

The Ultimate  
*Real Estate*

SCRIPT BOOK

*Featuring Scripts from Mike Ferry, Keller Williams, and Debbie De Grote*



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# Lead Generation & Prospecting Scripts

## New to Real Estate

Hello, this is \_\_\_\_\_! Do you have a moment?

I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

First, I'd like to share my real estate app with you. You can see what's going on anywhere; from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

## New to Keller Williams

Hello, this is \_\_\_\_\_! Do you have a moment?

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

First, I'd like to share my real estate app with you. You can see what's going on anywhere; from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

## Remind Them You're in Real Estate

Hello, this is \_\_\_\_! Do you have a moment?

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help \_\_\_\_ (#) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.





## PROSPECTING – CENTER OF INFLUENCE

*Good Morning,*

*Wanted to take a moment again and remind you that I'm still in the Real Estate business.  
If you know if anyone who is thinking of buying or selling, please give me a call.*

## New to the Area

Hello, this is \_\_\_\_\_.! Do you have a moment?

I'd like to share some exciting news with you. I have moved to \_\_\_\_\_ (new town) and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in \_\_\_\_\_ (new town). May I count on you?

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free; there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

## Calling for Referrals

Hi \_\_\_\_\_, my name is \_\_\_\_\_ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (*your Met's name*), and he/she said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(*Your Met's name*) said that you were thinking about (*buying/selling*) a house in (*time frame for buying/selling*) and asked if I would please give you a call. *He/She* and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you, and I can send you a text to link to it. Does that sound good? Great!

*If they are buying ...*

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

*If they are selling ...*

When are you planning to move?

Have you listed your house with another agent? No? Excellent!

*Continue ...*

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today or would tomorrow be better for you?

*If no thanks ...*

I understand. Just so you know, I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that. Thank you for your time today, and please let me know if there is anything I can ever do for you.

## Developing a Center of Influence

---

Use the following list to “jog” your memory for additional names of contacts. Ask yourself if you know anyone who is at all involved in any of the following. Write name next to each, if none, cross them out.

Accountant	Consulting	Loans	Shoe Repair
Advertising	Contractors	Management	Siding
Aerobics	Cosmetics	Manufacturing	Signs
Airline	Country Clubs	Mechanics	Skating
Alarm Systems	Credit Union	Medical	Skiing
Animal Health/Vet	Day Care	Mortgages	Skydiving
Apartments	Delivery	Motels	Soccer
Appraisers	Dentists	Museums	Softball
Architects	Dermatologists	Music	Software
Art	Doctors	Mutual Funds	Spas
Athletics	Dry Wall	Newspapers	Sporting Goods
Attorney	Electrician	Nurses	Surgeons
Automobile	Engineering	Nutrition	Tailors
Baby-sitters	Firemen	Office Machines	Teachers
Banking	Fishermen	Office Furniture	Telecommunications
Barber	Florist	Optometrists	Tennis
Bartender	Furniture	Orthodontist	Theaters
Baseball	Gardens	Pediatricians	Title Comp.
Beauty Salon	Golfing	Pedicures	Training
Beeper	Groceries	Pensions	Typesetting
Bible School	Gymnastics	Pest Control	Universities
Boats	Hair Care	Pets	Video
Bonds/Stocks	Handicapped	Pharmacies	Waste
Bookkeeping	Handyman	Phones	Weddings
Bowling	Hardware	Physician	Wine
Brokers	Health Club	Plumbing	
Builders	Health Ins.	Podiatrist	
Cable TV	Horses	Pools	
Camping	Hospitals	Preschools	
Carpet Cleaning	Hotels	Printing	
Cellular Phones	Hunting	Property Mgmt.	
CPA's	Insurance	Rental Agencies	
Chiropractors	Investments	Resorts	
Church	Jewelry	Restaurants	
Cleaners	Laundries	Roofing	
Colleges	Lawn Care	Satellites	
Computer	Libraries	School	
Construction	Limousines	Secretaries	

# The Center Of Influence And Past Client Script

*(You are calling people you know!)*

1. Hi, this is \_\_\_\_\_. This is a business call ... do you have a minute?
2. Who do you know that would like to buy or sell real estate in the next 7-10 days?
3. Can you think of anyone in your (church group, family, neighborhood, and office) ... that may need my services at this time? (X) Great!
4. Would you mind if I gave them a call?
5. By the way ... when do you plan on moving? (X) Terrific!

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**Script for Cold Calls/ Calling Around Listings or Sales**

“Hello, my name is \_\_\_\_\_ from \_\_\_\_\_. I am calling today because I’ve just taken a listing in your area over on X. Did you notice the sign?”

Or

“I’ve just sold a home in your area.”

AND

For Just Listed:

“I was wondering if you might have any friends or family interested in looking at the property?”

“How about you, would you like to see it?”

For Just Sold:

“We have leftover buyers and need new listings to sell them; have you, by chance, spoken to any of your neighbors who may be interested in selling?”

“Would you be interested in selling if you knew you could get top price for your home?”

For Either Just Listed Or Sold, continue on:

“I’m curious, how long have you lived in the area? If you were to leave the neighborhood, where would you like to move to?”

“When do you think you might like to make that move?” “Do you have any real estate questions that I might be able to answer for you today?”

“Just one more question: can you think of anyone at all, maybe at work or church, who might like to sell and might need my help?”

“Thank you for your time! Please feel free to call if there is ever anything I can do for you.”

## Just Listed Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_. I\ (my company) just listed a home for sale over on \_\_\_\_\_ ... it has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths ... and it's listed at \$ \_\_\_\_\_ ...

And I was wondering ... who do you know that would like to move into our area? ( ) Fantastic!

I appreciate you taking the time to think about it ... tell me ...

1. When do you plan on moving? ( ) Terrific!
2. How long have you lived at this address? ( ) Great!
3. Where did you move from? ( ) Good for you!
4. How did you happen to pick this area? ( ) Excellent!
5. If you were to move ... where would you go next? ( )  
That's exciting!
6. And when would that be? ( ) Fantastic!
7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? ( ) Terrific!
8. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time? ( ) Wonderful!
9. Fortunately ... to get you one step closer to LA... all we need to do now... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? ( ) Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?

