

WORKING WITH CLIENTS DIALOGUES



**BUFFINI
& COMPANY** TM

HOW TO USE THIS RESOURCE

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HOW TO USE THIS RESOURCE

When you work by referral, your relationships are the foundation of your business. It's important to lay the groundwork for building strong relationships every time you communicate with your past, potential and current customers.

Whether you're new to the business or are a seasoned pro, these dialogues are meant to help you communicate with your customers, explain how you work and ask for referrals. Although you may repeat these dialogues verbatim at first, over time you'll become confident enough to put your own spin on them. You may even find yourself repeating them automatically.

3 Tips for getting the most out of the dialogues

- ① **Practice.**
Remember the idiom, "practice makes perfect?" The more you practice, the easier the words will be to say. Practice whenever you have a chance—in the morning while you're getting ready, in the car on the way to an appointment or during lunch.
- ② **Write them down.**
Sometimes it's easier to memorize the dialogues if you write them down. The process of writing each word will help commit it to memory. Write the dialogues on index cards or in a notebook.
- ③ **Keep them handy.**
Put these dialogues where you can easily access them, whether it's on your phone, printed out and placed on your desk or on index cards you keep in your car (or in all three places). Having them in several locations will help you remember to practice them.



WORKING WITH BUYERS

WORKING WITH BUYERS

FIRST INTERACTION DIALOGUE



Tip: Pre-empt your potential buyer of the roadmap of the meeting and the different touch points you will go through briefly. Also include how long the meeting will run so they can plan their day in advance.



Dialogue:

“Hi [Mr. and Mrs. Buyer], From my experience in this industry, I’ve seen buyers try to jump straight into the decision-making process without all the tools and information they need. At the end of the day, buying a home is a big deal to you, and it’s a big deal to me. And I certainly don’t want any self-inflicted wounds to occur during the process! To gain every possible advantage, it’s important to come into my office for 30 minutes so we can lay out a roadmap for your home purchase. During our meeting we’ll talk about a range of topics from how the home search process is supposed to go, to financing and mortgage options. We’ll examine property improvements that make sense as well as customizing a search process so that you see all the homes you want to see and very few of the ones you don’t. I’ll also outline a step-by-step game plan to find the home that fits your criteria for price, location and style. And, I’ll let you know what to expect during this process. Most people buy two or three homes in their lifetime... but this is something I do every day and I can assure you these will be the most important 30 minutes you’ll invest in your search for a home. So when’s the best time for us to meet? I have an opening [Tuesday morning], or [Wednesday evening]. Which one of these works best for you?”



Tip: Have them come into the office for an appointment



Note: If they’re not willing to come into the office, they’re not a serious buyer



Dialogue:

“In my experience helping buyers find their homes, I’ve found that if you can invest 20 minutes of your time to come into the office so I can gather some information and we can discuss your needs, we can put together a home buying plan and you’ll be able to find your house in less time, but at a fair market value. So, when would you have 20 minutes to stop by? I have [Tuesday or Wednesday] available. Which one would work better for you?”

WORKING WITH BUYERS

FIRST INTERACTION DIALOGUE



Tip: Pre-qualify them with your endorsed lender before their meeting with you.



Note: You want to be able to tell them the truth about what they can afford. You also want them to be in the hands of a trustworthy lender.



Dialogue:

“Before we get together, it’s important that we know how much house you qualify for, so I’m going to give you the name of the lender I use and I want you to call him. Here’s what I want you to know: The lender I’ve referred you to is not only my trusted advisor and my right hand in getting this deal closed, but I want you to know that he/she is also a confidential person. I also want you to know that I don’t need to know all your details financially. What I want to know is what you can qualify for, what the payments will be and then what you want to spend, because you may not want to spend as much as you’re qualified for. I want to have a commitment from my lender on what they can perform on before we ever go look at a house so you’re not disappointed. That way every time you’re looking at a house it’s something you can buy. I just want to know the amount, what you can qualify for, and what the payments will be. Everything’s confidential between you and your lender.”

