

What You Say Matters

Agent Script Book

Our Clients Earn 10X^{MORE}
THAN The Industry Average

Schedule your **FREE** coaching consultation

Call 888.866.3377 Visit TomFerry.com

TABLE OF CONTENTS

LEVERAGING THE DATABASE

4 FOR SALE BY OWNER

8 DOOR KNOCKING

19 ONLINE LEAD CONVERSION

26 EXPIREDS

31 THE MEGA OPEN HOUSE

38 THE BUYER CONSULTATION

43 THE LISTING

51 LEVERAGING THE DATABASE

DATABASE DIALOGUE

GENERATING MORE

REPEAT AND REFERRAL BUSINESS

Hi ... this is _____ (name) with _____ (company). I hope you and your family are well. Do you have a quick minute for me? (Thank you)

1. I was wondering if I could help you with any real estate questions you might have. (Great)

[Examples]

- Are you curious about the value of your home?
- Do you want to know what is going on in your neighborhood?
- Do you want to know general market conditions?
- Is it time to sell your home?
- Should you be refinancing now?

2. As you know ... I want to be your resource for everything real estate related. Please call me if you ever have questions ... okay? (Terrific)

3. (Name) ... my business is based on referrals from great clients (friends, people) like you. So ... before I let you go ... Who do you know that needs to buy or sell a home now or in the near future? (Excellent)

4. Can you think of anyone from your office, neighborhood, family or church? (Super)

5. I appreciate your help and if anyone should come to mind please don't hesitate to call me! (Thank You)

[This dialogue is meant to be used somewhat loosely. You will be calling your Past Clients/Center of Influence four to six times per year, alter the dialogue when necessary.]

GENERATING MORE

REPEAT AND REFERRAL BUSINESS

COFFEE TEXT / DIALOGUE

Hi (name) the market's really moving and home values are going up, up,

up. Want to know your home's new value?

Sure, Sounds great.

Wonderful, I'll put together your home's value. Have you done any upgrades? Once it's ready do you want to meet for coffee, or should I email/mail to you?

If They Ask How's the Market?

Inventory levels are low. When a great home comes on the market, buyers and investors are w

Then ask one of three questions:

- Have you had any thoughts of selling?
- Do you know anyone who has had thoughts of selling?
- Do you anyone who tried to sell in the past and it didn't work out?

GENERATING MORE

REPEAT AND REFERRAL BUSINESS

FOR SALE BY OWNER

THE SYSTEM

CONTACTING FOR SALE BY OWNERS

On the first call, you have 3 objectives in mind:

- #1. SET A LEGITIMATE LISTING APPOINTMENT. When you ask when they will list the home, you want them to say they are ready now. This will probably not happen often but if you call enough FSBOs, it will happen. It is important to set this as your intention on every call you make to a FSBO.
- #2. SET A PREVIEW APPOINTMENT. A preview is simply when you go out to take a look at the home and meet with the seller for a few minutes. (There are certain parameters a FSBO must meet before you want to preview their home which will be discussed shortly).
- #3. Decide if you ever want to call them back. If the seller is rude and you feel you would never want to work with them, throw them away. You are in control. Also, if you determine they absolutely have an agent they would list

with, dump them.

FOR SALE BY OWNER

THE SYSTEM

WHAT TO SAY TO GET THE PREVIEW APPOINTMENT

"Are you cooperating with agents on the sale?"

If they say "what do you mean?" respond with "If I bring you a buyer and you net the money you want, will you pay me a commission?"

WHAT TO SAY ON THE PREVIEW APPOINTMENT

Your main objective at the home is to build good rapport and to really dig into their motivation. The meeting should only take 5-10 minutes. Thank them for having you over. Acknowledge the fact that they have received lots of calls from agents and that you really appreciate that they asked you to come over. Ask them for a quick tour of the home. As they are pointing out the drapes and carpet, re-ask all the qualifying questions. You will find that in person you will get much more truthful answers. You are now in their home and not just a telemarketing stranger. This is when 30 days on their own turns into a week or so before they'll list.

A FEW CRITICAL QUESTIONS TO ASK:

- "Realistically, how long will you try to sell this on your own before you will list?"
- Use drama when asking this one: "Mrs. Seller ... you mentioned on the phone you'd try for 30 days. Clearly you want to move to San Fran right away ... you've got a couple kids ... a husband ... a full time job ... I mean selling on your own is a full time job in itself! Based on all that ... realistically, how long will you try to sell this on your own?"

FOR SALE BY OWNER

THE SYSTEM

THE CLINCHER:

"I really appreciate you having me over. My intention was to just look at the home. Now that I am here I have to say I am 100% confident I can sell it. If I can sell your home for the price you want, in the time frame that you need, and do all the work for

you (or say eliminate all the hassle), would you consider listing this home with me this week?"

This question is critical to ask before you leave. It will typically illicit one of 3 responses. If they say YES, set the appointment to come back for a listing presentation. More often, they will say "I don't think you can get me the price I want if you add on your commission." This is a great answer to get!

Simply say:

"I am not sure I can either. Let me go do my research now that I've seen the home. Let's get back together tomorrow at 5pm for 15 minutes to see if the numbers work."

WHAT TO DO AFTER THE PREVIEW

Massive lead follow-up is now essential. If they are going to list within one week, you should call them every single work day and ask for the listing. If they are more than a week away, call at least 2-3 times per week. You do not want anyone falling through the cracks so call them often. You cannot over call them. The follow-up calls are easy because now they know you have completely separated yourself from your competition.

You can also consider sending postcards (in addition to calling) your FSBO leads. Be aggressive and send them at least 2-3 mailers per week. Do not let them forget about you! Work with your coach to create the best follow-up system for you. That is the whole system. The closer you follow it, the more listings you will take.

FOR SALE BY OWNER

APPOINTMENT SETTING DIALOGUE

Hi, I'm looking for the owner of the home for sale.

This is (name) with (company). As an area specialist, my goal is to know about all the homes for sale in the marketplace for the buyers I'm working with. Do you mind if I ask you a few questions about your property? Excellent!

1. I know the ad in the paper said it had (#) bedrooms and (#) baths,
 - Are the rooms a good size?
 - How is the kitchen?
 - Have the bathrooms been remodeled?
 - Would you tell me about the yard?

- Tell me about your neighborhood: do you feel it's nice for raising a family?
- Is there anything else that is important to know?

2. Sounds like you have a great home, why are you selling? (Great)
3. Where are you moving? (Terrific)
4. How did you decide on that area? (Fantastic)
5. Who did you want to sell your home to: a friend, neighbor or a relative? (Great)
6. How much is the new house you are buying? (Good for you)
7. So, do you have to sell this home first to close on the new one? (Great)

FOR SALE BY OWNER

8. What is your time frame? Okay ...
9. How did you determine your sales price? Got it.
10. You know, with as many homes as are on the market right now, what are you doing differently to market yours? What else?
11. If there was an advantage to ... use me ... to market your home would you consider it?
12. Normally at this point ... I would say ... let's get together for 20 minutes or so ... so we can discuss how we can help you achieve your goal ... I have some time (___) or would (___) be better for you? “
13. I'd like to have some information delivered before we meet ... where should I send it, to your home or office?
14. I look forward to meeting with you on (___), thanks again and have a great day!

