

1

Seller Objection

"I should wait to move until mortgage rates drop. I don't want to lose my current rate."

Record a Video with This Script for Sellers Who Are Waiting for Rates to Come Down

Here's why you don't need to be timing the market and waiting for the perfect mortgage rate to sell your house and make a move. Honestly, that rarely works.

2 out of 3 of today's homeowners have actually paid off their mortgage entirely or have at least 50% equity in their homes. That's a big deal. And just in case you wanna know how much we're talking – the average homeowner has over \$300,000 in equity today. With equity like that, many

homeowners are finding out they can buy their next house in cash, or put down a much larger down payment to offset today's mortgage rates. And data shows that's exactly what they're doing. The share of cash buyers just hit a new high. So, here's my question

for you. Do you know how much equity you have? Because there's a chance it's more than you think. And it might even be enough to make your next move happen – maybe even as a cash buyer. That means you can stop trying to time the market based on when rates come down, because you may not have to finance as much of your next home.

Let's connect to talk real numbers when it comes to your house. Because with that much equity, the question isn't: why would I move today? It's: why wouldn't I?

Use Professional Visuals To Support This Message:



Send Personalized Texts to Your Clients:

- Are you interested in a professional estimate on your equity and what your home is worth in today's market?
- Do you know what your neighbor's house just sold for? I'd love to show you how it's impacting the value of your home. (Source: Jimmy Mackin)
- If you're not sure if you can afford to move right now, I get it. But homeowners have a near record amount of equity, so I'm offering a free, Professional Equity Assessment on your house to show you what you're working with. Can I send you one?

2

Seller Challenge

"It doesn't make sense to downsize in today's market"
or

"I can't afford to move right now."

Record a Video with This Script for Potential Downsizing Clients

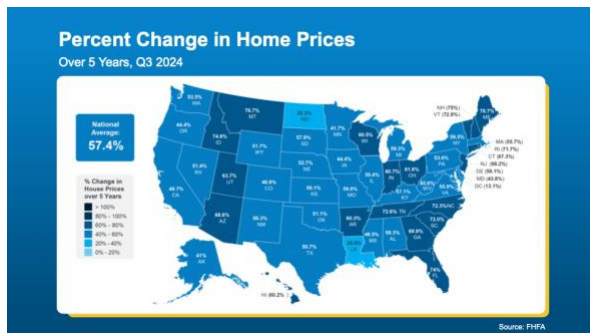
If you want to retire this year, but you're not sure if you can make the numbers work, let's talk about the equity you've probably built up in your home.

Thanks to home price appreciation going up by more than 57% percent over the past 5 years, Boomer wealth has also increased by about \$486K per household – half of which is due to rising home values. That means your equity has gone up quite a bit too. And moving could free up some of that cash to make retirement possible.

I know what you're thinking – "but how do I move when rates and prices are so high?" I hear you. If we take a look at the numbers together, I'm willing to bet your equity could offset much of those costs. Downsizing into something smaller or to a more affordable area could be what makes retirement and a simpler lifestyle your reality.

So, if you wanna finally make every day a Saturday, live closer to your grandchildren, or just simply open up that next chapter, let's chat about your move. I can show you what your house is worth today and give you a Professional Equity Assessment so you can see what you're working with. It could change your life.

Use a Professional Visual To Show Recent Home Price Appreciation:



Send Personalized Texts to Your Clients:

- Want to know what homes around you are selling for?
- Home values in our area are changing – would you like a quick update on yours?
- What price would it take for you to sell your house? Would you consider selling if you got the right offer?
- If you're not sure if you can afford to move right now, I get it. But homeowners have a near record amount of equity, so I'm offering a free, Professional Equity Assessment on your house to show you what you're working with. Would you like one?

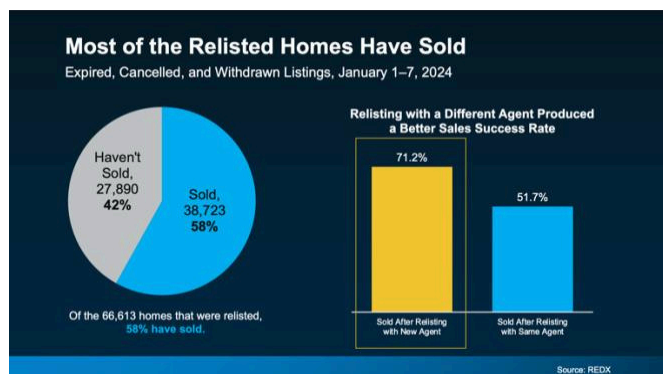
3

Seller Challenge "My house didn't sell."

Record a Video with this Script to Drive Business Through Expired Listings If you tried to sell your house last year and it didn't work, you're probably frustrated, disappointed, or even embarrassed. It's okay to feel that way. But you don't have to give up just because things didn't go according to plan. Data shows that when your listing expires, of the homes that get relisted and sell, the ones that are relisted with a new agent have a 72% success rate. But only 51% sell when relisted with the same agent. Basically, relisting with a new agent makes a difference. Why? Because with a different agent comes different strategies – from marketing to pricing and more – and a pivot may be just what you need. So, if your listing expired and you're trying to decide what to do next, let's talk before you make your decision. A change in strategy may be the key to getting your house sold.

***Disclaimer: This is not an attempt to solicit your listing if you are already exclusively represented.**

Use a Professional Visual To Support This Message:



Send Personalized Texts to Homeowners with Expired Listings:

- I noticed your house didn't sell last year, and you probably have plenty of agents reaching out to offer help. But I wouldn't be a great agent if I didn't ask if you'd like an expert opinion on what happened and how to pivot to get it sold? If you're not already under contract with a new agent, would you be open to a quick call? You might be disappointed that your home didn't sell. And usually that's for 1 of 3 reasons: price, exposure, or how it was presented to buyers. I'd love the chance to share how I can help you get it sold. Can we set up a time to talk through my proven strategy? **Note: Always be sure to follow current**
- **TCPA/Do Not Call regulations and any local or federal restrictions for contacting consumers. Offer an opt-out option in your communication.**

4

Seller Challenge*"I can price my house high, so I have room to negotiate."***Record a Video with this Script To Show the Importance of Pricing Your House Right**

Are you planning to sell your house soon? Here's a phrase you're gonna wanna remember:

If your price isn't compelling, it's not selling.

Realtor.com says 20% of sellers have to reduce their asking price to get their house sold. Let that sink in for a moment. That's 1 out of every 5 sellers. And I promise, you don't wanna be one of them.

If you overprice your house, today's buyers just won't be interested. It'll sit on the market, going stale, until you do a price cut to try to draw buyers back in. And more often than not, that backfires because they assume something's wrong with it anyway.

So how do you avoid this? Lean on me and my local expertise. I'll make sure it's priced right from the start so it gets sold.

**Send Personalized Texts to Your Clients:**

- Want to sell your house for a price that'll make your neighbors jealous? I'd love to share my proven pricing strategy with you so you can make your move this spring.
- Want to know what sellers are doing wrong when it comes to pricing their homes today? I can help you avoid the biggest mistakes other sellers are making, so we can get your house sold for top dollar.
- Want to know the secret to pricing your house so it sells for top dollar?

Note: Always be sure to follow current TCPA/Do Not Call regulations and any local or federal restrictions for contacting consumers. Offer an opt-out option in your communication.