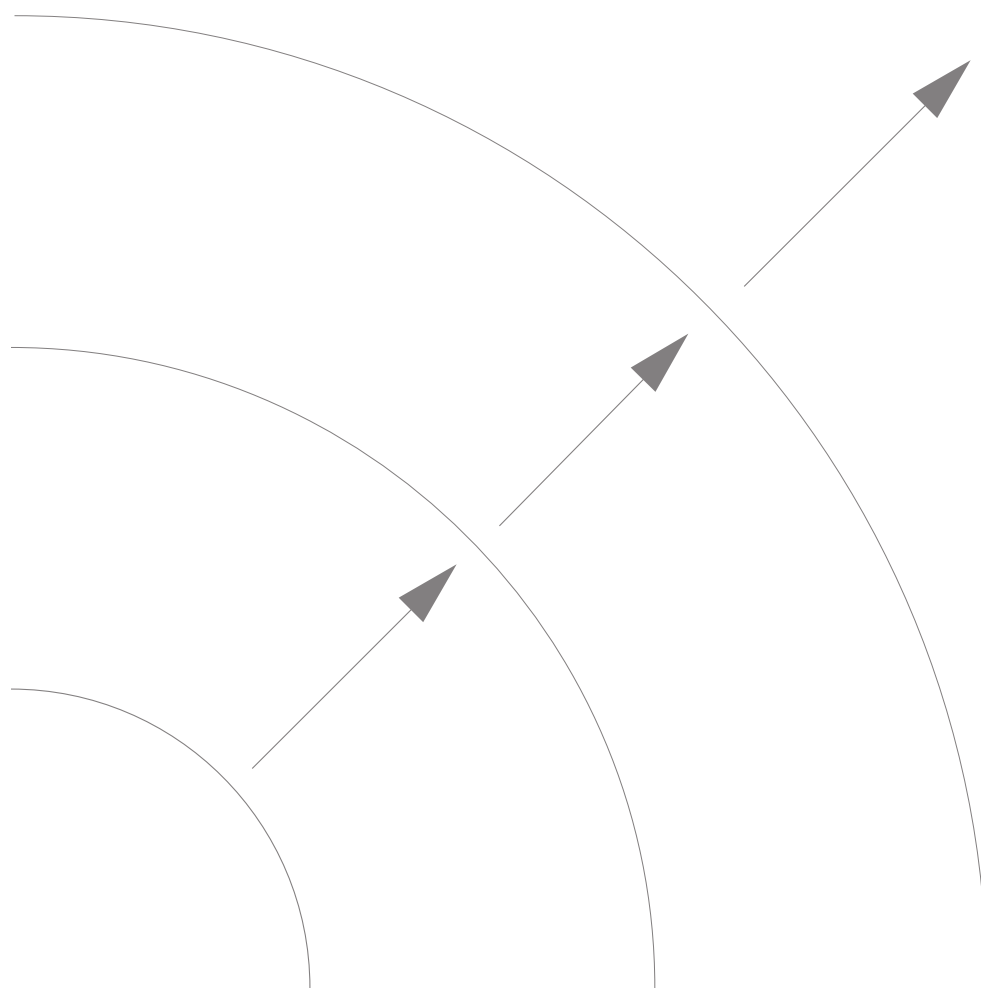


Power Through a Shift: The Six Strategies

Strategy 6: Help Buyers and Sellers Adjust



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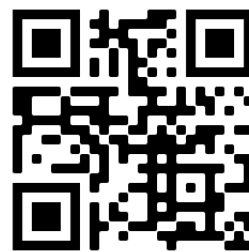
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Explore **kw**

Agent Resources



Welcome

Welcome to Power Through a Shift: The Six Strategies. Strategy 6: Help Buyers and Sellers Adjust. It is the final course in this series of strategies to implement now.

SHIFT Strategies

1	2	3	4	5	6
Get Real, Get Right	Re-margin Your Business	Do More With Less	Find the Motivated	Get to the Table	Help Buyers and Sellers Adjust
Mindset and Action	Expense Management	Leverage	Lead Generation	Lead Conversion and Follow-up	Reset Expectations

TCPA

WARNING! The Telephone Consumer Protection Act (TCPA) regulates calls and texts to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call (DNC) Registry. Class-action litigation for TCPA violations is increasing, potentially exposing agents, market centers and KWRI to catastrophic financial damages. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

Help Buyers and Sellers Adjust

Now that you have buyers and sellers, you must educate them to empower them in this market.