## Just Sold Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_. I\ (my company) recently sold a home in your area ... over on \_\_\_\_\_ ... it has \_\_\_\_\_ bedrooms and \_\_\_\_\_ baths ... and it sold for \$ \_\_\_\_\_ ...

We know when someone sells a home ... usually two more sell right away ... So I was wondering ...

1. When do you plan on moving? ( ) Terrific!
2. How long have you lived at this address? ( ) Great!
3. Where did you move from? ( ) Good for you!
4. How did you happen to pick this area? ( ) Excellent!
5. If you were to move ... where would you go next? ( )  
That's exciting!
6. And when would that be? ( ) Fantastic!
7. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? ( ) Terrific!
8. So ... my question is ... do you have to be sold in 1 month... or do you want to start selling at that time? ( ) Wonderful!
9. Fortunately ... to get you one step closer to LA ... all we need to do now... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? ( ) Fantastic!
10. Which would be better for you ... Monday or Tuesday at 4pm?



## PROSPECTING – OPEN HOUSE

1. May I show you through the home?
2. Do you presently live in the area?
3. Are you presently working with another agent?
4. What would be the best time to show you property?
5. Would \_\_\_\_\_ at \_\_\_\_\_ be okay?
6. Oh, by the way, your name is?



## Powerful Closes For Prospecting

1. If you could get what you wanted for this home now ... would you put your home on the market today? Then let's set an appointment today.
2. If I could get you top dollar for your property in the next 30 days, would you list your home with me? Let's set an appointment today.
3. If you felt absolutely confident ... that you could sell your home now ... would you sell it? Let's meet so I can show you how confident I am ... that I can sell it for you now!
4. You said you have to move to (place) by (time) ... right? Based on the time it takes to get a home on the market ... get it properly exposed to the public ... and sell it ... we need to get together as soon as possible. So, let's set an appointment today.
5. (Name) I wouldn't be doing my job if I didn't ask you one more time for an appointment ... I've learned over the years that ... if I don't ... you might end up with a mediocre agent and lose money ... You don't want to lose money on the sale of your home ... do you? I can drop by at (time) or would (time) be better?
6. It will only take me 15 minutes to show you how I get top dollar for the homes that I sell ... It would be worth 15 minutes of your time ... to be absolutely sure ... you were going to receive the most money for your home ... you want to net the most money possible ... right? Let's set an appointment today.
7. If you had a proven plan for getting your home sold for top dollar ... would you use it? Let's get together ... and I'll show you that plan ... Which is better for you ... \_\_\_\_\_ or \_\_\_\_\_?

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**Script for Doorknocking/ Cold Calling/Farming**

“Hello, my name is \_\_\_\_\_ from \_\_\_\_\_. I sell a lot of homes in the area and I just wanted to stop by to see if there might be any real estate needs or questions I might be able to assist you with today?”

**NOTE: They may ask about the market; have your pre-scripted response ready and keep it short and simple.**

“No? Terrific. This is a very popular area, and we always have buyers interested in living here. Tell me, have you spoken to any of the neighbors who might have mentioned that they would like to sell?”

“Thanks for thinking about that. I’m curious, have you lived in this area for a long time?”

“How do you like it here?” “Have you ever thought of making a move in the future?” “Really? That’s interesting!”

“If you ever were to move, where would your next destination be?”

“When are you thinking you would like to make that move?”

“Why is that time frame important to you?”

“If you thought you could sell your home at a great price, could you make the move sooner?”

“It sounds like you love the area; would you have any interest in purchasing an additional property, maybe as an investment?”

“One more quick question, do you have any friends or family that might need my help? I work a large area and cover X to X county, condo to mansion.”

“Thank you, and please feel free to call if you need anything. I am always working and always in the area!”

### **Cold Call Objections**

1) "I might sell some day, but I am waiting until X or for X."

"You're waiting until X." "Tell me, why is that date important to you?" "What else are you looking to accomplish by waiting?"

(You are looking to determine whether it is a condition or an objection)

"If you thought you could sell the home now and net more money, would you be willing to consider it?"

"Some people hesitate to put their home on the market until they realize that there really isn't a benefit to waiting."

"When you meet with me, we will look carefully at the market trends and data and, once we do, I know you feel confident that now is a great time to sell the house."

"Let's set an appointment. I will prepare the data so that you can review it and make the decision that's right for you."

"This information will help you set a game plan, and when I leave, you will be well informed."

"It will only take a few minutes, and you will be glad we met!"

"Can I come by this afternoon?"

2) "When I sell, I have someone in mind already that I would go with."

"You have someone in mind?" "I see; who are they? Maybe I know them?"

"I'm curious, are you meeting with them because you are sure they are the most powerful agent you could hire, or simply because you know them?"

"Most people never realize just how much money and time they lost by hiring the wrong agent."

"Wouldn't it make sense to at least have a second opinion? Then you will know for sure."

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“I don’t think I need it.”

“Possibly you don’t; most sellers agree, though, that it is truly a good idea to have a second opinion. I would like to see the home anyway, and it will only take a few minutes. Why don’t I stop by today?”

3) “If I sell it, I may have someone who wants to buy it.”

“You may have a buyer, terrific!”

“I hope that works out for you.”

“Tell me, have they signed a contract yet?”

“When will you know for sure if they plan to buy it?”

“Prior to entering into a contract with them, wouldn’t it make sense to have a professional evaluation to be sure that you are going to net the highest price possible?”

“I will know in a few weeks and I want to wait.”

“Mr. Seller, I’m sure you realize that it would not be unusual for potential buyers in this situation to drag their feet. Them knowing that you are meeting with me may cause them to speed up their decision, one way or the other.”

“Also, we can always list it with an exclusion for them, if necessary.”

“Let’s at least meet and talk about it; it’s the best thing we can do to be sure we protect your equity.”

“I can come by today.”

## Contacting FSBOs

### Asking for an appointment to see their home.

---

Good morning, my name is \_\_\_\_\_ with Keller Williams Realty, and I noticed your home is for sale. As a real estate customer service expert, I like to keep up with the inventory in this area so I know what kind of buyers to bring. Would you be offended if I came over to view your home?