FOR SALE BY OWNER

FOUR TYPES OF BUYERS DIALOGUE

1. Just out of curiosity, how many calls did you receive last week?
2. How many of those were from Realtors?
3. That leaves ___ potential buyers.

4. Out of ____ how many came to see your home?
5. Out of the ones that came to see your home, how many gave you an offer?
6. Do you know why they didn't give you an offer?
7. There are 4 types of buyers ...
8. The first are serious and in a hurry. They may be relocating from another city and have 3 days to find and buy the right home. Or they may be someone who's home sold last night and today they need to find their replacement home.
9. Because they are in a hurry, do you think they will be with a Realtor or do you think they are reading every ad in the paper looking for FSBO's?
10. Realtors have 97% of all the homes on the market listed with them and only 3% are FSBO's so ... the more you think about it, the more it makes sense that the serious and in a hurry buyers work with a Realtor ... does that make sense?
11. The second type are serious but not in a hurry ... they may be a first time buyer ... proceeding cautiously ... wanting someone to hold their hand ... or ... they may be looking for that perfect home ... Did you know that last year the average buyer looked at 54 homes before making a decision?

FOR SALE BY OWNER

12. Naturally, these people want a Realtor to help them, to guide them and make them feel secure ... can you see that?
13. The third type you may have encountered ... they are investors or bargain hunters ... preying on FSBO's that are in a hurry to sell at a discount. What's the only thing they are looking for?
14. And of course the 4th type who can't afford to buy ... and they will never buy ... because they are just looking ... We call them looky loos.
15. In fact Realtors don't put them in their cars because they can't afford to buy and are not qualified to buy.
16. So you can see Mr. & Mrs. FSBO, if Realtors have 97% of all the properties that
“
are on the market it only proves that the serious buyers are going to work with a Realtor. What kind does that leave for you?
17. The investors, bargain hunters and the looky loos. Right?

FOR SALE BY OWNER

OBJECTION HANDLERS

"We want to try selling it ourselves."

I totally understand the thought of trying to get a home sold yourself ... I mean, let's face it ... saving that commission can mean some good money in your pocket ... right? (Right)

So I'm curious, are you familiar with the difference between passive and active marketing? (No)

Real quick ... Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or advertising in the newspaper ...

Were you thinking about doing any of these things? (Yeah) I was afraid of that!

These methods only work about 25% of the time! Yet, agents sell this concept as if this was the answer to all your problems ... right? (Right)

Which then makes you think well, what's so hard about that ... I could do that ... right? (Right)

The problem is ... this doesn't get a home sold anymore ...

Do you understand now what I mean by passive ... sitting around with your fingers crossed ... waiting for the buyer?

Active marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can ... 25, 50, even 100 a day.

The key is ... asking them if they would like to buy your home, if they know someone who would like to buy your home, or if they would like to sell their home.

OBJECTION HANDLERS

FOR SALE BY OWNER

Do you know why I ask if they would like to sell their home? Because the more signs I have the more buyers' calls I get to show your home ... Does that make sense?

Now ... Which way, passive or active, do you believe will get your home sold? And you understand that I am doing active marketing on you as we speak, right?

So, how many people do you think you could call a day to try and get your home sold

... and by the way have you ever done telephone soliciting before?

[ALTERNATIVE]

You can try it. Lots of people do. It is like going to Las Vegas.

Millions of people go, and every now and then someone hits the jackpot, but the vast majority of people lose money or Las Vegas wouldn't be there.

Every now and then a seller hits the jackpot, but the vast majority needs a realtor or the real estate industry wouldn't be here.

[ALTERNATIVE]

Let's talk, okay? John, you are an attorney and try cases in court daily. I can't imagine walking in and trying the case myself.

I am a professional real estate agent. I know what I am doing. I am here to release you from the extra stress.

I have a record 98.8% full contracts. I earn my commission, bring you top dollar and close the deal.

FOR SALE BY OWNER NOTES

DOOR KNOCKING

ZILLOW

MAKE ME MOVE

EMAIL COPY IDEAS FOR MAKE ME MOVE

Best Selling Market In 5 Years

I came across your home on the 'Make Me Move' section of Zillow. With the summer market right around the corner and interest rates around 4%, this promises to be one of the bestselling markets in the last 5 years. I would like the opportunity to speak with you about your goals to sell your home. Please call or email me at your earliest convenience.

OR

Placed In Escrow In _____ Days I came across your home on the 'Make Me Move' section of Zillow. I recently listed a home in your neighborhood and it was in escrow

in ____ days. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

ZILLOW MAKE ME MOVE

EMAIL COPY IDEAS FOR MAKE ME MOVE

Sold For ____ % Over Asking

I came across your home on the 'Make Me Move' section of Zillow. I recently sold a home in your neighborhood and it sold for ____% over the asking price with multiple offers. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

OR

RSVP: Mega Open House At ____ I came across your home on the 'Make Me Move' section of Zillow. I would like the opportunity to speak with you about your goals to sell your home. I am hosting a

MEGA Open House on my new listing at _____ and I would love it if you could stop by for the private neighborhood preview from 11:00-12:00 on _____. If you would like to connect with me before the MEGA Open House please call or email me.

OR

More Than ____ Offers On Your Neighbor's House I came across your home on the 'Make Me Move' section of Zillow. I recently represented a buyer on the sale of a home in your neighborhood and it had over ____ offers on the property. I would like the opportunity to speak with you about your goals to sell your home and how you can take advantage of today's seller's market. Please call or email me at your earliest convenience.

ZILLOW MAKE ME MOVE

DIALOGUE FOR

“

DOOR KNOCKING OR CALLING

Hi ... I'm _____ with _____ and I'm calling (stopping by) today because I noticed that you had your home listed as Make Me Move on Zillow. Because I work with so many buyers from Zillow ... I was wondering ... If I could set a time to look through your home to see what buyers I have that would be interested. (Or could I take a minute now?)

1. How long have you had it on Zillow? (Terrific)
2. What made you decide to put it on there? (Excellent)
3. When you ... sell your home ...
4. How soon would you like to be there? (Great)
5. How did you determine the price of your home?
6. Have you had any offers on your home yet? (Really)
7. It's interesting your home has not sold. I (my team) have already sold -____ this year and averaging ____ % over list price.
8. If you are serious about being ____ within the next ____ months then let me show you briefly what I do to get home “ sold in this area.
9. Let's meet for 10-15 minutes so that I can take a look at the house and we can figure out exactly what it will take for it to sell.
10. What would be better for you _____ or _____?

