

NINJA 気 SELLING

(Steps 1 and 2)

Greeting- 1. Ask a question. 2. Thank you, welcome, or compliment. 3. Who you are. Get connected (FORD questions—**F**amily, **O**ccupation, **R**ecreation, **D**reams).

Meet in a different location (conference room or your office) and offer a gift. (drink? pen?)

I would like to ask you a few questions that will help me help you find the right home. Is it OK if I take some notes?"

3. Prior Learning Questions

Where are you living now? _____

Do you own your current home? _____

How long have you owned it? _____

Tell me a little bit about it. _____

About how many homes have you owned in your lifetime? _____

When you purchased your current home, what was the process you used to find that home? _____

How did you start looking? _____

What did you do next? _____

How long did it take to find the home? _____

How did that process work for you? _____

Is there anything you would like to change on this purchase? _____

If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?

Are you familiar with how real estate works here in _____?

Are you familiar with the current market conditions? _____

4: Buyer Packet and Agency Disclosure

"I've prepared a packet of information for you that has everything you need to buy real estate in _____. Briefly review packet, point out contracts, and finish with agency disclosure. (Confirm they are not working with another REALTOR®)"

5. Funnel Process

"Our goal is to help you find the right home and, at the same time, make sure you don't miss anything or pay too much. We have a process called the funnel process that will help us accomplish those goals. Would you like to see how it works for you? Great."

"Let's start with what you have so far. Do you have a list of homes you have found that you are interested in?" _____

"What was it about that property that attracted your attention?" _____

"Have you driven by or gone inside any of these homes?" _____

"If it's all right with you, let's start by putting these homes into what we call the funnel."

Draw a funnel. Don't miss anything. Don't pay too much. Process of elimination, not selection. Rolling top three favorite properties. CMA to identify market value.

"Does this look like a process that will work for you?"

6. Scale of 1 to 10

"Just for fun, to give me an idea of where you are in the process, on a scale of 1-10 (with a 1 being you are just starting the process and a 10 being you would like to find a home today) where would you rate yourself?" _____ "What would have to happen for you to be a 10?" _____

7. Pieces of Paper Exercise. (Give each person a piece of paper)

"After you have made your list, put stars beside the three things that are most important to you." Is there anything that would be a knockout factor?

8. What and Why? Features and Benefits. Draw the T

Explain the concept of "the 85% perfect home."

9. Cash? Loan? House to Sell?

"Will you be paying cash for this home or will you be getting a loan?" _____

If getting a loan: "Do you have a loan arranged? Do you have a lender?" _____

"Would you like to meet with (name of lender) for a second opinion?" _____

Will you be selling your current home? _____

Have you thought about keeping it as part of your wealth plan? _____

"Are you familiar with the 1% = 10% Rule?" "Every 1% change in interest rate affects your buying power 10%."

10. When we find it...what will you do?"

Have the “cream puff” discussion: a conversation about their ideal home, focusing on the emotional and lifestyle aspects of the property, rather than just the price or features. It's about understanding the buyer's needs, desires, and what makes a property truly "perfect" for them. Uncover emotional connections. Understand expectations and motivations.