*If “Yes” (they would be offended), or “We don’t want to list with a real estate agent.”*

I promise I won’t ask you for your listing. The reason for my call is not to list your home. I would simply like to put the home on my For Sale by Owner Inventory List. Would today at 3:00 p.m. or tomorrow at 1:00 p.m. be better for you?

### Touring their property.

---

Mr./Ms. FSBO, thank you for allowing me to view your home today. Would you mind just showing me around and pointing out the features?

Where are you going next? When do you need to arrive?

Mr./Ms. FSBO, thank you so much again for showing me your lovely home. I want to wish you the best of luck in selling it. I have \_\_\_\_\_ (*offer one of your reports*) that might help you sell your home. I’d be happy to drop it off, because I’m hoping for a win-win here. I can provide you with information to help you sell and I hope that, in return, you will refer any buyers not interested in your home to me. Is there anything else I can do to help?

### Build rapport and a relationship with them.

---

It was good to meet you the other day. I’ll plan to check in with you from time to time—just to see how things are going and where there have been any changes in your plan to sell.

Selling is hard work. I have a tip sheet on preparing your home to sell that might help. I’ll be in your area tomorrow: can I drop it off around 9:00 a.m., or would the afternoon around 2:00 p.m. be better?

---

Focus on saving money by working with a good agent.

---

There are some good statistics available about the prices buyers pay for homes. I'd like to show them to you, or drop off a copy. What day and time would be convenient? It'll just take a minute.

---

Focus on saving time by working with you and get their home sold.

---

Good morning, Mr./Ms. FSBO. I thought you might be able to use this information on home improvements and cosmetic changes that are most effective with buyers. How are things going?

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**Script for the For Sale By Owner**

“Hi, I am calling about the house for sale; is it still available?” “Great.”

“My name is \_\_\_\_\_ from \_\_\_\_\_, and I work in the area. I was wondering, what are your plans for the property if you are unable to sell it on your own?”

“Will you be interviewing agents?” “How long will you try it on your own before you would consider listing?” “Are you cooperating with agents now if they have a potential buyer for the property?”

**NOTE: Many will say yes.**

“Obviously you are open to working with agents, and because of this, wouldn’t it make sense to meet with a local professional like myself to explore what I could do for you?”

“Not yet. I want to try it on my own to save money.”

“If I were you, I would feel exactly like you do. Tell me, where are you hoping to move to?”

“What is your timeframe for making the move?”

“When you think about the fact that you are looking to sell the home for top price and net the most money, it does make sense for us to at least meet, doesn’t it?”

“I will be in the area this afternoon; may I stop by, see the property, and spend just 10 minutes with you?”

If they say yes, you want to set the stage to have a chance to sit down with them.

“Terrific, I will look forward to seeing you then. And as a way of thanking you for meeting with me, I will bring you an updated market evaluation and a copy of my

marketing program, what I do to get homes sold. If you have just a few extra minutes, I will quickly walk you through both.”

If they say, “I don’t need your marketing plan; I am not listing.”

“I know, that is what you said, and yet wouldn’t it be helpful to have ideas from a professional? Who knows? You might find something you can use now as you work to sell the home on your own.”



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“Also, wouldn’t it be nice to have a plan B, just in case you cannot sell it? Then you will know who to call.”

“I will see you this afternoon.”

**NOTE:** When you get there, avoid what I call “hallway presentations”. What I mean is this: don’t let them pick all the critical information out of you in the hallway.

**Instead, tell them that you are happy to answer all their questions and ask to sit down with them for a few minutes. Then go for it!**

Since this is not the type of appointment where they are telling you that they are going to list, you may be thinking, “should I go on these?” Again, that depends on your schedule and your prospecting plan. Think about this, though: they want to sell, they are trying to sell, and you know what they are asking. I am hoping that, through your questioning and conversation, you have determined that they are motivated and somewhat realistic.

**The only thing stopping them from listing it is that you need to go convince them!**

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### **Effective FSBO Follow Up**

For FSBO follow-up to be effective, it has to be consistent and direct. They know why we are calling, so just get to the point! The best time to follow up is Monday, or anytime you do it!

“Hi, it’s \_\_\_\_\_ from \_\_\_\_\_. Remember me?”

“Great! I was just calling to find out if you sold the property?”

“No!”

Or

“Hi, it’s \_\_\_\_\_ from \_\_\_\_\_. I was just following up with you again; did you sell the property yet?”

“Oh that’s too bad. You see, since we last met, I have sold X homes and I would love to have yours be next. Why don’t we get together today and talk about it? I can stop by at 4:00; will that work for you?”

Or

“Hi, it’s \_\_\_\_\_ from \_\_\_\_\_. I was just checking in to see if you are ready to list the home. I know that my aggressive marketing plan will be exactly what you need to get it sold. Let’s do this: let’s get together and talk about it. What would work best for you?”

“Really? Well then it’s a good thing I called. I am going to be in the area today; why don’t I stop by and list it for you, and then you can take next weekend off?”

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**FSBO Objections**

1) “I have sold others before. I can do it on my own; I don’t need you.” “You have sold others, terrific! It’s a pleasure to talk to someone who actually knows

what they are doing!”

“It sounds like a very nice property; I imagine you can find a buyer.”

“Mr. Seller, here is a thought: if you can find a buyer with the limited exposure you are able to provide, can you imagine how many buyers I could deliver with my professional and aggressive marketing campaign?”

“I will be in the area today. May I stop by and see the home, and take 10 minutes to show you what I can do for you? What time would work best for you?”

“May I ask, if you were unable to sell the house on your own, when would you be thinking of listing it?”

“Not for a while or not at all.”

“One more quick question: are you cooperating with agents if they have buyers for the home?”

“You know, Mrs. Seller, I have many buyers that I am working with. I am not sure if I have one just right for your home; may I come and take a look?”

“Excellent, I look forward to meeting you. You know, since I will be stopping by anyway, why don’t I do a couple of things for you? I will run a quick updated market evaluation and bring that in for you, and if you have just five extra minutes, I can review all of the things that I can do to sell your home for the most money possible.”

