Understood... Now, are you planning on taking the equity out of your home to buy the next home? Great -- then let's get together to determine what we can possibly get for your home in today's market..."

"You know what, we're just going to put things on hold..."

This goes back to setting the expectation from the beginning of the buyer consultation...

“Mr + Mrs buyer, it may take 2-3-4 offers written before we get an offer accepted on your home...”

“Mr. + Mrs. buyer... did you know that most buyers are writing 2-3 offers right now before getting their offer accepted?” **(have a conversation about why this happens..)**

“It’s okay we’re going to find something better... most of the time when our buyers get a deal fall through, we more than often find something better” **(Then give a real example of buyers that this happened to)**

“Well Jeff, I know, We’re really just discouraged and we want to take a break”

This is their nice way of firing you...

“Mr + Mrs buyer, if you knew that taking a break would end up costing you more in the long run, would you still want to wait?”

“If you knew that putting things on hold would end up costing you thousands later, would you still want to take a break?”

(Well, how would that happen...)

Talk about home values + interest rates...

“So, is it worth taking a break knowing that you could end up paying more?”

“We want to pay off debt to lower the interest rate before we buy...”

“What would your interest rate be today? And would your interest rate be today if you paid off your debt?”

(Well, with all the debt we have, we would have a rate of X and if we pay it off, we will have a rate of Y)

(Then you use the analysis of how much money they would spend over time by waiting to buy to pay off debt)

“Whenever you handle an objection, you have an opportunity to quickly close... so here are the closes that Jeff uses after he handles an objection”

“So, It sounds like you might have a few more questions about _____ (the buying process / writing an offer / this property / interest rates... whatever it is that you just handled....) So, why don’t we do this... I can meet you in my office in _____ (City) and we can spend 20 minutes going over everything there is to know about buying a home in today’s market” (OR MEET AT THEIR HOUSE....)

“There have been a lot of changes in the market... spending 20 minutes educating yourself on those could be the difference in saving THOUSANDS and more importantly, securing your dream home faster ... I can meet on _____ or _____ ... which day works best for you?”

Please make sure to abide by all state, local, Do Not Call and Telephone Consumer Protection Act laws.



Thinking of Waiting Until Spring? Think Again!

1. Only **SERIOUS** buyers will brave winter weather and forego holiday preparations to look at homes, so “lookers” will not inconvenience you.
2. There is less **COMPETITION**. Some people actually believe there is no Fall/Winter market, so they let their listings expire or wait until after the holidays – all the better for you! Less competition means quicker sales at the best possible price for you!
3. Homes **SHOW BETTER**, decorated for the holidays.
4. There is **PLENTY** of mortgage money available and financing rates are great right now! This gives buyers more spending power, and will be even more important when you begin shopping for your new home.
5. Lenders aren’t as busy at this time of year and can process loans **FASTER**, which means a quicker closing for you and the ability to move on to your new destination sooner.
6. Buyers use holiday **VACATION** days to house hunt...the holidays at year-end are “buying” days for relocating buyers.
7. Many large corporations move executives during the holidays...and since KW is the largest national franchise in the country, there is a greater chance that we will have a **RELOCATION** buyer for your home!
8. It’s **EASIER** to prepare your home for sale in winter months – no lawn cutting, weeding flower beds, etc.
9. If you sell during the winter months (a “Seller’s market), you can buy in the **SPRING** (a “Buyer’s market) when all those who delayed selling flood the market with listings – a better selection for you and you’ll have a **SOLD** home—better negotiating opportunities for you also!
10. Buyers are more **EMOTIONAL** during the holidays, so they are more likely to pay your price!

11. Some people buy before the end of the year for **TAX** reasons!
12. You can still be on the market, but you have the option to **RESTRICT** showings during the actual holiday week.
13. You can sell now for more money and we will negotiate **OCCUPANCY** so you are not moving during the middle of winter. (Show Timing Analysis)



Sphere / Past Client Referrals

Hi ____ This is _____ with (COMPANY)... How are you doing today?

I'm reaching out to you today on behalf of your friend _____. He/She had let me know you are in the market for a new home and thought that I might be a great fit to help you achieve your goals.

So, tell me a little bit about you and what you're looking for...

(*yeah, we're starting the process now...*)

How Exciting! And, where are you in the process so far?

(*Just started looking... getting pre-qualified.. Etc etc..*)

Okay great! So it sounds like you are JUST in the beginning stages of getting started. I specialize in helping buyers get most prepared from the start so that they can achieve their goals faster with fewer hiccups along the way... And who are you working with to help you with your mortgage approval?

(*ABC Bank down the street...*)

Okay great! So it sounds like what we need to do next is to sit down and go over the process from start to finish, so I can help get you what you want in the time you want. Whether you've bought or sold before, the market is quickly changing and it's important for us to stay on top of what buyers might need to do to get their offers accepted currently. What day works best for you for a quick meeting?