WORKING WITH BUYERS

WHEN YOU MEET THEM AT YOUR OFFICE DIALOGUE



Tip: Ask lots of questions



Dialogue: Buyer Presentation Essential Questions

- “If I could wave a magic wand and put you in your new home today, what would it look like?”
- “Before we begin, I’d like to ask what your biggest fears and concerns are regarding buying a home.”
- “What features are important to you?”
- “What about price range?”

If they also need to sell their home:

- “Let me get a little information on your property. Do you know your loan balance?”
- “What do you think your home is currently worth?”



Tip: Educate them about the Business/Industry. (How you work by referral and how it’s different than how most agents work)



Dialogue:

Use the Referral Dialogue

Educate Your Clients as to How Your Industry Works

“Most people spend the majority of their time and resources prospecting for new business—things like cold calling, door knocking, advertising, direct mail, etc...”

Articulate How You Work

“I don’t do any of that. I devote myself to serving the needs of my clients before, during and after each transaction. All I ask is that while I’m working for you, I would like you to refer me to people of comparable quality to yourself, who are thinking of the type of service I provide, and who would appreciate this same level of attention...”

Outline the Benefits to Your Clients

“You see, as long as you and my other clients keep referring me, I don’t have to go out prospecting like everyone else, and I can do an even better job working for you. Does that make sense?”

WORKING WITH BUYERS

WHEN YOU MEET THEM AT YOUR OFFICE DIALOGUE



Tip: Educate them about the market



Note: Be sure you know your stats— locally, regionally and nationally. Stats You Must Know!

For prior year and current year:

- # of Active Listings
- Average List Price
- List Price vs. Sales Price ratio
- Interest Rate - 30 year averages



Dialogue:

“It’s a great time to buy, and there are lots of choices. Prices have softened a little bit. It’s a good time to buy—good solid investment. This is one of the best times to buy in 10 years. Here’s what’s going on.”



Tip: Educate them about the Home Buying Process (AFTER pre-qualifying them)



Dialogue:

“Buying a home is a process of elimination, not selection. Based on what we’ve discussed so far, I have a good idea of the features you’re looking for in a home and we know the price range you can qualify for. Today, we want to decide on 3 possible areas you want to buy in and rank these (A, B, C) in order of your preference.

Just so you know, many people will tell an agent, ‘Here’s what we think we’re looking for,’ and they end up buying something totally different because as they look at homes, they discover new areas they might not have considered before. They get new information on what is available to them and a better idea of what they really want.”

WORKING WITH BUYERS

THE HOME BUYING PROCESS DIALOGUE

Be sure to explain your process both to first-time Home Buyers and those who've bought before.



Tip: Give them a list of properties to drive by (with your business card), ask them to note what they did and didn't like (including neighborhoods), and which ones they want to see.



Dialogue:

"The first thing I'm going to do is give you a list of properties in the area where you want to live. This is what you're telling me you want, but I'm also going to send you to other areas. What I want you to do is drive around and start getting familiar with these areas. Here's a list of these properties; drive by them. Next to each property you see, write down what you did like and what you didn't like as you drive by."



Tip: Ask them to make a list of other properties they see while out driving and to note what they did and didn't like.



Dialogue:

"While you're out, keep a record of properties you saw that you're interested in and get that back to me. My job is to educate you, and I want you to see every possible property that there is."



Tip: Suggest they go to Open Houses on their own (with your business card), and to note what they did and didn't like.



Dialogue:

"If there's an open house, go into it. When you walk into the open house, you need to know there's a pretty good chance that you'll be descended upon like prey. And I want you to hold up my business card and let them know, 'Thank you, I'm working with an agent,' and they'll let you walk through the house. Tell me what you liked, and what you didn't like. I'm here to represent you. I want you to be educated."



Tip: Let them know you're willing to go as fast or slow as they need.



Dialogue:

"I'll go as fast as you'd like or take as much time as you need."