“But I am not listing.”

“I know, that is what you said; however, when you see what I can do for you, I believe you may want to change your mind. And even if you don’t, I know I can leave you with some good ideas that may help you sell the home yourself. If something that I share with you works then maybe you will send me a referral, so we really have nothing to lose, do we?”

“Great! Let’s meet this afternoon.”

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2) “I had a bad experience with a realtor last time.” “Wow, a bad experience. That’s too bad!” “I can understand why you would be hesitant to try again.”

“I am sure you realize that, in any industry, there are top notch professionals and there are those that aren’t so good. I am one of the good ones, and when you meet with me, I am confident that you will realize just how different I am.”

“Why don’t I stop by and spend just a few minutes with you? If nothing else, at least I can be helpful and show you that we aren’t all bad.”

3) “I have a lot of interest already.” “A lot of interest, that’s great!”

“I’m curious: is the interest primarily from buyers or other agents inquiring about the home?”

“Both, good for you! How many showings have you had?”

“Really, only that many? How many offers?”

“None? Oh, that’s not good, is it?”

“It sounds like it’s a good thing that I called. You see, I specialize in working with For Sale By Owners, and I know that I can be of help.”

“Let’s set an appointment so I can show you exactly what I can do to sell your home for top price in the shortest amount of time possible, with the least amount of stress.”

“I can be there in an hour; will that work for you or do you prefer later in the afternoon?”

4) “I don’t want to pay a commission.” “I see. You are trying to avoid paying a commission.”

“Other For Sale By Owners have also said that before they realized that, with the massive exposure that I can provide that often sparks multiple bids, I really end up paying for myself.”

“After you meet with me, you will be totally convinced that it makes sense to hire a professional.”

5) “I am a salesperson. I sell X (cars, etc.).” “You’re a salesperson, terrific! What do you sell? Really? How’s business?”

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“I wonder, since you are an expert in your field, if you have thought about how it would make sense to hire someone who is an expert in selling property?”

“I can handle it myself.”

“You know, Mr. Seller, it sounds like you have a good property and you are a smart person, so I would imagine you may be able to find a buyer. I also wonder if you have thought about this: if you can find a buyer, how many more buyers would a full time professional like myself be able to bring you?”

“You know, many of my properties receive multiple bids, and by the time the negotiating is done, they end up with more than they ever thought possible.”

“I have a saying: maximum exposure equals a greater demand, and a greater demand nets you a higher price.”

“Let’s do this: let’s get together, and I will prove to you all the ways that I can increase the exposure for your home.”

“If nothing else, you will pick up some great ideas and I will get to see the home.”

6) “I used to sell real estate.”

“You used to sell real estate! Awesome! Where did you work?” “Interesting; how long ago was that?”

“I can understand why you thought you would try it on your own.”

“You might find yourself wondering, though, if it would make sense to just go ahead and turn it over to an active agent who specializes in your area and has an aggressive plan.”

“I would really enjoy meeting you, and I know that you will gain a lot of valuable information from the meeting. Let’s get together today, and I will show you what I can do for you that is different.”

“What time can I stop by today?”

7) “I am going to try it on my own for X.” “I can appreciate that. It sounds like you must have a little time.” “May I ask, where are you moving to?” “When would you like to be there?” “How long will you try it on your own before you considering listing it?” “When will you begin to interview agents?”

“You know, here’s an idea: I would like to see your home, and you may eventually need

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to hire an agent, so we should meet so that I can see your home and show you what I do that causes my listings to sell for more money and in less time than the average agent. I can be there in the next two hours; will you be home?"

"Yes, but I don't want to list."

"Sometimes clients say that, and sometimes they end up listing and sometimes they don't. Either way I would like to see the property."

"How about today at 4:00?"

# FSBO Script

Hi, this is \_\_\_\_\_ with \_\_\_\_\_, and I'm calling about the home for sale ...  
is this the owner?

I'm doing a survey of all the FSBO's in the area and I was wondering ...

1. If you sold this home ... where would you go next? (LA) That's exciting!
2. How soon do you have to be there? (3 months) Fantastic!
3. How would you rate your motivation to move ... on a scale of 1 to 10? (5)  
Good for you!
4. What methods are you using for marketing your home? (Sign and ads) That's great!
5. How did you determine your sales price? (Other agents) Fantastic!
6. Are you prepared to adjust your price down when working with a buyer?  
(Within reason) Terrific!
7. Why did you decide to sell yourself ... rather than list with a real estate agent?  
(Save the commission) Great!
8. If you were to list ... which agent would you list with? (None in mind) Fantastic!
9. How did you happen to pick that agent? ( ) Good for you!
10. If you were to list ... what would you expect the agent to do ... to get your home sold?  
( ) That's great!
11. How much time will you take ... before you will consider ... interviewing the right  
agent for the job of selling your home? ( ) Excellent!
12. What has to happen ... before you will consider ... hiring a powerful agent ... like  
myself ... for the job of selling your home? ( ) Perfect!
13. Are you familiar with the techniques I use to sell homes? ( ) You're kidding!
14. What would be the best time to show you ... \_\_\_\_\_ or \_\_\_\_\_?



## Powerful Closes for FSBO's

1. Did you choose that agent because you were 100% convinced that they could sell your home or were you just a little frustrated with the process? To make sure that you are 100% convinced you are doing the right thing ... I can come by tonight at \_\_\_\_\_ or \_\_\_\_\_?
2. Do you know how many homes the average agent sells in this area? (Four!)

Do you know what the average commission is? (\$3000)

If you made (\$12,000) a year, would you say your mindset is one of prosperity or desperation?

If you were desperate and someone offered you 3% to bring them a buyer, what would you say?

Have you had any agents agree to your offer?

Now imagine you are that desperate agent ... and you have a buyer in your car ... (who represents ? of your total income for the year) ... Are you going to bring that buyer to a unsecured property like yours ... where the potential for lawsuits is 2-3 times higher ... and you'll have to do all the work ... or would you rather bring that buyer to a secured property ... where you and another agent can work together ... to guarantee you get paid ... If you were a desperate agent ... which would you do?