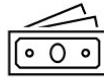
“*The ability to learn faster than your competitors may be the only sustainable competitive advantage.*

Arie de Geus, Business Executive and Theorist

Objectives



Energize Sellers



Energize Buyers



Bulletproof the
Transaction

NOTES

Get Real: Your Mindset Shift

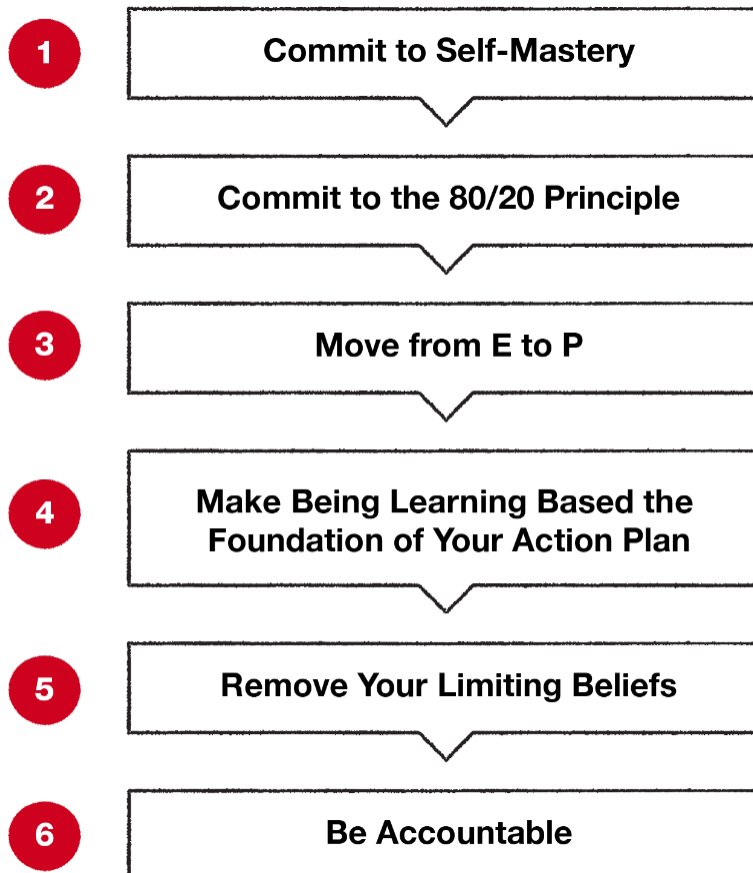
If you want buyers and sellers to transact with you, you must be confident that you can guide them successfully in this market. Be educated, motivated, and proactive.

Knowledge = confidence.

“*Opportunity is missed by most people because it is dressed in overalls and looks like work.*

Thomas A. Edison, American Inventor

The Six Personal Perspectives



NOTES

Commit to Self-Mastery

SELF-MASTERY

When you decide that you are going to take on mastering yourself. When you accept this challenge, you can effectively lead yourself and direct your success.

MASTERY

Starts with a decision to excel at something, a decision to put the time and effort into achieving excellence and to reject mediocrity.

Only when you have attained both self-mastery and mastery can you accomplish the goals you set for yourself.

When you commit to achieving self-mastery, you:

1. Know your goals
2. Know your strengths and weaknesses
3. Know how to work with both to seek and master the necessary knowledge, skills, and habits to reach your goals

The key factor to success lies in time on task, over time, and a commitment to mastery as an ongoing journey throughout your life.

Buyers' Mindsets

Buyers may believe one or more of the following:

I have choices.

I can't afford to buy.

I have negotiating power.

I can't buy now because interest rates are too high.

Prices may continue to go down.

I'm going to miss out again.

I have plenty of time to look and buy.

I can offer whatever I want and ask for whatever I want.

I must buy quickly before rates go up any higher.

Sellers' Mindsets

Sellers may believe one or more of the following:

My property is worth more than other comparables.

My home can be sold “as is” without bringing it up to acceptable standards.

Lots of marketing and open houses will sell my home.

I can't sell my home for what I need or want.

I won't be able to buy when I sell my home.

It will take too long to sell my home.