WORKING WITH BUYERS

THE HOME BUYING PROCESS DIALOGUE



Tip: Narrow down the list based on these criteria:

- How much they can afford
- In which areas they want to live
- A few other areas that might be of interest
- What they liked and didn't like



Dialogue:

"After you've driven around and know the ones you liked and didn't like, then you'll tell me the ones you want to see. We'll make a list and go see them together."



Tip: THEN show them the ones on the shorter list.



Note:

Don't give your personal opinion on the house. Give them a professional opinion on:

- The value of the house
- The condition of the house
- Its marketability when they want to sell it



Dialogue:

As you finish walking them through each house, ask them these questions:

- "What do you think? Did you like it?"
- "Could you see yourself living here?"
- "Would you like to make an offer on this one?"



Tip: Send daily updates (email/text)

- New homes on the market, homes back on the market, price reductions
- Send daily updates even if there's no new info



Dialogue:

"Take a look at this. Tell me if you're interested in going in."

"Here's what came down in price."

"Here's what's new to the market."

If there are no new or "back on market" properties, tell them:

"Nothing today; I'll call you tomorrow."

WORKING WITH BUYERS

THE HOME BUYING PROCESS DIALOGUE



Tip: Check-in Calls to Buyers – Pulse of the Market Dialogue



Dialogue 1:

“Hello Mr. and Mrs. [Buyer], this is [Your Name]. I just wanted to check-in with you to let you know that you are a high priority to me and that I have my finger on the pulse of this market. There is nothing new that has come on the market today, and if anything new comes up, you will be one of the first to know about it! I’ll be checking in with you tomorrow!”



Dialogue 2:

“Hello Mr. and Mrs. [Buyer], this is [Your Name]. I just wanted to check-in with you to let you know there are 2 new homes that just came on the market. The first one is on [123 Easy Street] and the second is located at [345 Easy Street]. I would like to talk to you about them and set up a time for you to view them as soon as possible.”



Tip: Buyer Situation:

“I found this house. It’s been on the market 90 days, but why doesn’t anybody want it?”

- The question they are really asking is, “What’s wrong with it?”



Dialogue:

“Just so you know, the average market time for a house right now is about 90 days. So now the seller might be a little more humble and realistic, and we might be able to shave a few points off of this thing.”

Set the conversation up by quoting data instead of being defensive.

“Let me give you some information so you can make an informed decision.”

WORKING WITH BUYERS

THE HOME BUYING PROCESS DIALOGUE



Tip: Buyer Situation: Buyers come and see the \$300,000 house and want to make an offer for \$250,000



Dialogue: How to use List Price vs. Sales Price Ratio

Don't get into a wrestling match with your client. You're not negotiating with them, you're negotiating with the market on their behalf. THE MARKET SAYS... You're a professional, and a professional needs data.

"Just so you know, the average market time right now is about 90 days, and the average sales ratio is about 95%. Right now this home is typically going to sell at about \$285,000, so we're about \$35,000 low. We may be so low we don't even get a counter offer, and now we have to bid again. My recommendation is you write the highest low offer you can, so worst case scenario is we at least get a counter offer. If this property's going to sell at \$285,000 typically, I'd be much more comfortable representing you if we put in an offer maybe at about \$280,000. Let's see if I can get it for that—\$275,000? Okay, let's go with that then."

WORKING WITH BUYERS

HASN'T FOUND A HOUSE YET DIALOGUE



Tip: Now that they've seen a few homes, re-evaluate their original criteria and timelines with them. They may now realize their wish list was bigger than their pocketbook, or that they like being closer to the city than they thought, etc. Now is the time to help them figure out what is really important to them. Walk them through that process.



Dialogue:

"Let's take a few minutes and go over what we've done so far."

"Of the homes we've looked at so far, which ones did you like and why? Which ones didn't you like and why? What areas and neighborhoods are you still considering?"

"At this point, what is your timeline?"

"Okay, based on what you're telling me, let's [recommend how you want to proceed]."