I can't tell you how many times other agents have asked me to pretend to be a buyer for a For Sale By Owner they were prospecting ...

Let's set an appointment today.

3. If I can show you how I will get you 8% more money than you can ... selling it on your own ... Only a fool would pass that up ... right?  
All I need is 15 minutes to show you how I do that ... Which is better for you \_\_\_\_\_ or \_\_\_\_\_?





4. Our company sold 6 properties this weekend ... How much money have you already lost in time spent? Did you know that the market is no longer appreciating? With each week you are gambling thousands of dollars as the market slides backwards ... If I could get you the price you wanted in the next thirty days ... would you list with me now? Let's set an appointment today.

5. What kind of buyers look at For Sale By Owners?

Why wouldn't a buyer just work with an agent?

Do agents have access to 99% of the homes listed for sale?

Then why wouldn't a buyer work with an agent?

Buyers that are looking at your home ... can't work with an agent ... can I explain?

Agents do their best to work with buyers that are qualified and realistic ... Can I tell you who is looking at your home?

Buyers that don't qualify for a conventional loan and are looking for a special deal to help them get into a house ... are you prepared to help finance the home for a buyer or make a special arrangement?

The second kind of buyer looking at your home is an investor ... preying on For Sale By Owners ... who are frustrated with the process ... that they can take advantage of ... to get a deal ... Have you received any ridiculous verbal low-ball offers?

Let's set an appointment today ... so I can show you how I will expose your property to buyers with the money ... and motivation ... to make a full price offer ... Let's set an appointment today.

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**Script for Calling Absentee Owners**

“Hi I am looking for \_\_\_\_\_. Hi \_\_\_\_\_, this is \_\_\_\_\_ from \_\_\_\_\_ real estate. I am calling about your investment property on X street.”

“I work with a lot of buyers and sellers in the area, and we currently have an inventory shortage. I was wondering if you would be interested in selling the property if you knew it would sell quickly and at top price?”

“Never, I understand. If I were you I would probably feel the same way.”

“Have you owned the property for a long time?”

“Really?”

“I notice you live quite far away (if applicable). Tell me, how did you end up with a property in this area?”

“Interesting; have you ever attempted to sell the property in the past?” “Tell me, would there be anything that might cause you to consider selling it in the future?” “If you did, when would that be?” “Why is that time frame important to you?” “Would there be anything that might cause you to change your mind and list it sooner?”

**NOTE: Sometimes they will ask what it is worth. Be careful; we don't want to get sucked into doing a bunch of market evaluations for unmotivated people. So if they ask you what it's worth:**

“I would be happy to prepare a market evaluation for you. May I ask, if you could get the number you want, would you be interested in selling the property now?”

If they say, “maybe,” ask them:

“What price would you be hoping to sell it for?”

If they are extremely unrealistic and don't seem to be very motivated, tell them the truth about what the range would be. Based on their reaction, you can then decide what to do with them from there.

“Properties are not selling in that range at this time; if you could not get that price, would you still want to sell?”

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“No...”

“I understand. Let me do this for you: I have some important bulletins and information that I send to my clients; may I include you in that list? I will also put in my calendar to touch base with you in 90 days to let you know if there are any changes in the market.”

“By the way, would you like to buy more properties in the area?” “Is there anyone you know locally who might need my help?”

“I have connections with top agents across the U.S. and Canada; do you need assistance with any real estate transactions on any other properties? If so, I would be happy to help you locate a top agent that can help.”

“I appreciate your time today, and I look forward to talking to you in the future. If there is ever anything I can do for you, please let me know.”

## Absentee Owner Script

Hi, my name is \_\_\_\_\_ with \_\_\_\_\_. I am calling about your property on \_\_\_\_\_ (address).

And I was wondering ... When do you plan on selling that property? (Never) Terrific

1. How long have you owned the property? (Really)
2. I'm curious, how did you happen to purchase an investment in this area? (Interesting)
3. If you ever were to sell when would that be? (Great)

(Only go forward if they say 3 months or less)

Did you realize it could take 1 to 3 month in this market to get a property sold ... did you know that? (No) Excellent

Fortunately ... to get the property sold and closed ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? (Fantastic.)

(If out of town client over the phone listing appointment would be scheduled for after the prelisting package including CMA, Completed Net Sheet and Contract has arrived at their home)

4. Are you interested in purchasing any other investments properties in this area? (Terrific)

\*\*\*If client says not sure if they want to sell, that it depends on CMA or that they need to talk to CPA first ask ...

"If the CMA indicates a price that is acceptable to you /or if your CPA approves of the sale, are you ready to list the property right away?"

(If the answer is no, then tell them to call you when closer to being ready to sell so that CMA will be accurate. Then throw them away, don't waste your time.)

(If the answer is yes - "would you be willing to interview me for the job of selling the property?")

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# Calling Renters and First Time Home Buyers

## Renters (Option 1)

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Hi \_\_\_\_\_ my name is \_\_\_\_\_ with Keller Williams Realty, and I was wondering if you've considered buying a home for yourself or your family sometime in the near future. Owning a home is a goal for most people and continues to be a good investment.

Have you wondered about the costs and the process to get into a home of your own? I've found that some people don't think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?

## Renters (Option 2)

---

Hi \_\_\_\_\_ my name is \_\_\_\_\_ with Keller Williams Realty, and I was wondering when you'll be ready to stop paying your landlord and start paying yourself. May I explain?

I help people buy homes, and I've found that a lot of people don't think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?

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**Script for Talking to Renters**

“Hello, I understand you are currently renting; is that correct?”

“Tell me, were you aware that, with today’s low rates, you can buy a home for not much more, and in some cases even less, than you pay for rent?”

“Has anyone ever shared with you a breakdown of the true cost of home ownership?”

“You see, while interest rates are low, we don’t know how long they will stay that way. Also, prices have begun to move up, so if you aren’t careful you could be priced out of the market.”

“Have you been out looking at any homes?”

“If you were certain that it is possible to buy a great home at a reasonable price, would you be interested in purchasing now?”