I don't want to have to fix everything.

NOTES

Your Mindset

Misunderstanding



More **education** to clarify reality

Roadblock



Provide more **services** to solve a problem

Real estate done right is service, not sales.

“*Successful people shift. Always. Continuously. Relentlessly. High achievers are always changing. Altering and adjusting.*

SHIFT p. 271

Reset Expectations

Reframe buyer and seller expectations in a positive and truthful way on pages 15 and 17.



Aha's

Get Right: Your Action Shift

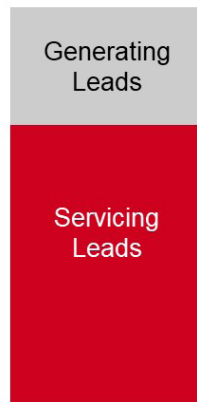
Learn how to help buyers and sellers be successful in this market.

In This Market You Need to ...

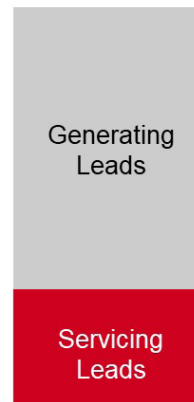
- **Energize Sellers**
 - Pricing Strategies
 - Staging
- **Energize Buyers**
 - Create Urgency
 - Lending Options
- **Bulletproof the Transaction**
 - Keep Your Lender Close
 - Complete the Transaction

In a Shift, Invest Your Time Differently

Seller's Market

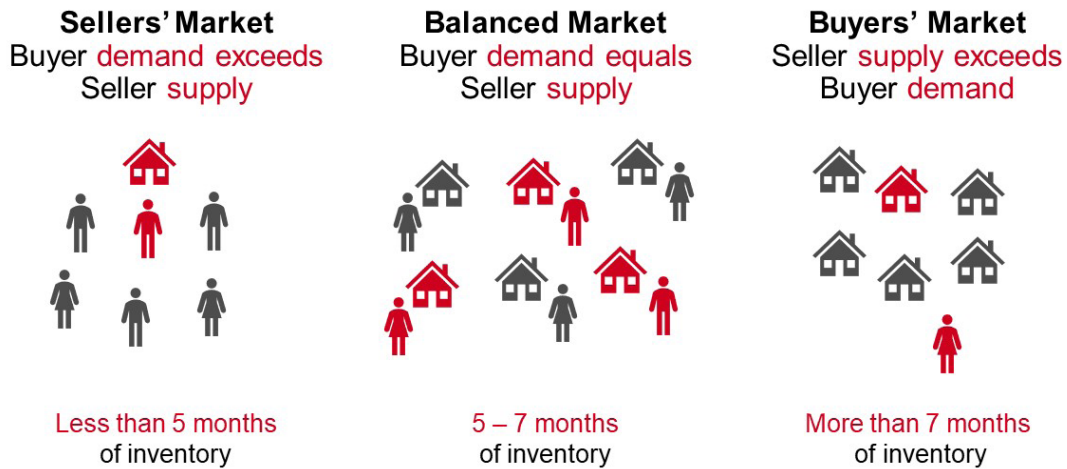


Buyer's Market



NOTES

Real Estate Markets



“*Our goal in representing a seller in a shift is to use pricing to empower them as much as possible.*”

SHIFT p. 137

Pricing Strategies

Three pricing strategies a seller can choose:

1. Price at the market
2. Price behind the market
3. Price ahead of the market

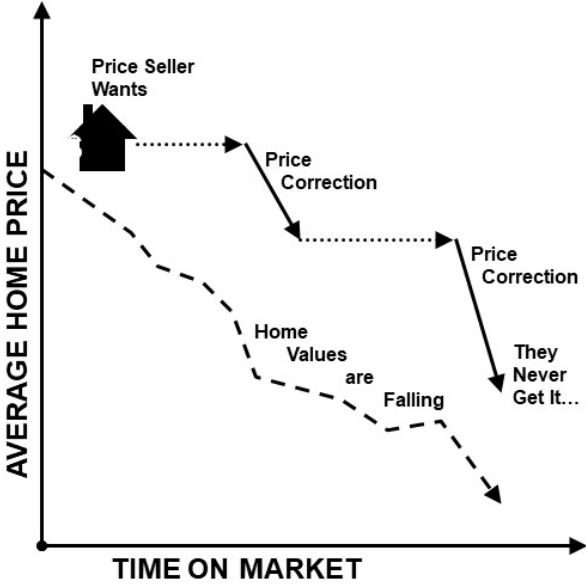
At what price?