Tip: Review new homes on the market, homes back on the market and price reductions since your last update.

Restate your next steps and close with

"Oh, by the way®... I'm never too busy for any of your referrals."

"Can you do me a favor? Keep me in mind if you come across any friends or family who are interested in buying or selling their home. I'd be happy to serve them."

WORKING WITH BUYERS

BUYERS ON THE FENCE DIALOGUE



Dialogue 1: Not sure it's a good time to buy

"One of the things I'm excited about in representing a buyer in this particular market is that there are lots of choices. Two years ago, when I was working with buyers, the properties were moving so fast that you maybe got to look at three or four homes and in a week or so almost all of those homes were gone. I actually represented buyers who bought homes they 'kinda liked,' but didn't really love, because there weren't that many choices. Here's the great news. This is a sensational time to buy. First and foremost, prices have come down and adjusted. You need to understand, we're not going to experience another great depression here. Prices are not going down to zero. Prices have nicely adjusted. Secondly, you have choices. Now when I show you homes, you're probably going to find five or six, maybe even seven homes that you really like that you can choose from. When I'm negotiating on your behalf, I'll be telling the seller, 'This is what my buyer decided to write an offer on first, because there are other choices out there for us.' So I can go negotiate for you. You're going to have choices. You're going to get to buy a home you like a lot more than those who bought just a couple of years ago. AND I can go and negotiate on your behalf because the educated sellers are aware that the prices have gotten a little softer. This is a great time to buy, as long as you're not trying to flip the property in four months and make a bunch of money."



Dialogue 2: Worried about paying too much

"I understand that you're concerned about paying too much for the purchase of your home. Here are a few things to consider: Typically, if you hold a piece of real estate long enough, you're going to do well; it's going to appreciate. As far as your concern about paying too much, before we write an offer I'm going to sit down with you and run recent comparable sales of similar properties to determine what the appropriate price is. Third, right now mortgage rates are still at historic lows. And, we are not just going to get you a 'good' loan, we are going to get the right loan for you. By that I mean not just a loan to get you into the house but a loan you can live with. But the most important question you need to ask yourself is, 'Can I afford it? Am I comfortable with the payments?' (Consider the tax savings you'll get to offset your mortgage payments.)"



Dialogue 3: For "move-up" buyers, address their fears with the following:

"[Wendy], I know you're concerned about not getting value for your home. You might not be able to get out of it what you paid for it, and yes, you're going to take a haircut on selling this home. But you're going to also get a haircut on the home you buy. You might lose \$50,000 on the sale of this home, but you're going to make it up on the purchase of the next one if you move up. Right now is a great opportunity to do this."

FORECLOSURE PROPERTY DIALOGUE



Dialogue: Who Wants to Buy a Foreclosure Property Dialogue

“[Nancy], you mentioned you’re interested in buying a foreclosure. Okay, great. Let me explain the process if I can...and I’m going to talk to you as if you know nothing, [Nancy]. Typically, when somebody goes into foreclosure, it means they haven’t been able to make their payments for six months. When someone loses their home over a period of six months, they tend not to take good care of it. So the property’s condition starts to deteriorate and oftentimes the owners are kind of angry living in the house. It’s a tough thing to lose your home. And the bank is now owed a bunch of money in back fees and back payments that they’ve got to make back. I would tell you the real deals in this market are typically not bank foreclosures; they are properties where an owner had some equity but has a really strong need to move.”

WORKING WITH BUYERS

OPEN HOUSE DIALOGUE



Tip: Essential Open House Questions:

- For security purposes, can I ask you to sign our guest book?
- Have you gone to many open houses?
- Have you been looking around a lot?
- Do you live around here?
- Is there an area that you're particularly interested in?
- What price range are you looking at?
- Do you have a house to sell?
- Are you currently working with an agent?
- What is your time frame for making a decision?
- Gather additional contact information so you can send out valuable real estate information.



DNC Note: If you can, get the person's written permission to call, using an authorization card. At a minimum, if the person continues to be part of your Client Appreciation Program, get his written permission to call within 3 months.