“DOOR KNOCKING DIALOGUE

ZILLOW

Hi, my name is (name) with (company), how **MAKE ME MOVE** are you today?

1. I wanted to give you a quick update on the real estate market, last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price ... were you aware of this?

2. And ... we have more buyers (#) then properties for sale (#) ... So I was curious, have you had ANY thoughts of selling?

3. Do you happen to know anyone who has had thoughts of selling?

4. Thanks so much, if I can ever be of service, here my card/contact info ... have a great day!

HOT MARKET TEXT DIALOGUE

Hi (name) ... (something personal) ... I was thinking about you because home prices in (hyper-local) are still increasing. Interested in your home's new value?

Sure, sounds great.

Wonderful I'll put together your home's value. Have you done any upgrades?
Once it's ready lets me

DOOR KNOCKING

YOUR FARM

YIKES DOOR KNOCKING DIALOGUE

[Multiple offers]

Hi, I'm (name) with (company) how are you today?

I'm stopping by to let you know your neighbor's home at (address) just sold with

1.

multiple buyers writing offers ... did you hear about that? And I was curious ... have you had any thoughts of selling your home?

(If yes) Wonderful ... I know our clients would love to see the home... (Qualify for their motivation)

(If no) I understand ... it's a very desirable neighborhood ... I promised the buyers I would ask ... would you happen to know anyone who's been thinking of selling?

2. Thanks so much ... if you ever change your mind ... here's my card.
Have a nice day!

[No Homes For Sale]

Hi, I'm (name) with (company) how are you today?

1. I'm representing some clients who really want to live/own in your neighborhood ... and there's no homes for sale ... Do you happen to know ANYONE ... who's had any thoughts of selling?

2. How about yourself ... have you considered making a move?

(If yes) Wonderful, I know our clients would love to see your home ...
(Qualify for their motivation)

“

(If no) I understand, it's a very desirable neighborhood ... I promised my clients that I would ask ...

3. Thanks so much... if you ever change your mind ... here's my card. Have a nice day!

DOOR KNOCKING

NOTES

ONLINE LEAD CONVERSION

ONLINE LEAD CONVERSION

ONLINE FOLLOW - UP EMAIL / TEXT

Sellers Thanks for requesting a report on your home!

One quick question while I pull the data together - have you made any upgrades that would affect your home's value?

Buyers Thanks for requesting a free home search account!

One quick question while we get your account setup - are there any "must-haves" in your next home?

Universal Reply Great questions, what's a good time and number to chat?

ONLINE LEAD CONVERSION

“ONLINE FOLLOW - UP DIALOGUE

Remember that your intention from the call is to SET THE APPOINTMENT

Hi/Hey name ... this is (name) with (company).

1. You were recently on our site www._____ and we wanted to thank you for registering.
2. We received your request regarding getting a really good deal on a property in the area ... Is that the area you're looking to buy in?
3. What types of property do you like best ... Condos or houses? (Wonderful)
4. What price range are you looking to buy in? (Terrific)
5. I'm curious ... are you currently renting or do you own your home? Do you need to sell before you buy? (Excellent)
6. Is your house currently on the market? (Really)
7. [If renting:] Are you month to month, or are you in a lease? If you were to find the home of your dreams ... could you get out of that lease immediately?
8. How have you been searching for homes?
9. Obviously ... since you are looking online you aren't working with an agent...right?
10. What will it take ... for you to buy a home...

ONLINE LEAD CONVERSION

11. Let's meet for 15-20 minutes ... so I can show you what it will take to buy a home in today's competitive market and exactly what our team can do to assist you.
12. What would work better for you? ... day/time or day/time.
13. Great! My office is at _____
14. My office number is _____
15. I'll send you out a confirmation email to...
16. Is your email address still repeat (email address)
17. And is this the best number to reach you?
18. Every seller is going to want to know ... are you going to be paying cash ... or have you been qualified by a lender? (Perfect)

Cash: Terrific ... When we meet please bring proof of funds ...

Lender: Terrific ... our clients always ask us for a second opinion ... would you like one?

No Lender: With such a big decision ... who you work with matters ... we have a great relationship with _____ ... he/she helps all of our clients ...

why don't I have them give you a call?

19. Great ... thank you again and we look forward to assisting you!

“

20. Name ... will you do me a favor and let me know if something comes up and you can't make it at _____ .

ONLINE LEAD CONVERSION

NOTES

EXPIREDS

“DIALOGUE #1

Hi ... I am looking for _____. This is _____ with _____. I noticed your home was no longer on the market. I was calling to see ... do you still want to sell it?

[If it is clear they are getting lots of calls, use these effective lines]

- Are you just taking your home off the market?
 - Are you getting a lot of calls?
 - These agents are like rats coming out of the woodwork...aren't they? • Can you imagine if you had to work with these people everyday like I do?
1. If you ... sold this home ... where would you be going to next?
 2. What is your time frame to be moved? (Ouch)
 3. Why do you think your home did not sell? (Really)

4. How did you pick the last agent? (That obviously didn't qualify them to sell your home) 5. Has anyone told you exactly why your home did not sell? (Great)

6. The only reason a home does not sell in today's market is because of exposure ... did you know that?

“

7. If I can show you how to upgrade your exposure to the market and get your home sold ... would that be of interest to you? Perfect!

8. Let's meet for 15-20 minutes so you can see exactly what it will take to ... sell your home. 9. What would be better for you _____or _____?

“ DIALOGUE #2 EXPIREDS

Hi, I'm _____(Name) with _____(Company). I'm sure you know your home came up today as an expired listing ... and I was curious ... if I wrote an all cash, great terms offer yesterday ... where would you be moving to?

Is that something you'd still like to do?

1. I've discovered there's only 3 reasons a great home like yours doesn't sell ...

- The Marketing and Exposure on the home wasn't enough to attract the buyers and agents in the area.

- The home didn't show well or capture the buyer's emotions ... or • The pricing strategy ... I'm curious ... There are 2 ways to price ... a. High for negotiations

or

b. Fair Market Price to create a potential bidding war

2. Which did your agent recommend?

“

3. Bottom line ... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

4. What would be better for you _____ or _____?

EXPIREDS

“DIALOGUE #3

Hi ... I am looking for (name). This is (name) with (company). I noticed your home was no longer posted online ... and I was calling to see ... is it on ... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself ... where were these agents when my home was on the market, right?

1. If you had ... sold this home ... where were you moving to?
2. If I brought you an all cash buyer, close in 30 days, where would you like to move to?
3. What was your original time frame to sell and be moved? Ouch!/Really?
4. Why do you think your home did not sell? Really?
5. How did you pick the last agent you listed with?

