

Running into roadblocks with your seller suite leads? Here are a few suggestions, words of encouragement, and tips from other CINC users that they have found to help.

"I'm just curious about what my home is worth." or "I'm not wanting to sell now."

That's great, 75% of my clients say the same thing when we first speak. Now, since you're seeking info on the value of your home, let me tell you why a CMA by a professional realtor is much more valuable than the info you get from a website analysis.

or

What would have to happen for you to be able to make a move?

or

What value would make you sell your home today?

or

Can I follow up and send you some sold property information on recent home sales in your area?"

or

I'd like to give you a more accurate value on your home. When would be a good time for me to do a quick tour to provide you with a comprehensive analysis of what you could sell for?

"I already know the value of my home, you don't need to come see it/we don't need to meet."

GREAT! Can I ask what's most important to you, the ONLINE VALUE or the AMOUNT YOU CAN walk away with in YOUR POCKET? Can I have your permission to show you how we put 8-10% more in YOUR POCKET when you are ready to SELL. May we have permission to PUT MORE MONEY IN YOUR POCKET????

Encouragement and Thoughts

"It is all about building the database and staying top of mind. My go to line is always, "what would have to happen to be able to make a move." You get the honest truth with that response. Also ask them what number would make them sell today. Then you have a base line as the market changes." - Beverly Ruffner, Virginia

"I certainly noticed that the "just curious" people end up listing 6-9 mo later...with someone else because I believed them and didn't follow up. Shame on me." - Scott N, TX

"ask for permission to follow up and send sold property data....turn on property alerts for biweekly with the map feature of their area, mark the sold properties... set task to see if they are opening the emails. If they are opening, you could call and say wow did you see that property that sold, it was only on the market for x amount of days....or something compelling just to stay in touch." - Beverly Ruffner, VA

"Make sure they know you understand their inevitable need to move from "just curious" to selecting a realtor when it's time for a move. Then gain permission to build a relationship in the interim with property updates, etc." - Mitch J, VA

"Just curious to me means should I sell now or later. Most home value leads are 6-12 months out. They are good leads" CC U, FL

"They say they're just curious but we know deep down they ARE considering selling or at min. refinancing. Offer to quickly tour their home to provide an accurate price analysis in the present market TODAY, offer to provide quarterly market updates, and when you're at their house to view for accurate today's analysis, provide them with a Free preparing to sell guide." - Linda H, MA