Dialogue: Open House Role Play

Agent:

Hello there.

Client:

Hello. How are you?

Agent:

Come on in, look around.

If you have any questions, I'll be happy to answer them for you. However, as a security measure, our homeowner has asked that you sign in the log before viewing the home.

Client:

Alright. Is it ok if I take a look upstairs?

Agent:

Absolutely. You bet.

Agent: [When client comes back] Hi... Well, what'd you think?

Client:

Well, it's ok. Do you have an information sheet on it?

Agent:

I do. Do you live around here? I notice that you didn't put your address and phone in the log.

(Continued on next page)

WORKING WITH BUYERS

OPEN HOUSE DIALOGUE

(CONTINUED)

Client:

I live in San Diego.

Agent:

Have you been looking around a lot?

Client:

Yes, actually we're having trouble finding something in our price range.

Agent:

Well, what price range are you looking at?

Client:

Uh... something less than this house. Around 350.

Agent:

Have you gone to many open houses?

Client:

Yes.

Agent:

And have you found an area that you're particularly interested in?

Client:

Yes, we like the Silver Springs area a lot, but it's just too expensive.

Agent:

You know, trying to find a house looking at open houses is very difficult. Only a small percentage of homes are open at any given time, so what you're looking at is just the tip of the iceberg. If you're really interested in buying in this area, why don't we set an appointment at my office? We can search the MLS together and find out what's available in your price range in the area that you're looking at. Do you have a house to sell in San Diego?

Client:

No, we're renting, but you know we're getting killed on our taxes.

Agent:

I understand. What's your time frame for making a decision?

Client:

We'd like the kids to start at the beginning of the school year.

Agent:

Well, I'd be happy to send you information on the schools, as well as how to raise your credit score, the "10 Deadly Mistakes a Buyer Makes", as well as how to save for your down payment.

(Continued on next page)

WORKING WITH BUYERS

OPEN HOUSE DIALOGUE

(CONTINUED)

Client:

Thanks!

Agent:

What's the best place for me to send that information to?

Client:

Oh, I'll write that down here.

Agent:

And, in case I need to get a hold of you quickly, what's a good contact number?

Client:

I'll add that to the log book here, too.

Agent:

Ok. So, what does your schedule look like? I have an opening Tuesday from 5:30-6:00...or would Wednesday be better for you?

Client:

Tuesday works good for us.

Agent:

Ok! Well, Bonnie, I'm Allison Anderson, and that's my office address. I'll see you Tuesday at 5:30.

Client:

Ok. I'm looking forward to it.

Agent:

It was a pleasure meeting you! Thanks for coming by!

Client:

Thank You.



DNC Note: Because this person has made an inquiry about your services, you can contact her for 3 months. If you are successful in completing a transaction with this person, you can continue to contact her for 18 months from the date of the transaction.

WORKING WITH BUYERS

OLD BUYER LEAD DIALOGUE



Dialogue 1: Old Buyer Lead you've spoken to previously

"When I spoke with you last, you were thinking about buying a home. I wanted to check in with you to see where you are in this decision. Are you still interested in buying or have you decided to stay where you are?"

If they are still interested in buying:

Ask them:

- "So, are you still looking?"
- "Are you currently working with an agent?"
- "If you haven't bought yet, what is stopping you?"
- "How soon do you want to move?" [If they own their home] "Do you need to sell your home first?"

Invite them into the office:

"Through my experience of helping buyers find homes, I have discovered that the buyers who invest 20 minutes to come into the office, gather information, and establish a home-buying game plan find the home that will suit their needs in less time and at fair market value. When will you have 20 minutes to stop by? Are you available now?"

If they say they're not ready to buy yet, your response can be:

"I understand. When you're out and about, if you happen to see a property that catches your eye, don't hesitate to pick up the phone and call me if you'd like to find out some information on it. I'm always happy to help you in any way I can."