“

6. Knowing what you now know ... what will you expect from the next agent you choose?
7. What type of feedback did you get from the people who saw your home? Tell me more about that.

EXPIREDS

OBJECTION HANDLERS

“We’re taking the home off the market.”

I hear what you’re saying ... and if yesterday I brought you an offer you liked ... you were moving right? Let’s just meet for 15 minutes ... when you see my aggressive proven plan ... if it makes sense ... we sell ... and if it doesn’t, it was just 15 minutes ... sound good?

“We’ve already chosen another agent/friend in the business.” I

can appreciate that ... have you signed an agreement with them?

(IF NO)

Let me ask you a question ... after (x) months on the market and knowing what you NOW know ... wouldn't it be worth just 15 minutes to hear a different opinion ... and a new fresh approach? It will only take me 15 minutes ... are you free this afternoon?

"We're going to try it on our own for a while."

I can appreciate that ... and let me ask you a question ... If I could sell your home in the next 30 days ... and save you time ... would it be worth just 15 minutes to hear exactly how I can do it?

"You agents are all the same."

I hear you and actually at (company name) here in (city) we sell (x) times more homes than our competition ... would it be worth just 15 minutes to hear exactly how we can do it with your home?

"Where were you when my home was on the market?"

That's a great question ... I was busy fulfilling the promises I made to my sellers to show, market and sell their homes ... I didn't even know your home was on the market until today when the agreement expired ... scary huh? That's exactly why we should get together ... I specialize in selling homes other agents didn't ... and have a 19 point marketing plan I know you'll be impressed with ... what time can we get together to go over it?

EXPIREDS

EMAIL FOR THE EXPIRED

STARBUCKS CARD CAMPAIGN

3 Reasons A Home Doesn't Sell Dear (Name),

I'm sorry to hear your home didn't sell. As you know, selling today can be very complicated. I've learned there's only 3 reasons a great home like yours wouldn't sell. I'd love to sit down, buy you a cup of coffee and discuss it if you're interested. No pressure, just let me know."

(Your Name)

P.S. If you've changed your mind and decided not to sell, I'd still love to buy you that cup of coffee, enjoy a Starbucks on me.

EXPIREDS

NOTES

THE MEGA OPEN HOUSE

THE MEGA OPEN HOUSE

“SAMPLE DIALOGUE TO INVITE

NEIGHBORS TO YOUR OPEN HOUSE

Hello ... my name is (name) with (company) ... and ... I will be hosting a special open house at (location) on (day) from (1 to 4) ... did you know this home was for sale?
(hand them a flyer/invite)

1. I promised the seller I would get the word out in the neighborhood... and I was curious ... who do you know ... that might want to live in our area? “
2. Wonderful ... again ... It's this Sunday from 1 to 4 ... feel free to stop by ... I'd love to show you the home ...
3. By the way ... have you ever considered selling your home?

THE MEGA OPEN HOUSE

“DIALOGUE FOR BUYERS

Hi, my name is _____ with _____.

1. How are you today? (Great)
2. What is your name? (Wonderful)
3. (Name) ... how did you find out about my open house? (Excellent)
4. What kind of home are you looking for? (Fantastic) 5. Who has been helping you with your home search? (Super) 6. What areas have you been looking at? (Great)
7. What homes have you seen that you like? (Terrific) 8. What prevented you from making an offer? (Wonderful)

9. What's your price range? (Excellent) 10. What's the name of your lender? (Great)

“

11. How much have you been approved for? (Fantastic)

THE MEGA OPEN HOUSE

NOTES

THE MEGA OPEN HOUSE

NOTES

THE BUYER CONSULTATION

THE BUYER CONSULTATION

GETTING BUYERS TO WORK WITH YOU

BUYER'S UNIQUE SELLING PROPOSITION DIALOGUE

Buying the right home can be very challenging these days. How's it working for you?
[Their response]

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online? [Their response] Well ... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and “

at the right price. Is that something you would be interested in hearing about?

ATTRACTING BUYERS DIALOGUE

1. Based on what you have told me ... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market.

2. What's your schedule like, this week?
3. Great, let's meet at my office, how's (day and time)?
4. At this meeting we will outline the best process for you and your family to buy a home ... Sound good? I can't wait to meet with you!

THE CONSULTATION PREPARING FOR **THE BUYER CONSULTATION** SUCCESS

Always start with the mindset of a consultant, not a salesperson. Discover their problems and challenges in finding the right home

Be a resource and be resourceful (solve their problem)

Prepare your environment and your presentation for your first meeting (remove sales barriers or distractions)

“

Have all your paper work prepared for buyer rep agreement if you offer that

PART 1 - BUYER QUESTIONNAIRE DIALOGUE

1. So, tell me about yourselves.
2. What are some of the reasons for making the move?
3. How long have you been looking?
4. What websites do you use to find property? How's it going so far? 5. Tell me ... what hasn't worked for you ... in the home buying process? 6. Have you seen anything you really like? Or written offers on?
7. Have you narrowed your focus to a specific community?
8. What's important to you about the location/community you live in?
9. Tell me about the ... ideal ... new home.
10. How many bedrooms?
11. How many baths?
12. What additional rooms do you need?
13. Tell me about your ideal location.

14. What are the five things you can't live without?
15. What should we avoid with your new home?
16. What's most important to you in buying a new home?

THE BUYER

CONSULTATION

THE CONSULTATION

BUYER QUESTIONNAIRE DIALOGUE *CONT'D* 17.

And how is that important to you?

So ... let's recap ... you want to buy a home with ____ , ____ and _____. And you

18. also want a home with ____ , ____ and _____. Did I miss anything? (This is where you feed their values back to them.)

19. And how about the agent you choose to represent you, what's important about that?

20. What's your timing... how soon would you like to be in the new home?

21. What's your plan "B"... in case this doesn't work out?

22. What price range are you looking in?

23. Have you met with a lender? What have they told you? How much money are you “

planning to put down? If there was an advantage to a second opinion, would you be interested?

24. Is there anyone else involved in the home buying process?

25. I've asked you so many questions ... do you have any questions for me? “

PART 2 - EXPLAINING TODAY'S HOME BUYING PROCESS (Name), let me show you today's buying process:

1. Choose an agent to represent you.
2. Meet with a lender (or two) for pre-approval and lock in your rate. “
3. View property online and at open houses, while I preview and look for

homes not yet on the market or coming soon.

4. Identify your ideal home and then begin negotiations.

5. Do due diligence, meet all guidelines and time frames and close on the property. 6. You get to move into your new home.

THE CONSULTATION “

THE BUYER CONSULTATION

EARNING EXCLUSIVITY

1. Now that I know exactly what's important to you ... and we are clear on the home buying process ...

2. I want to spend some time quickly showing you what I do above and beyond for my clients ...

3. Fortunately... when you... hire me...to represent you...you'll recognize that I do so much more than the average agent

- I only work with a small number of great clients ... like you ... to ensure a personal touch.