Open Houses

Welcome and thank you for stopping by this great home! Tell me, how long have you been in the market for a home?

Great! Please have a look around and let me know if you have any questions!

(Buyer looks around the home)

Did you happen to have any questions for me? Does this home meet the criteria of what you're looking for in your next home?

(Yes/No)

Tell me, what are you looking for in the next home you buy? Do you need more/less bedrooms/bathrooms/square footage?

Understood! And how soon were you hoping to be in this next home?

Perfect! And with that timeline, it'll be important to get the process started and also make sure we iron out any issues that could present themselves. Are you familiar with what is happening in our market currently?

(Yes/No)

If sitting down and meeting with me could potentially shave weeks off of your property search and help you get offers accepted quicker, would it be worth 20-30 min of your time to find out how?

Great! Would (DAY/TIME) or (DAY/TIME) be better for you?



Online Leads / Zillow...

Hi! This is (NAME) with (COMPANY). Thank you for inquiring about (ADDRESS). Were you able to get all of your questions answered regarding this great home?

(If no..) I would be glad to look that up for you!

In the meantime, were there any other homes that caught your attention that you'd like me to check on as well? Great! I know of a couple of homes that may be a great fit for you. Let me ask you a couple of questions:

1. How long have you been looking for a home? (close for BC)
2. Which home do you own in the neighborhood? (CMA?)
3. Do you currently own or rent a home? (If they own, do they need to sell to buy?)
4. Have you spoken with a lender yet? (Great! Either send your info or ask who they spoke to)
5. What price point are you most comfortable with?
6. What areas are you most interested in?
7. Describe your perfect home for me!
8. How soon would you like to be in your new home?

Great! I have the access to the hottest properties sometimes even before they hit the market. Would it make it easier for you if I were to do a search of exactly what you're looking for? That way you wouldn't have to be calling around on signs or inquiring online while waiting to hear back, especially to find out that the home has already sold! Would that make life easier for you?

Perfect! The first step is to get together and I can share with you exactly what it will take to find a great home in this market. We can meet at your home (CMA!) or my office (closest location to their home) at (TIME).

What works best for you? (X time... Y location...)

Great! And I have a lender who I work very closely with that would love to (help with/give a second opinion) on a pre-approval. Is this the best number for them to reach you at?

I look forward to seeing you on (DAY at TIME)!



A Basic Buyer Qualification Script: **For ANY Scenario**

- Tell me, how quickly are you looking to be into a new home?
- Do you have a home to sell in order to purchase a new property?
- (If no) Tell me a little bit about your current living situation. Are you month to month? How much time do you have to shop for a home?
- (If Yes) Great! And can you buy without selling or do you need the equity from the current house to put down on a new one?
- Awesome! And have you spoken to a lender yet to help determine your budget for your new home?
- Tell me a bit about what you're looking for in your new home? (*this is where you encourage them to get as specific as possible about their wants and needs!*)
- What areas are you most focused on? What's important to you about those areas?
- Are you familiar with what's going on in the market right now?
- REGARDLESS OF WHAT THEY SAY...
- If sitting down and meeting with me could potentially shave weeks off of your property search and help you get offers accepted quicker, would it be worth 20-30 min of your time to find out how?



Sign Calls

Hi, I'm calling today because it looks like you called in on our listing at 123 Main Street. I wanted to reach out and find out what questions you have about this great home!

(buyer asks question...)

Let me pull up that information for you.... And while I'm doing that... How long have you been shopping for a home?

(Buyer Answers..)

Great! And are you just looking in X city, or have you been keeping your eye on properties close to here, as well?

(Answer)

Okay great! So the home you called in on.. (answer relevant questions...) has 3 bedrooms and 2 bathrooms... (for instance..) Is that the bedroom/bathroom count that would work for you? Or are you looking for something larger/smaller... (open-ended question!!)

(Oh, we're looking for X.. Y and Z.. -- OR-- YES!)

Got it! And while this property might not be exactly what you're looking for, have you had luck in finding that property yet?

--OR--

Okay, great! I'd be happy to set up an appointment to walk through that property... And have you spoken to a lender yet about your financing?

Okay, great, what day/time works best for you...

--OR--

Okay, no problem... In this market, most sellers are requiring a pre-qualification, at a minimum, before letting buyers through their home. Do you have a lender you're planning to work with, or do you need a recommendation?

Okay, great! Because properties are moving SO quickly in this market, buyers need to be fully qualified and prepared to make an offer as soon as they see a property. So, let's go ahead and get you qualified ASAP and I can get you set up for X time or Y time on Z day. What works best for you?

--- IF THE PROPERTY IS NOT A FIT!! --

****Go back through the script EXCEPT... try to find 2-3 homes that might fit their needs, and close for an appt to see those while also asking for a buyer consult****

(No thanks we're not ready to meet... Were just getting started..)

-If sitting down and meeting with me could potentially shave weeks off of your property search and help you get offers accepted quicker, would it be worth 20-30 min of your time to find out how?



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