"Would it be alright if I send you information once in a while to keep you updated on the local market and add you to my Client Appreciation Program™?"

[If response is yes...] "Okay great. Where's the best place to send it?"

If they already have an agent, already bought a home or have decided not to buy:

"Well good. I just wanted to make sure you were taken care of and I want to wish you the best."

WORKING WITH BUYERS

OLD BUYER LEAD DIALOGUE



Dialogue 2: Old Buyer Lead you've spoken to previously

"Hi [Dale], this is [Erin Smith] over at [ABC Realty]. We spoke a few months ago about properties available in [the Rancho area]. Did I catch you at a good time?"

[Yes, you did.]

"Oh good. Are you still looking?"

[Yes.]

"Are you currently working with an agent?"

[No.]

"Well, I just wanted you to know that prices have continued to fall since we last talked, and there are some good deals out there now, so catch me up on your situation."



Dialogue 3: If you already know what they're looking for:

"Hi [Adam], this is [Paula], I'm giving you a call because I was out doing some research for one of my other clients and I came across a couple of other properties that are exactly what you told me you were looking for. I think that you'd really like to see these. I'm going to send these over to you. What email address do you want me to send these to?"

[Wait for response]

"Okay, I'm going to send them now, and I'll give you a call after you've had a chance to look at them. What time is good for me to call you? I've got an opening between [5:00 and 6:00 tonight], or between [9:00 and 10:00 tomorrow morning]. Which is going to be better?"



Dialogue 4: Old Buyer Lead you have NOT spoken to previously:

"I came across your name and phone number on a message pad here, and realized that I hadn't gotten in touch with you, so I wanted to be sure to follow up. I don't have much in the way of details, so can you fill me in on your situation and how I might be able to help you?"



WORKING WITH SELLERS

WORKING WITH SELLERS

GENERAL WEEKLY UPDATES DIALOGUE



Dialogue 1:

“Here’s what happened this week. We had 3 agents call for availability and we got 1 showing. I asked the person who showed it, ‘What do you think?’ They liked it, but they’re looking at others. Just wanted to give you an update. Here’s what’s going on, and just so you know, next Tuesday I’m planning on doing the broker’s caravan. I’ll let you know the results of that.”



Dialogue 2: Update with feedback from Agents

If 14 agents say your listing is overpriced by \$30,000 and that you need to change the carpet, during one of your weekly updates you can say:

“You know what? We had 17 agents through the house and 13 of them thought we really need to change this carpet. I’ve been trying to sell this house without doing it to save you the hassle, but they really think we need to do that. They also think we’re about \$30K over market. I’ve looked at it, analyzed it, and I think we might be \$20K too high.”



Dialogue 3:

Agent:

“Hello, [Bob], how are you doing?”

Seller:

“Good [John], how are you?”

Agent:

“I’m doing OK and I’ll be doing a lot better once we get your home sold. I have a great desire to get your home sold.”

“Mr. and Mrs. Seller I have been working nonstop letting as many buyers as possible know about your home. I will continue to work hard. My goal is to have your home sold within the next 30 days!”



Dialogue 4: No Activity

“We haven’t seen anyone come through in 3 weeks. When it’s silent and we have no activity, that’s usually the market speaking loud and clear, so we need to make some adjustments.”

WORKING WITH SELLERS

PRICE REDUCTION DIALOGUE



Dialogue: How to set the stage for price adjustment(s)

Update with current CMA, leading to price adjustment:

“Most agents call this CMA a ‘Comparative’ Market Analysis.

What I want you to know is this is a Competitive Market Analysis. I call it that because this is your competition. We’re competing with everyone else out there to get your home sold.”

“So let’s take a look at what’s gone on in your neighborhood since we first put the house on the market:

- These are currently listed...
- This is your newest competition...
- These are recent price reductions...
- This is what has closed...
- This is what’s in pending status, so we won’t know what it sold for until it closes...”