- I preview daily and weekly on your behalf.

- I contact the best agents for their “coming soon” listings getting you early notice.

- I use the Yikes Marketing Letter to find off market homes. • I research bank owned and notice of defaults (if available).

- I will actively door knock communities you like to find you a home. • I will only show you property that matches what you want.

- I will negotiate aggressively on your behalf.

- I will work with your lender and our affiliates ... to ensure a smooth transaction ... and close.

“

4. Bottom line ... when you ... buy a home ... it can be stressful and my job is to remove as much of the stress as possible ... does that make sense?

5. So ... would you ... like me ... to help you find a home?

THE BUYER CONSULTATION

OBJECTION HANDLERS

"How about if I sign your agreement after we go out one or two times?"

I hear you ... in that case ... let's sign a one party showing agreement on the homes you'd like to see ... it's done everyday in real estate ... let me grab that.

"I have a friend in the business who will give me a discount commission. Will you do the same?"

No ... I would suggest working with your friend instead ... (pause) ... (Name), I'm curious ... is your friend willing to do all the extra work I'm willing to do? And do they have my contacts, resources and skills?

"My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?"

Simple ... Your listing agent is busy working to get your home sold ... I'm going to put my aggressive marketing plan to work to find your home ... besides ... my commission is paid by the seller ... okay?

"I don't want to commit to one person right now."

I hear that a lot ... and guess what ... most people start by talking to lots of agents... until they find one who clearly stands out ... (Name) ... based on everything I've shown you ... do you believe I can find, negotiate and get you into your new home? Then put me to work!

THE BUYER CONSULTATION

OBJECTION HANDLERS

"I'm not buying for another three to six months."

Great, then it is an excellent time to do some research together. We'll have time to get to know each other.

"What if we don't like each other after we are working together?"

I can appreciate that . . . and my experience is the only way this will happen is if we are not in constant communication and open and honest about what's important . . . does that make sense?

"I haven't had a chance to interview anyone else. I'd like to take some time and see what other options I have."

I welcome it. Take your time to make sure you are making the best possible decision for you. (Help them to understand the difference between you and using a listing/buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)

THE BUYER CONSULTATION

NOTES THE LISTING

THE LISTING PRESENTATION

THE QUALIFYING PROCESS

QUALIFICATION DIALOGUE

Hi (name) ... it's (name) with (company) ... I'm calling to confirm our appointment for (day/time) ... does that time still work for you?

I'm really excited about the opportunity to ... sell your home ... I take this process

1. very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out ... so I have some additional questions for you ... do you have a few minutes?

2. Let's confirm...when you ...sell your home...your moving to (city), correct?

3. And...you want to be there by _____ right?

4. Tell me again ... your main reasons for selling this property?

5. So ... what price do you want to sell your home for?

6. How did you determine that price?

7. And ... how much do you owe on the property?

8. Are there any other special features of the home ... you feel could impact the value?

9. Is there anything that could be perceived as a negative ... that could also impact the property value?

10. This sounds great ... I'll be sending over my marketing proposal via email ... will

you take a few moments and review it before I arrive?

THE LISTING PRESENTATION

THE QUALIFYING PROCESS

QUALIFICATION DIALOGUE *CONT'D*

11. Will all the decision makers ... be there ... when I arrive?

[IF YOU ARE COMPETING]

12. So ... tell me ... what are you looking for in the agent you choose to represent you? 13. How will you know when you have the right agent?

14. Do you have any questions for me before I arrive to prepare for our meeting?

15. Obviously ... if you are as confident as I am that I can ... sell your home ... will you be ready to ... list with me ... at the appointment?

16. (If no) Tell me about that? (discover and resolve)

17. (If yes) Wonderful ... please have a copy of your key and your mortgage information handy for me, okay?

18. This sounds great ... I have everything I need to prepare ... Again ... I'll be sending over my marketing plan and more ... Will you take a few moments and review it?

19. I look forward to seeing you (day/time) ... Have a great day.

THE LISTING PRESENTATION

INTRODUCTION TO THE

LISTING PRESENTATION

1. I know you have a lot of choices when it comes to agents and companies ... I want you to know ... I appreciate the opportunity to meet with you today.

2. Why don't we take a minute ... and show me around your home ... would that be okay?

3. Tell me about some of the most desirable features of the property?
4. If you were a buyer looking at this home ... what are some of the features you might change?
5. (Amplify) Tell me more about that?
6. Who do you think is the ideal buyer for your property?
7. Now that we've seen the property ... where should we sit, the dining room or the kitchen table?
8. So (names) ... Let me share with you what we're going to cover today.
9. Based on my experience ... there are four areas most sellers want to discuss prior to putting their home on the market with me...

INTRODUCTION TO THE LISTING PRESENTATION

THE LISTING PRESENTATION

They are:

1. Your motivation to ... sell this home ... and the timing to get the home sold ...
2. What I'm going to do to is expose your property ... to the highest number of qualified buyers ... and ... to agents who control the buyers.
3. How much will the property ... realistically ... sell for?
4. And ... ultimately why I believe you should ... choose me ... as the agent to represent you.

Name ... Outside of those 4 ... is there anything else you need to know?
So, before we discuss these ... let's confirm your plans ...

- a. You said you were moving to _____ ... right?
- b. I'm curious ... what's taking you there?
- c. You would like to be in _____ by _____... correct?
- d. _____ if the home doesn't sell in your time frame...is there a plan "B"?

THE LISTING PRESENTATION

INTRODUCTION TO THE

LISTING PRESENTATION

e. And ... you were thinking about a price of _____ ... right?

f. In order to make the move...do we need to ...sell this home... or is renting it out an option?

I emailed (or delivered) a marketing proposal...did you have an opportunity to review it? The number one reason people ... refer me ... to their friends ... or ... choose me as the agent to represent them is my marketing plan ... would you agree in today's economy ...

exposing your home to the highest number of qualified agents and buyers is important? Would you like me to take you through ALL of the strategies we are going to use to market your home or do you ... feel confident... with what you saw in our proposal?

(IF YES)

So ... Can I assume we agree ... you definitely want our marketing plan ... right?

(IF NO)

Present Marketing Plan

THE LISTING PRESENTATION

THE MARKETING PLAN (Optional)

As we go through the marketing ... you're going to notice just how much more we do than the average agent. In fact ... there are two types of agents ... ones that do the bare minimums ... put the home on a website and hope that it sells.

Then there's what I do ... I aggressively and actively market your home right from the start ... because we know that the highest probability of a sale takes place in the first two to four weeks.

You'll see the difference ...

Mr. / Mrs. Seller ... were you aware that 90% of all buyers start their home search online?

Our website generates _____ number of motivated buyers per month. We will strategically place your home online at www.yourwebsite.com.