If yes, continue. If their answer is no, then stop here and dig in deeper with questions to determine why not. Is it a condition or just an objection? Once you know, you can determine whether it’s worth continuing on or not.

“Do you have any interest in buying the one you are living in, if it were for sale? When would you like to be moved into your own home?”

“How much of your savings would you like to invest? Do you have any credit issues or concerns you might need help with?”

“Can I schedule a call for you with a lender who specializes in helping renters buy? Excellent, let’s set a time to meet next week once that is completed.”

“Also, I would like to send you a home buyer package to help you get to know me and the services I offer, along with some important home buying information. Would you prefer I mail or email that to you?”

“If I need to reach you, what is the best way to contact you, and the best time of day? Do you have any questions or concerns that I can help you with at this time? Terrific! I will have the lender contact you today, and I look forward to seeing you next week.”

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## Newlyweds

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Hi \_\_\_\_\_ my name is \_\_\_\_\_ with Keller Williams Realty. I'm calling today, first and foremost because I heard you recently got married and wanted to congratulate you, and second to see if you had considered buying a new home — or if you already own a home, what about buying an investment property?

I would love to sit down with you and explain the process of owning your own home or investment property. It's no obligation on your part. Would you like to meet tomorrow for 15 minutes?

And because you are a newlywed, you typically know other newlyweds or others getting married who haven't bought a home yet, and you'd be doing them a great service by introducing us and letting me talk to them for five minutes to share with them the opportunity of owning their own home.



## PROSPECTING – TENANT OCCUPIED LISTINGS

1. Would you mind showing me through your home?
2. When this home sells, are you planning to purchase a home or continue to rent?
3. What would be the best time to stop by and talk to you about purchasing/renting a home?



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**NOD Script**

Hi my name is ----- from ----- . I am a real estate agent who specializes in working with homeowners who are facing challenges with their mortgage and maybe be facing a decision to sell the home to get out from under their debts.

My records indicated that your property is in default. I do not have any connection whatsoever with your bank, I am simply here to see if I might be able to assist you in any way?

Do you have a plan to bring the mortgage current or do you need to sell it?

Wouldn't it be good to consider all the options?

When could we sit down to look at all of the ways I might be able to assist you in this process? And then if you need my help we can move forward and if you decide you don't need my help then at least you will be well informed.

How about right now or do you prefer we set something up in the next day or two?

I know that you are well aware that waiting could put you at risk so the sooner we take action the better off you will be.

Let's set up a time to meet you have nothing to lose by spending a few minutes with me. How about tomorrow at \_\_\_\_\_

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**Script for Expireds**

“Hi this is \_\_\_\_\_ from \_\_\_\_\_. I am calling to find out if the house is still available for sale.”

(If they say yes, it may be relisted or they may not know it has expired, so probe further)

“Great, I will make a note of it. Tell me, is your real estate company still \_\_\_\_\_ and is your price still \_\_\_\_\_?”

(If they say no and tell you they are now with a new company, you will know they have relisted it. Thank them and move on.)

(If they say yes, and it is with the same company and listed at the same price, you need to verify to see if they relisted.)

“Interesting, because you know the MLS shows that the property is expired. Have you relisted it?”

“No.”

“Did you know that it expired last night?”

“Did you still want to sell it?”

**NOTE: If they say no, don't assume they are telling you the truth. Remember, you are a stranger and they are likely unhappy with agents, so why would they volunteer information? Keep digging in a curious and interested manner.**

“Really? I'm curious, why not?” “When you had the home on the market, where were you hoping to move to?” “If you could sell the home, would you still like to make the move?” “Did your agent tell you why the home didn't sell?”

“Why do you think it didn't sell?”

“The market, the price, etc.” “Really? Did they explain that there are many factors that may cause a home not to sell?”

“You see, while what they told you may be true, it may not have been the main reason or the only reason. And once you discover what really got in the way, we could correct it and then the property would sell. That's exactly why we should get together!”

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“Why don’t we do this: I will be in your area today, and I would like to see the home. Let me pop in for five minutes, and I will take a look and I will tell you the truth about what I think may have stopped it from selling. Can I stop by around 4:00?”

If they say “Yes, but I am not listing.”

“I understand, and if I were you I would feel exactly like you do. And when you think about it I am sure you will realize that you have nothing to lose by having me take a quick look; how about 4:00? Will that work?”

If they say “Okay”, try to go a bit further.

“You know, since I will be stopping by anyway, why don’t I do this for you: let me run an updated market evaluation for you. I will also bring information on what I do that causes my listings to sell and causes them to sell for top price; I am sure you will find it helpful.”

**NOTE: If they say they aren’t listing and don’t need it:**

“I know you don’t plan to list now; however, won’t it put your mind at ease to finally know what caused it not to sell, to know exactly where you stand in the market, and to know that there is hope? And that when you need it, that there is a plan that can get the job done for you?”

“It will only take about 10 minutes, and the more you think about it, the more you will realize that you have nothing to lose by meeting me, do you?”

“Does 4:00 work, or is there a time that would be better for you?”

**NOTE: When you get there, go for it! I realize that this is not a qualified listing appointment in the sense that they told you they were listing. Think about this, though: they wanted to sell, they tried to sell, they were willing to hire and pay an agent, and they just agreed to meet with you. Unless you are already busy with back-to-back appointments, wouldn’t it be worth it to get in front of 2-3 of these people a day, or even a week? Also, you will find that it is always easier to build rapport face-to-face and much more difficult for them to be tough when you are standing in front of them smiling.**

**NOTE: What if they say they want to sell but they don’t want to list, and they ask you “do you have a buyer?” DON’T TELL THEM YOU DO IF YOU DON’T!**

“You know, \_\_\_\_\_, we (you, your team, your office) have many buyers we are working with; however, I wouldn’t want to mislead you and tell you that I have a buyer

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when I am not sure that I do. Once I see the home, I will be able to tell you if I do or don't on the spot. Can I come see it today at 4:00? I will be in the area anyway."

**NOTE: If you do find that you have a buyer, get something in writing agreeing to price and commission before you show it!**

"I don't think I will be selling; I just need a break."