Pricing a home is a strategy, not a one-time event:

“Pricing a home is a strategy, not a one-time event. The bottom line is that we’re going to have to make adjustments depending on where the market is. We made our best educated estimate of where the market was, or where we thought it was going. However, things can change.

I’m sure you’ve known someone whose home went on the market at a great price, and 3 weeks later there were two foreclosures or short sales in their area that were \$40,000 under them. We can’t control that, but what we CAN do is make sure we’re keeping a close eye on the market and adjusting to it.

Right now, this is what the market is currently telling us. How would you like to move forward?”

WORKING WITH SELLERS

PRICE REDUCTION DIALOGUE



Dialogue 1:

“Hi [Wendy], I just wanted to give you an update on your home. I want you to know that getting your home sold is a high priority to me and we’re doing everything possible to get it sold. Here’s what we’ve accomplished this week. We’ve looked at the activity on your home so far and while a number of folks have come through, when we followed up with the agents representing these buyers, we discovered that they’ve actually gone and bought another property. So, what the market’s currently telling us is that we’re priced a little on the high side. I believe if we adjust the price downward, we’ll be taking a major step in the right direction and increase our chances of getting your home sold. What would you like to do as we move forward?”

Typically the person will say, “Well, what do you think?”

“Well, I think if we reduce the price, we’ll be much more competitive in this market. My professional recommendation would be to reduce the price to \$_____.”

They may also say, “But Brian, you’re the one who put the home on the market at this price...”

“You know, you’re right, [Wendy]. My goal is to get you maximum dollar. And I’ll always try to get you the best price. Now that we’ve shown the home to several potential buyers we know that it’s a little on the high side so it’s time to adjust the price to what the market is telling us. My professional recommendation would be to reduce the price to \$_____. Why don’t we do that and let’s see what kind of response we get. And then every Friday, for your peace of mind, I’m going to give you an update on what happened.”

WORKING WITH SELLERS

PRICE REDUCTION DIALOGUE



Dialogue 2:

Planting Seeds Dialogue

"Mr. and Mrs. Seller I will be doing everything in my power to get you top dollar for your home. We might be priced a little on the high side. Let's try to get as much as we can."

Weekly Check-ins Dialogue

Seller: "Hello Bob how are you doing?"

Agent: "I'm doing OK and I'll be doing a lot better once we get your home sold. I want to sell your home in the worst way!"

Working "Non Stop" Dialogue

"Mr. and Mrs. Seller, I have been working non-stop letting as many buyers as possible know about your home. I'm will continue to work hard. My goal is to have your home sold within the next 30 days!"

Price Reduction Dialogue

"Hello Mr. Seller, your home is a high priority to me and we have been doing everything possible in order to get it sold. And what we have discovered is that the market is telling us is that the home is priced a little on the high side. Therefore if we adjust the price downward, we will be taking a major step in the right direction and increase our chances of getting the home sold! What are your thoughts?" (Listen)

WORKING WITH SELLERS

FRUSTRATED SELLER DIALOGUE



Dialogue:

“[John], your home has been on the market for three months now and we’ve only had three showings. I wouldn’t be surprised if you’re frustrated and a little upset right now, but just so you know...that’s normal for someone in your position.

You were hoping your home would sell and you could move on. You might be wondering, ‘Is this home ever going to sell?’

But let’s get on the solution side. I am going to do everything in my power to help you sell your home. Remember, however, this is a changed market. In recent years, we’ve seen historically high prices, but the current market is adjusting us back to a more ‘normal’ market. That may impact you, too. If we don’t see movement with your home we may have to reduce the price. Let’s give it a few more weeks and if we don’t get any solid offers, let’s talk about making a price reduction. I’ll check in with you every Friday to keep you updated.”

WORKING WITH SELLERS

ACCEPT PREVIOUS OFFER DIALOGUE



Dialogue:

“Hello Mr. Seller, I just want to give you an update on the market. Your home is a high priority to me and we have been doing everything possible in order to get it sold. Recently, the number of showings has dropped off and we haven’t received any other offers. I know you really want to get this home sold, so, what I would recommend is that you reconsider the offer from _____.”