Your home will also be showcased on ____ number of websites. (Have a page that shows all the websites their home will be on).

Can you see how this much exposure ... this many eyeballs ... will lead to ... more showings ... more offers ... and a higher price?

Potential buyers will be determining the value of your home based upon the photos and online tour ... you can tell the difference between average photos and professional photos right? (Showing contrast of good vs. bad real estate photography)

THE LISTING PRESENTATION

THE MARKETING PLAN

We have a professional photographer on staff that specializes in bringing out the great features of your home through photo and video. What are the key characteristics of your home that we should be featuring? (Show them a video tour of a past listing)

In fact ... did you know that staged homes sell 79% faster and sell for 17% more than a non-staged home?

Obviously the better the home shows ... the more value a buyer sees ... so we have a professional stager that will come in, assess the appeal of your home to buyers and will make any recommendations to increase interest.

We typically have our stager come in within a couple of days us choosing to work together ... would that be okay?

One of the reasons that our clients have chosen to ... list with me ... is because of the regional and global network of agents that I'm connected with ... so we will notify all of the agents in my office ... as well as the agents that are active in this marketplace.

We'll also create a professional brochure/flyer as well as postcards to neighbors notifying them the property is for sale ... I've brought one here to show you (show them several examples)

Most agents simply do an open house ... however when you ... choose me ... we do what's called a mega open house ... are you familiar with what a mega open house is? (Describe your Mega Open House strategy)

THE MARKETING PLAN

THE LISTING PRESENTATION

In addition to a public mega open house ... we'll hold a private open house for all of the brokers and agents in the area. So that if they have any buyers we're sure to have your home on their radar.

Are you familiar with the difference between passive and active marketing?

One of the many active marketing techniques that we use is to spend one to two hours a day prospecting ... over the phone and through social media ... to find a buyer that is interested in your home.

(Add anything else that you do)

It's pretty overwhelming ... everything that we'll be doing to get your home sold ... isn't it?

Now that you've seen all that we can do in terms of marketing ... do you have any questions?

(Names) I promise you ... I will market your home more effectively ... than any other agent ... and that's what you're looking for correct?

So can I assume we agree ... you definitely want our marketing plan, right?

I always tell my clients ... you hire me to "market" ... and ... "sell" your home ... it starts with my marketing.

Now ... let's talk about the local market ... and pricing your home to sell ...

THE LISTING PRESENTATION

MARKET STATISTICS

Mr./Mrs. Seller I'm curious ... what have you noticed about the local market?

Let's quickly take a moment and see what is occurring in the local market today. Are you aware that currently we have ...

- a. Total Active Inventory
- b. New Listings
- c. Homes sold
- d. Average DOM
- e. Absorption Rate

f. Expired Listings

PRICING PRESENTATION

THE LISTING PRESENTATION

Now that we've reviewed the market ... I'm going to recommend ... three different pricing options ... and then we can decide which is best.

Option #1 "We push the envelope on price and go above the market."

Option #2 "We price it at fair market value."

Option #3 "We can create a buyer frenzy and price it below fair market value."

Let's discuss the pros and cons of each ... and then we can decide which is best ...

OPTION #1: Price above fair market value

"We push the envelope on price and go above the market..."

- The pros are ... You might just set a new value and find that perfect buyer ... more than likely though ...

- The cons are ... (and you should make up a big list)

- Agents will reject the price and not show it

- Consumers shopping online will miss it because of the pre-set "price ranges" on all major home search sites.

- Or when they find it ... they will compare it to others priced in that range and wonder why it's overpriced.

OPTION #2: Price at fair market value

"We price it at fair market value..."

- The pros are ... again, share the benefits ...

- The cons are ... ask them what their cons are?

THE LISTING PRESENTATION

PRICING PRESENTATION

OPTION #3: Price below fair market value

"If we price it below fair market value we create a frenzy among the buyers..." You can say "Have you ever watched an auction? What happens, they start the bidding

at a low price ... and the power of the crowd drives the price up. (Share an example in your business.)

So what we need to do today is to ... agree on a price ... that has your home being one of the homes that sells instead of sitting on the market. So ... you understand that in today's market we are entering into a competition, right? Let's look at what you are going to be competing against.

- a. Are you familiar with this neighborhood?
- b. Have you seen this home?
- c. How many bedrooms and baths?
- d. What's the total square feet?
- e. Your house is Better, Similar, or the other home is Nicer.
- f. What's their list price?
- g. How many days have they been on the market?
- h. You've only got _____ days to be in _____ ... correct?

PRICE CLOSES

THE LISTING PRESENTATION

_____ ... of the three pricing strategies we've discussed ... above, at or below fair market value ... which option would you like to move forward with?

[NOW IF YOU'RE CONCERNED ABOUT THEIR CHOICE YOU CAN SAY THE FOLLOWING]

So ... based on these comparable homes ... this one priced at _____ ... this one at _____ and this one at _____ what do you feel we should price your home at so that it will outperform all the other properties for sale?

(Name) ... will you ... list your home with me ... at that price today?
Wonderful ... all we need to do is ... sign.

THE LISTING PRESENTATION	BUYER'S AGENT SIDE	3.5 3.0
	SELLER'S AGENT SIDE	3.0 3.0

OBJECTION HANDLERS MAXIMUM

"Will you lower	Local Newspaper	Broker Caravan
{ 7.5% { 7.0%	Home and Land Magazine	Estate Video Tour with CDs
Full Color Just Listed Post	Newsletter	
Card National Newspaper	Office Tour	
your fees?"	MINIMUM	800 Call Capture
2.5 3.0 2.0 3.0	{ 6.0%	System Strategic
EXPOSURE!	Advertised Mega	MLS Input
{ 6.5%	Open House Yard	Mass Email Blast
	Sign & Brochure Box	Website Multiple
	Custom Property	Internet Sites
		Online Feedback
		Access

"If I list my home with you and buy my next home with you, will you cut your commission?"

You know, I can appreciate that you want me to reduce my fee, and I want to be up front with you and say NO, I will not cut my commission, and for one very simple reason.

As a professional, my time has a certain value and I only work with people, like yourself, that realize the value of my service ... and before you say anything, think about this ...

If an agent is willing to cut his or her commission, just like that, how well do you think they will hold up when it comes to negotiating the best possible price for your home?

I want to demonstrate to you up front how tough I'm going to be for you. Therefore cutting my commission is simply not an option. Does that make sense?

OBJECTION HANDLERS

THE LISTING PRESENTATION

"I have to keep my promise to a friend or previous agent I talked to/ bought the home from."

That's great, I can appreciate your loyalty and that is a quality that I respect in people ... so I'm curious let me ask you this ...

Has there ever been a time when you decided to buy something or do something and because a friend said, hey no problem, when you need help, I can do it and in the end, because you didn't check around, you really didn't get what you wanted...have you ever been there before?"