"I understand. You must be tired of this whole process. Let me ask you one last question if I may: over the next couple of months, if I happened to come across someone who I felt would be right for your home, would you want me to call you?"

"Yes."

"Okay, I would be happy to do that. I will keep you on my inventory list."

"You know, I don't like to waste your time, and that's exactly why I should take a quick look at the home. That way I will know for sure if any buyers I meet are truly a good match, and if they aren't, I won't bother you. Again, I am going to be nearby; can I just stop in for a quick peek?"

**NOTE: If an expired hangs up on you quickly into the conversation, call them back the next day or the day after that. You don't have to remind them that you called the day before; it's unlikely they will remember you. Just start over. It's amazing what a difference a day can make.**

**NOTE: If they say they want to sell, are interviewing agents, and already have their interviews set or already have their agent chosen, have your statistics ready!**

**Prove to them that you are someone worth meeting with, and don't give up easily.**

**Example:** "Mr. Seller, did you know that the average agent sells only 4 homes a year? I will sell X this year. The average agent sells only 75% of what they list, and I sell 99%. The average agent's days on market is 67, while mine is 22, and the average agent sells their listings for only 90% of list price, while I sell mine for 96%. So not only do I sell more houses, I sell them in less time for more than 6% of what other agents can do."

"Because you can see now that I am different, I am sure now realize that this is exactly why we should meet."

"When is your last interview? Let's schedule a time now for me to come in after they do." **You must be able to explain clearly why you are different in 55 seconds or less.**

### Expired Objections

1) “I am relisting with the same agent.” “Interesting; so you are thinking of giving them another chance?”

“You know, Mrs. Expired, I understand that they are most likely pressing you to renew with them.”

“I would imagine that, since you are going back with them, you must think they did all they could do the last time?”

“I am sure they called all of the prospects and leads they had.”

“Because they have already done everything they know to do, and called everyone on their list to call, I am sure you are wondering what will they really do differently for you this time that they haven’t done already. That’s exactly why it makes sense to meet with someone who can offer you a new plan, like I can, doesn’t it?”

“Let’s do this: let’s set an appointment for today, and in a few brief minutes I can show you what I do differently that will get your home sold!”

(If they still resist, this is where it would be a good time to use your stats!)

“Mrs. Seller, sometimes people hesitate to meet with me until they discover the results my marketing campaign creates.”

“You see, I sell over X number of homes per year. Did you know the average agent sells less than 4 per year? Also, I sell 95% of the listings I take, while the average agent sells only 75%, and I sell my listings for 98% of list price, while the average agent sells theirs for 95% of list price. I typically sell them in less than 3 weeks; the average agent takes 2-3 months.

“So not only do I sell many more homes, I net my clients more money and I do so in a fraction of the time.”

“After we meet, you will be 100% convinced that I can do the same for you!”

“Let’s set a time for today; you will be glad you did.”

“How about 4:00 today?”

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If they still resist:

“Mrs. Seller, when I list your property, I will provide a written plan of action and an action guarantee. I will also look at your property and share with you exactly what might have gone wrong, as well as what can be done to make sure the sale is successful this time.”

“Once you review the plan, you can decide if you want to list or not.”

“I am going to be in your area anyway; why don’t I stop by for at least 10 minutes?”

2) “I am going to wait/take a break.” “You want a break?”

“I can imagine you are really tired of this whole process; I would feel the same way if I were you.”

“Tell me, when you had the home for sale, where were you planning to move to?” “Is that still something you would like to do?” “When would you like to be there?” “Would you still like to sell the home if you could?”

“You have probably thought about this: we really only need one right buyer for your home, and wouldn’t it be a shame if that right buyer came along and your home wasn’t for sale and they missed it?”

“Yes, but I don’t want to list it.”

“Mr. Seller, I can appreciate that you are discouraged. Let me ask you: did your agent tell you exactly why the house didn’t sell?”

“Price/market conditions.”

“Well that could be true. Did they tell you, though, that there are many factors that can cause a property to not sell?”

“No.”

“Really? That’s interesting. You know, I am going to be in your area this afternoon. Let’s do this: why don’t I stop by and take a look at the house with you? Within a few minutes, I can tell you exactly what caused it not to sell. I will also do a bit of research before I come to see how the marketing was handled, and I will pull up the current comparables.”

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“After we spend just 10 minutes or so together, I will be able to tell you exactly what will need to happen for it to be sold, and I can show you how I can help.”

“Will 4:00 today work?”

“No, I just want to wait.”

“You know, Mr. Seller, most expired sellers say the same thing until they realize that they have nothing to lose by meeting with me, and that, if nothing else, it will give them peace of mind to finally know what really went wrong.”

“Because I know you must be wondering what really happened, I am sure it will be worth your time to let me stop by.”

“What time today would be better for you?”

“No.”

“Okay Mr. Seller, I understand. Before I let you go, may I ask just one more question?”

“If I were to come across a potential buyer for your home, would you still like to show it and sell it?”

“Yes.”

“Great! I will keep you on my inventory list and call you if I feel I have a match. I don’t like to waste anyone’s time, so since I will be in the area anyway, would it be ok if I just take a look, so that if I do call you with a buyer I will know it truly is a good match?”

Now at least you’re in. By now you should have had enough conversation to know whether or not this is one worth getting in front of. If they seem reasonable and the property seems good, go, and when you go, you are going to list it! So once you are there, go for it! If you can’t list it while you are there, your goal is to convince them to set a listing appointment in the near future.

3) “I am going to try it on my own.” “So you are thinking of doing a For Sale By Owner?” “I see.” “May I ask, what caused you to decide to sell it on your own?” “I had a bad experience, I don’t think agents do very much, etc.” “I am really sorry to hear that!”

“I have talked to other For Sale By Owners who felt the same way you do until they met me and realized that I am different. I am confident that when we meet, you will feel the same way they do.”

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“Why don’t we do this: I will be in the area this afternoon; why don’t I stop in and you can show me the home?”

“I can be there by 4:00.”