WORKING WITH SELLERS

SHORT SALE DIALOGUE



Dialogue:

“[John], I realize you are very concerned about facing a possible foreclosure but I want you to know that there are options available to you right now.

The very first thing that you must do to stop foreclosure is face the situation and know that you are not alone. Foreclosure can happen to anyone and is nothing to be embarrassed about. Despite that, you must take action soon, because each day that you do not deal with it and find help, you are risking the loss of your house to foreclosure. Coupled with that you can face other issues...the lender can sue you if the home sells for less than owed; your credit can be impacted negatively; and you can face tax problems with the IRS.

The biggest challenge you are facing is having enough time to stop foreclosure and also work out a solution that is win-win for you and your mortgage company. When you fall behind on your mortgage payments you may need to take action immediately.

You have several options available; you just need to know what they are. One thing you can do is have your loan restructured to make it more affordable. This is called recasting your loan. Another option is to modify your loan to put the majority of your defaulted amount onto the back end of your current balance or spread the arrears into the life of the loan. Or, you could place your home on the market now for sale to avoid possible foreclosure and this is where I can best help you.”



Tip: Some key points to share with your clients about short sales:

1. Not all lenders will accept short sales or discounted payoffs, especially if it will make more financial sense to foreclose.
2. Real estate agents are not licensed as attorneys or CPAs and should not advise on the consequences of the legalities and/or tax ramifications of a short sale.
3. Some lenders who accept a short sale will not pursue a borrower for the difference between the amount owed and the amount paid.

WORKING WITH SELLERS

OLD SELLER LEADS DIALOGUE

(CONTINUED)

Scenario: Old Seller Lead you've spoken to previously



Dialogue 1:

"When I spoke with you last, you were thinking about selling your home. I wanted to check in with you to see where you are in this decision. Are you still interested in selling or have you decided to stay where you are?"

If they are still interested in selling, Ask them:

"Are you currently working with an agent?"

"Do you have a current Market Analysis for your home?"

"Why do you want to move?"

"Do you have a specific time frame in which you'd like to move?"

"What would you say your home is currently worth?"

"What do you owe on the property?"

"What condition is it in overall?"

If they don't have a current Market Analysis, offer to create one and to meet to go over it with them:

"I would be happy to put together a current Market Analysis for you, which will give you:

- Recent sales in your area
- Expired listings
- New listings

If you'd like, we could then meet to go over it."

If they say they're not ready to sell yet, your response can be

"I understand. It's an important decision.

I'd be happy to keep you updated on recent sales in your area, expired listings, new listings and other information from time to time. Could you tell me the best place to send it to?

In the meantime, if you have a question or concern I can help you with, don't hesitate to call. I'd be happy to help you at any time—whether you decide to sell or not.

If they already have an agent, already sold their home or have decided not to sell

"Well good. I just wanted to make sure you were taken care of and I want to wish you the best."

WORKING WITH SELLERS

OLD SELLER LEADS DIALOGUE

Scenario: Old Seller Lead you've spoken to previously



Dialogue 2:

"Hi [Dale], this is [Erin Smith] over at [ABC Realty]. We spoke several weeks ago when you called about a Market Analysis on your home. Am I calling at a good time?..."

[Yes, Sure.]

I just wanted to follow up on the information I sent you to see if you had any questions, if it was helpful, and if there is anything else I could provide you with that would help you move forward?"

Scenario: Old Seller Lead you have not spoken to previously



Dialogue:

"I came across your name and phone number on a message pad here and realized that I hadn't gotten in touch with you, so I wanted to be sure to follow up. I don't have much in the way of details, so can you fill me in on your situation and how I might be able to help you?"

WORKING WITH SELLERS

LOW INVENTORY DIALOGUE



Dialogue:

“Oh, by the way, if you know someone buying or selling a home – especially someone interested in selling at this time - give me a call with their name and number or text me their information and I’ll be sure to follow-up and take great care of them.”