NOTES

Pricing in a Rising Market

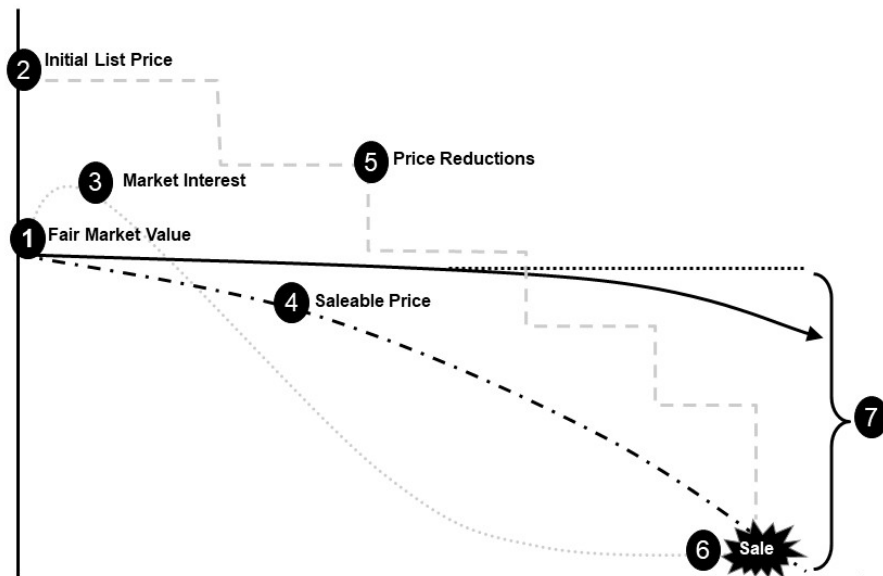


Price Chasing the Market



NOTES

The Cost of Overpricing in a Shifted Market



1. Fair market value declines during a market shift.
2. Seller hopes a higher initial price will draw a higher offer.
3. Market interest is fragile with high inventory and wanes quickly.
4. Saleable price is impacted by declining market values, staleness, and competition.
5. Small price reductions only “chase down the market.”
6. Properties sell when buyers see very attractive prices.
7. The cost of overpricing is amplified in a shift.

Price Forecasting

We're priced right and serious about selling!

- Outthink
- Step Out in Front
- Price Ahead of the Market

NOTES

Master Pricing

There are four main factors to consider when choosing comparable properties:

1. Location
2. Size
3. Amenities
4. Condition

Run the 5/5/5 CMA

- 5 sold comps
- 5 under-contract comps
- 5 active comps

Five Stages of Grief

1. Denial
2. Anger
3. Bargaining
4. Depression
5. Acceptance

NOTES

“ Staging helps sell homes 3 to 30 times faster than non-staged competition.*

75% of sellers saw an ROI of 5% to 15% over asking price.**

* 2021 National Association of REALTORS®

** 2021 Real Estate Staging Association (RESA)

The 3P-2F Staging Formula

1. Plantings
2. Paint
3. Pictures
4. Fixtures
5. Furnishings

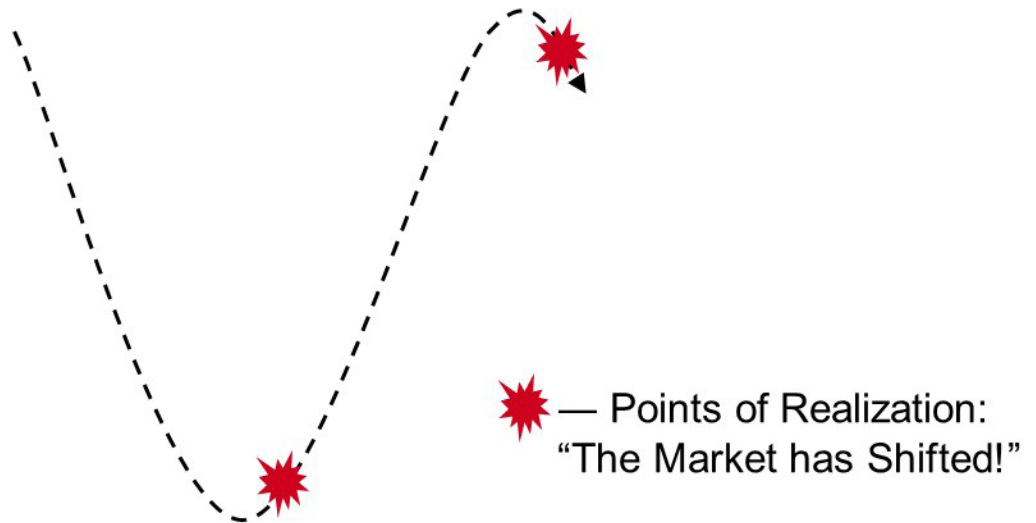


NOTES

“ *If someone is going down the wrong road, he doesn't need motivation to speed him up. He needs education to turn him around.*

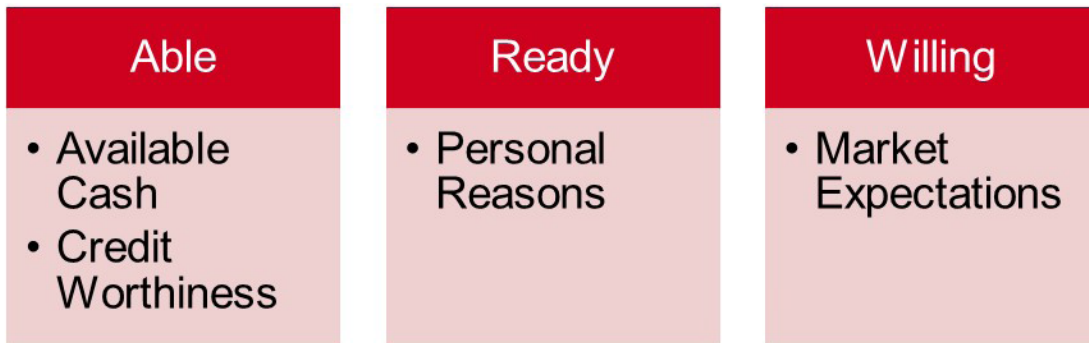
Jim Rohn, American Entrepreneur and Author

The Myth of Timing



NOTES

Buyer Urgency



Financing

- Ability always comes first.
- The availability and cost of money can shift quickly.
- Creative financing can become necessary.

NOTES

Energize Buyer Urgency

- Become the Local Economist of Choice
- Help Them Tap Into Their Why
- Address Buyer Reluctance/Objections
- Create a Best Buy List



NOTES

“ ... I believe anything is possible in any direction. I strive for the possible, I go after what I want to have happen, but I prepare for the worst and am ready should things go wrong.

Jim Rohn, American Entrepreneur and Author

What Could Happen?

There are four ways you can think about what might go wrong in any professional endeavor:

1. Nothing will go wrong.
2. Anything could go wrong.
3. Something will go wrong.
4. Everything will go wrong.

The Six Issues to Bulletproof Any Transaction

ISSUES	HOW THINGS GO WRONG	SOLUTIONS
1. Inspections and Repairs	<ul style="list-style-type: none"> Unexpected findings Report complexity Costs and who pays Timetable for repairs Doubt about worthiness 	<ul style="list-style-type: none"> Seller gets pre-inspection Attend with buyer and/or seller Pre-negotiated limits Select and supervise vendors Prepare and reassure buyer
2. Appraisals	<ul style="list-style-type: none"> Won't support the price Won't support the loan Doesn't match the CMA 	<ul style="list-style-type: none"> Provide appraiser with research Find additional buyer funds Appeal the appraisal
3. Loan Approval and Funding	<ul style="list-style-type: none"> Application delays Documentation problems Buyer credit issues Lender failure to approve Lender failure to fund Buyer credit changes 	<ul style="list-style-type: none"> Select originator - get preapproval Assist buyer with paperwork Get credit counseling for buyer Reapply with corrections Parallel applications Give pre-closing credit warning
4. Other Contingencies	<ul style="list-style-type: none"> Sale of the buyers' house Third-party approvals Estate, relo, short-sale approvals Clouded title 	<ul style="list-style-type: none"> Take back-up offers Know who and communicate Know who, how, and timetable Preliminary title search
5. Co-Op Agent	<ul style="list-style-type: none"> Bad advice or communication Inattention to details Poor vendor selection 	<ul style="list-style-type: none"> Clarify the messages and intentions Own the process and communicate Provide selection list and back-up
6. Deadlines	<ul style="list-style-type: none"> Inspections and repairs Closing date Occupancy Approvals/Documentation 	<ul style="list-style-type: none"> Confirm appointments and progress Build in buyer and seller flexibility Pre-set dates, limits, and penalties Manage the closing checklist

NOTES

Bulletproofing Strategies

1. **PROACTIVE PREVENTION** with buyers, sellers, vendors, and co-ops.