Well this time is just like that time, and with that in mind, I'm sure you can see the importance of having me over just to give you a second opinion ... that wouldn't hurt

anything, would it?

“Why is your price so much lower than the other agents that we have talked to ... they have comps that are higher than yours?” (Yes, why is that?)”

It is kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right?

You are probably thinking, why did this person come in with such a low price? Doesn't he want my listing, well my answer is yes and no.

You see there is a very big difference in the way that I operate and the way most agents operate. Most agents manipulate the computer to show figures that they think you want to hear and you probably want to know why.

THE LISTING PRESENTATION

OBJECTION HANDLERS

Well most agents, don't do a lot of business. Getting your listing makes them feel like they are accomplishing something ...

Whereas, I on the other hand do over ____ sales per year by telling nice people like you the truth.

[Alternative]

There is a very simple reason; do you want to hear it?

Most agents do not have many listings. Therefore, convincing you to list your home with them becomes very important.

That's why they'll tell you whatever price they think you want to hear, even if they know six months from now, you will not be happy with them at all because no buyers will look at a house that is overpriced ... does that make sense?

My comps show the price I have indicated. I will take the listing if you will agree and sign an acknowledgement form tonight that you will reduce your home to my price in 30 days. I would rather you turn down 10 offers than never get one.

They emphasize listed prices. All I am concerned about is what is sold and closed. You wouldn't want to base your price on erroneous info, would you?

There are two ways to price your home ... You can list it where it sits or you can list it where it sells. Which is better for you?

THE LISTING PRESENTATION

OBJECTION HANDLERS

"Will you cut your commissions, other agents will?"

You know, you're right, there are a lot of desperate agents out there and I'm a little concerned ... can I tell you why?

Do you own anything more valuable than this home? (No)

Could you say that it is your most valuable possession? (Yes)

If an agent is so desperate that they are willing to broadcast the fact that they don't think they have value as a Realtor, then I'm confused.

Is that the type of person you want sitting across from the negotiating table trying to negotiate you a better price?

We are talking about a person who has already admitted that he or she doesn't even see value in himself or herself.

Is that the type of person you want to represent you in the most valuable transaction of your life?

Good. If that was the case, then I should not even come over, considering I work 14 hours per day and my assistant works 8 hours a day to get your home sold and that's very valuable ... don't you think.

Note: the more conviction you have, the less you will get this objection. In fact, your prospect will now begin looking for ways to exploit your weakness.

I would interpret this objection as your prospect telling you ... I don't think you have any value ... so you better prove it to me.

THE LISTING PRESENTATION

OBJECTION HANDLERS

[Alternative]

They may feel they are worthless. If they will reduce their price at the listing table, what will they do at the negotiating table? I will be tough and professional on both my fee and the price, particularly at the negotiating table.

[Alternative]

Commissions aren't negotiable with agents that sell homes daily. They are only negotiable with the realtors who don't believe in the service that they offer. Now you told me you had to be gone in 90 days, right? You need a strong service agent that sells homes right?

THE LISTING PRESENTATION

OBJECTION HANDLERS

"How much advertising will you do, because I want a lot of advertising?"

I understand that advertising is a concern ... Are you familiar with the difference between passive and active marketing?

Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

[Passive marketing is holding open houses, sending out flyers and advertising in the newspaper]

You see, these methods are passive and you can't predict if they will work or not. Yet, agents that don't want to work at getting your home sold will insist that they have sold many homes this way ... and do you know what?"

I agree, you can get a home sold that way ... But, you can't guarantee it. Do you understand what I mean by passive, basically sitting around waiting to get your home sold?

Active marketing on the other hand is much more aggressive and very predictable.

I will be on the phone every single day calling 10, 25 or even 50 people asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

Do you know why I ask them if they would like to sell their home?

THE LISTING

PRESENTATION

OBJECTION HANDLERS

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get, the more people I can talk to about

your house.

Now, which way, passive or active do you think gets more homes sold?

Would you like me to spend all my time and effort doing what is proven to get your home sold, or would you like me to sit around with my fingers crossed hoping a buyer happens to call?

"I want to find a house before I put mine on the market."

I agree, finding your new home is important and the unfortunate thing is it may take as long as 3 to 5 months for your home to sell. Then it will take another month to get the closing done and by that time, any home that you would have found will likely already be sold. Does that make sense?

Let's get your home on the market right now and get to work on getting your home sold so you don't have to wait any longer than is necessary to get moved into your new home ... sound good?

[Alternative]

Terrific! Have you seen a home you want to put a contract on? (No) Great, let me go ahead and schedule a time with my buyer agent so they can help you find the perfect home. In the mean time I can be working on getting your home sold, that way when we get a contract on your home we can put in a contract on your #1 choice, close both homes the same day and ... move only once. Won't that be great?

THE LISTING

PRESENTATION

OBJECTION HANDLERS

"You don't handle many homes in our price range."

You're right, I don't sell a lot of homes in your price range and that's exactly why I'm here tonight ... I usually sell homes in lower price ranges and what I find is ... after I sell my clients homes, many of them move up to your price range, therefore, it only makes sense ... that the next logical step, is for me to sell your price range as well, considering I already have a relationship with many buyers that will be interested in your home ... does that make sense?

"I need to net this amount in order to move, I have to be at my new job in 90 days but I can't afford to buy a home if I take a loss."

I can appreciate the position you are in. Many people in our area are in the same

position and you know ... I'm curious. Has there ever been a time when you knew you were going to have to make a sacrifice?

I mean, you knew it was going to be tough and in the end, after analyzing all of your options, you realized that there was only one thing to do ... put your head down, grit your teeth and go for it ...

But you found in the end, it all worked out. You made it through the tough times and life went on, maybe even better than before ...

Have you ever been there before? (Well, Yes)

THE LISTING

PRESENTATION

OBJECTION HANDLERS

This time is just like that time ... as you can see, the competitive market analysis shows that there is no way anyone is going to give you what you need to make this move ...

My question is this. Is it more important to get you out from under this house, take the new job and work through the tough times or are you in a position to keep making mortgage payments on this house for several more years until the property values go back up? [Help the prospect see that they have been in tough places before and this is no different]

"We will sell it ourselves and pay 3% to the agent that sells it."

I completely understand your point of view and it sounds like you haven't been involved in this kind of transaction in a while ... can I tell you why?

Agents work with buyers because it is easy. You show the house, the agent writes the offer and the agent on the listing side handles the next 30 to 60 days of the legal paperwork trying to get the deal closed ... does that make sense?

If you list it for sale yourself, who will follow up with the 30 to 60 days of legal paperwork ... you? If so, what agent will want to risk the fact that you may not have done it before?

Let me ask you this ... if you were an agent, would you rather show homes that were listed with professional agents that worked to get deals closed?

