**Seller Script**

9. Do you think you need to sell first or buy first? – Ask why they think so?

10. What have you been doing to get your home ready for the market?

\*If they are working on their house, ask: Why did you decide to do those things?

\*If they have not done anything to their home, say: Wow, you should really start thinking about that. Some renovations that you may need to make to your home in order to sell it might take a while to complete.

11. What do you think your home is worth? – Ask: Where did you get that value from?

12. How quickly do you think your home will sell? – Ask: Why do you think it will sell quickly?

\*If they have not gotten their home ready go to normal CMA close. If they have had an agent out, go to second opinion close.

CMA Close:

Obviously there are a few things that you need to get done before you decide to move. Since you have not gotten you home ready for the market, have not developed your strategy, and are not pre-approved, you need to get the ball rolling.   
  
I would recommend a comparative market analysis with one of my listing agents at your home. They will be able to go over your situation from A to Z and develop your game plan to make your transition smooth and easy. We will also be able to find a realistic value for your home and give you tips and hints on what things you may need to do to your home in order to get it ready for the market. In some cases, it can improve the value of your home by 10 or 20 thousand dollars. In addition, they can handle your mortgage pre-approval all at the same time.

Second Opinion Close:

I know that you have already had an agent out to give you a value of your home, which is something that any agent can do. We are a little different than your average real estate agent.

I would recommend a second opinion with one of our listing agents. We will not only be able to give you a realistic value for your home, but we can also use our mortgage knowledge to predict possible issues upfront which can save you time and frustration down the road. In addition, we can go over your financing options to ensure that you are getting the best deal possible.

Do you have some availability sometime this week or weekend?

Great. What is your address?

I would also like to do a few things for you before your consultation. First I am going to send out a seller’s packet to you. This is just to put a name to the face of our company and give you some insight on who we are and what we are all about.

Is this phone that I called you on a cell phone? Ok, I am going to send you a text message from our 24/7 team cell phone with our address. If you happen to have a question or need to talk to us for any reason, feel free to text us or give us a call at any time.

I appreciate your time. The agent who will be meeting you will reach out to introduce themselves shortly. If you have any questions let us know, otherwise we will see you on (Day) and (time) at your home.