- **Outcome Framing** What do we want to achieve?
- **Setting Expectations** What do we realistically need to consider?
- **Preparing Alternatives** What will we do if ...?
- **Reassurance** We're on track, ahead of the game, and doing fine.

2. **EARLY RESPONSE** to problems and issues.

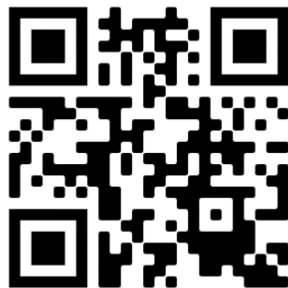
- **Constant Communication** What's happening? How are you doing?
- **Inspecting Expectations** Has it been done? What will you do now?
- **Problem Solving** What do we need to do now? How can this get done?
- **Contract to Close Tracking** What is our progress? What's next?

NOTES



Evaluation

Please take a moment to complete our course evaluation by scanning the QR code below or going to kwueval.com.



NOTES

Success Happens

When you get your mindset in line with the actions you need to take to be successful in a shift, it's simple to form a plan of action.

Evaluate Your Effectiveness

Evaluate your effectiveness in the areas below on a scale of 1 to 5 (beginner to expert):

Skill	Rating
1. I know my goals, strengths, and weaknesses, and how to work with both to seek and master the knowledge necessary to reach my goals.	
2. I know how to help sellers price their listings to sell in a shifted market.	
3. I know how to address buyers' urgency, or lack thereof, and work with leads that are ready to buy now.	
4. I have a solid understanding of the financing options available to my buyers, and I have a trusted lender to help me navigate the shifting market.	
5. I am proactive in addressing issues that arise during any transaction.	

NOTES

Create an Action Plan

Prioritize the skills you want to hone by looking at how you rated your effectiveness in each area. What is your plan to ensure you overcome any hurdles you face?

Skill	Priority	Plan for Success
1. I know my goals, strengths, and weaknesses, and how to work with both to seek and master the knowledge necessary to reach my goals.		
2. I know how to help sellers price their listings to sell in a shifted market.		
3. I know how to address buyers' urgency, or lack thereof, and work with leads that are ready to buy now.		
4. I have a solid understanding of the financing options available to my buyers, and I have a trusted lender to help me navigate the shifting market.		
5. I am proactive in addressing issues that arise during any transaction.		

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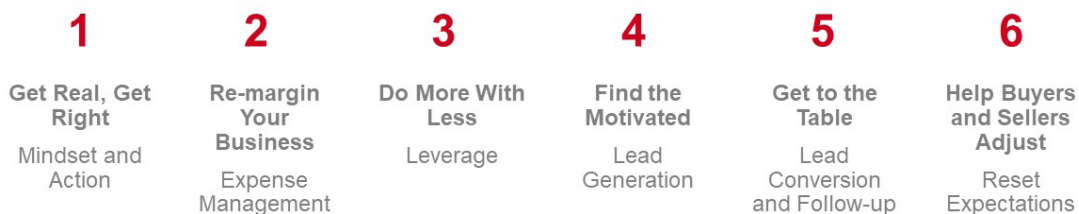
Summary

1. Your job in a shift is the same as it is in any market. You bring buyers and sellers together to create win-win transactions.
2. Buyers' and sellers' mindsets change during a shift, you need to be able to anticipate their changing needs.
3. A shifted market creates a serious disconnect between the perceptions of buyers and sellers. The question you have to answer for everyone is "At what price?"
4. Understanding buyer urgency and readiness is imperative in a shift.
5. Stay educated on what could happen in a transaction and anticipate solutions for common problems.

Objectives



SHIFT Strategies



NOTES



Thank You!