OBJECTION HANDLERS

THE LISTING PRESENTATION

Or would you rather show a home and keep your fingers crossed, hoping that you don't get sued by the buyers because some legal aspect was overlooked by the homeowners and the transaction didn't get done ... which would you rather do?"

Do you see my point?

Your idea sounds valid. It just doesn't fit in today's market reality ... Are there any other questions I can answer before you sign the listing agreement?

"We can always come down later."

You're right, and I think you need to take into account how homes get sold.

You see, if we come out of the gate with your home overpriced, all of the agents that show properties will instantly write you off as non-motivated sellers ... Can I explain what that means from an agent's perspective?

You see, if we come out of the gate with your home overpriced, all of the agents that show properties will instantly write you off as a non-motivated seller ...

The higher a price on a property, let less the seller needs to sell it ... at least that's what the agents believe ... purely from their past experience ...

THE LISTING

PRESENTATION

OBJECTION HANDLERS

Now a non-motivated seller means, that even if you come down on your price later, two things will happen. Most agents won't even realize your home has been reduced. Now you might say, can't we just send them a flyer telling them that it has been reduced?

Yes, we could send everyone a flyer telling them the price has been reduced, and yet the agents get 500 flyers a week and there's a good chance it will go unnoticed.

If they see that you had the home priced really high in the beginning that will tell them that you were kind of unrealistic when we listed the property, meaning that you didn't believe that what I was saying was true ... all agents interpret this as trouble when it comes to getting the deal closed.

Do you understand why? If we price it to sell right from the beginning, our odds of getting agents to show it are much higher.

[Alternative]

By that time the buyer for your home will have bought another. Do you want to lose that buyer?

OBJECTION HANDLERS

THE LISTING PRESENTATION

"Good we still need to interview one more agent" (Even after they promised you were the last)."

This is not the real objection. They are saying to you....We don't see why we should pay you money to sell our home ... that's why you should leave.

We must flush out the real objection. Start like this:

You know ... I can appreciate the fact that you want another opinion, and the fact I was told that I would be the last agent interviewed only tells me one thing?

Can I share it with you? (Yes)

Somewhere, somehow, I have not completely convinced you that I can sell your home. So tell me ... What is it, specifically, that is stopping you from putting me to work tonight? This should get the real objection.

[Alternative]

I can appreciate that before we met today, that you set up another appointment with another realtor. I'm sure you will agree that my qualifications will be tough to beat. Let's get your home on the market tonight. I'll be happy to call the agent, cancel your appointment and it will be one less delay in getting your home sold. [Alternative]

Agents work together. I will call him tonight and let him know that we listed the home and we will give him the first shot at it with his buyers before we put it in the MLS.

THE LISTING

PRESENTATION

OBJECTION HANDLERS

"We want to think it over."

I can appreciate that, making a logical decision is important ... so tell me, what is it specifically that you're going to have to think over?

"We want to compare what you are saying to other Realtors."

Great! I think that is one of the best things that you could do and before I go ... Tell me, what is it specifically that is stopping you from picking up that pen and signing your home with me? (We're just a little shocked by the price)

Hey, I understand and let me ask you this ... If I can help you to realize that your home will not sell for a dollar more than what I have told you ... If you felt completely satisfied that it was true ... would you still want to waste your valuable time talking to another Realtor or would you just list with me tonight?" (Well, I guess if we felt comfortable, we would list with you tonight) Great!

Then simply go back through the CMA and convince them.

Great, since 3 minds are better than 2, let's think out loud together. What are you thinking about?

THE LISTING

PRESENTATION

OBJECTION HANDLERS

"We have a good friend in the business."

I can appreciate that, almost everybody does. So when would you like to see how 85% of the homes I list sell and why only 40% of the homes listed with other agents sell? Which is better for you, 6:00 or 7:30.

[Alternative]

Your friends will want the very best for your correct? (Yes) I will be happy to call them for you.

[Alternative]

Are you willing to jeopardize your friendship? You owe your friend, friendship. You owe me nothing. But you owe yourself the best. Don't you want the best agent working for you?

"We're already committed to another agent."

Great! So, you have already signed a listing agreement? (Well, no)
So you are not committed, you are just promised ... right? (Right)

I'm okay if you don't list your home with me ... however if you're thinking of interviewing more agents for the job of selling your home ... it is vitally important that

you understand the different marketing approaches so you don't get burned the next time.

THE LISTING

PRESENTATION

OBJECTION HANDLERS

Now you don't want to get burned again do you?

So let me ask you ... do you know the difference between passive and active marketing? (No)

Passive marketing is basically sitting around with your fingers crossed waiting for a buyer to show up and buy your home ...

Passive marketing is holding open houses, sending out flyers and advertising in the newspaper. Did your last agent use any of these methods? (Yeah) I was afraid of that.

These methods have been ineffective. Yet, your last agent sold it to you as if this was the answer to all of your problems ... right?

Active marketing, on the other hand, is literally getting on the phone every single day and personally contacting as many people as I can 25, 50, 100 a day.

See the key is asking if they would like to buy your home, or if they know someone that would like to buy it or if they would like to sell their home ...

Do you know why I ask them if they would like to sell their home?

You see the more signs and homes I have out in the community the more buyers will call on those signs. The more buyer calls I get the more people I can talk to about your house.

OBJECTION HANDLERS

THE LISTING PRESENTATION

Now, which way, passive or active do you think gets more homes sold?

The goal here is to cut out the other agent by educating the customers the realities of the market. Now when they are sitting in front of the other agent, what question are they going to ask? How many people do you call each day?

[Alternative]

Make sure you have made the right commitment by seeing me and then making your decision. If they have better qualifications than me, then go ahead and list with them.

19 POINT

MARKETING PLAN

1. We strategically place your home online; unlike other companies, I receive all of the leads we get on your home
2. In addition your home will be on (have a page that shows all the websites) 3. Extra professional pictures online (share bad photos vs. your quality) 4. Virtual tour online (show them the one you made)
5. Staging (if necessary – explain the stats on homes staged vs. not) 6. Create a professional brochure/flyer (show them the one you created) 7. Send post cards to neighbors notifying them your property is for sale (show example) 8. Notify agents in my office, my region and across the globe about the property 9. Hold open house(s) (describe your Mega Open House strategy... even create a flyer to illustrate)
10. Personally invite your neighbors to the open house/broker preview 11. Prospecting daily for (x) hours to find a buyer for your home
12. Aggressive follow-up with prospective buyers (explain the training and designations received)
13. Hold a broker Open House
14. Advertise
15. Weekly check-in calls to “stay on the pulse”
16. Automatically via email, send you all feedback from showings (Homefeedback.com or other solution)
17. Automatically email new listings, pendings and sales in your neighborhood 18. Review pricing weekly and notify you immediately of market changes 19. (Optional) I do/my team does 100% of the showings – (you hired us to “sell” your home, that’s our job)