4) “I already have my interviews set up with other agents.” “Okay, so you have scheduled interviews. Good for you!” “Tell me, how many people have you scheduled to meet with?” “I see.” “May I ask, how did you choose them?” “You know, Mrs. Seller, prior to meeting with me, other clients also felt they needed to interview other agents until they reviewed my track record and marketing campaign.”

“When you think about it, why not meet with just one more agent, especially one like me who has sold (add your stats here)?”

“Let’s go ahead and set a time to meet; I know you will be glad we did!”

5) “I don’t want to drop my price.”

“So you would like to keep the price the same.”

“If I were you, I would feel exactly like you do, and yet you had the home on the market and you clearly would still like to move. I know you realize that price could be a factor.”

“Did you know, Mr. Seller, that there are also a number of other factors that could have caused the property not to sell?”

“Let me ask you this: if you could get the home sold at a fair price, would you still like to move?”

“When the home sells, what are your plans?” “Would it be a problem for you if the home sold in the next month or two?”

“To get the home sold and be done with all of this, what do you feel is the lowest you would be willing to go?”

“What will you do if you find that you cannot get the price you want for the home? What are the other options you might be considering?”

“Did you have any offers when it was on the market? “You know, it sounds like we really should get together. I know that I can help you!”

“Because, you see, while it may have been the price, it could have been something else that stopped it from selling. When I stop by, I will bring updated comparables and I will



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tell you the truth about the price. Then we can go from there.”

“Would today work for you, or would tomorrow be better?”

“I don’t have to sell.”

“You don’t have to sell, good for you!” “Tell me, when you had the home for sale, where were you planning to move to?” “Have your plans changed?” “I’m curious, what are the other options you are considering?”

(They may say that they want to keep it or wait; if so, go back and review the dialogue we just covered. If, however, they say they could rent it, see below.)

“If you thought you could get the property sold rather than renting, would you prefer to do that?”

“Do you own other rentals?”

“Have you discussed how renting it would impact your capital gains situation with your CPA?”

“Would the rent cover the payment and expenses?” “How long would you hold it as a rental before you would try again?”

“I wonder if you realize that most tenants will not maintain the property well, and you may be faced with expensive repairs when you are ready to sell.”

“I am sure you know that, in today’s economy, it’s not unusual to have trouble with tenants paying on time.”

“If you had to come out of pocket with money to cover loss of rent or repairs, how would that impact you financially? Could you do it?”

“If you knew for certain that you could sell the property at a reasonable price and be done with it all, wouldn’t that be a better option?”

“I have a suggestion: let’s set an appointment, and I will sit down with you so that we can look at all of the facts and all the options to see what truly makes the most sense.”

“Even if you decide not to list the home, at least you will be well-informed. We can stay in touch and I will be there to help you in the future.” “I can come by today; what time is best for you?”



## EXPIRED SCRIPT OVER THE PHONE

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ ... my name is \_\_\_\_\_ with \_\_\_\_\_ ...

I'm sure you've figured out that your home came up on our computer as an expired listing ... and I was calling to see ...

1. When do you plan on interviewing the right agent for the job of selling your home?  
(Never) Terrific! / Really!
2. If you sold this home ... where would you go next? (LA) That's exciting!
3. How soon do you have to be there? (Already) Ouch!
4. \_\_\_\_\_ ... what do you think stopped your home from selling?  
(The agent) Really!
5. How did you happen to pick the last agent you listed with? (Referral) Great!
6. What did that agent do ... that you liked best? (Nothing) Ouch!
7. What do you feel they should have done? (Sold my house) Really!
8. What will you expect from the next agent you choose? (Sell my house) Terrific!
9. Have you already chosen an agent to work with? (No) Wonderful!
10. I would like to apply for the job of selling your home ... are you familiar with the techniques I use to sell homes? (No) You're Kidding!
11. What would be the best time to show you ... Monday or Tuesday at \_\_\_\_\_?

## Powerful Closes For Expireds

1. Before you get yourself tied up in a multi\month contract for thousands of dollars ... don't you think you owe it to yourself to get just one more opinion? All I need is 15 minutes ... Let's set an appointment today.

2. Why did your last agent say your home didn't sell?

That's funny while your agent was making excuses ... I sold \_\_\_\_\_ homes ... all I need is 15 minutes of your time ... to show you how I do it ... Which would be better \_\_\_\_\_ or \_\_\_\_\_?

3. Why do you think some agents sell a lot of houses while others don't?

That's exactly why we need to get together ... I'll show you exactly why I sold \_\_\_\_\_ homes while yours was on the market. Let's set an appointment today.

4. Are you familiar with the definition of insanity?

Doing the same thing over and over but each time expecting a different result ... Your home didn't sell the first time did it?

5. (Name) ... I sold \_\_\_\_\_ homes while yours was on the market ... Do you want to sell your home? Then you need a different approach ... Let's set an appointment today.



## Resort Property Script

Hi, this is \_\_\_\_\_ with \_\_\_\_\_ here in (resort) ... I've been selling a lot of homes in the area ... and I was wondering ...

- When do you plan on selling your (resort) property? Terrific!
- How long have you owned this property? Great!
- Is this where you live or just an escape? Good for you!
- How did you happen to pick this area? Excellent!
- If you were to sell ... would you cash in ... or re-invest? That's exciting!
- When would that be? Wonderful!

Obviously you realize it could take \_\_\_\_\_ to \_\_\_\_\_ months in this market to get a home sold ... did you know that?

Great!

So ... my question is ... do you have to have it in \_\_\_\_ months ... or are you just getting started then?

Fantastic!

Fortunately ... to get you one step closer to (cashing in/re-investing) ... all we need to do now is simply ... set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? Excellent!

Which would be better for you ... \_\_\_\_ or \_\_\_\_ at \_\_\_\_?

## Calling Personal and Professional Service Industries

Creating referral partnerships with business owners you have done business with

---

Hi \_\_\_\_\_ (*business owner*), I'm \_\_\_\_\_ with Keller Williams Realty. I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good \_\_\_\_\_ (*dentist, landscaper, or other business*), I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

(*If yes, continue . . .*)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(*If yes, continue . . .*)

Excellent! How about we confirm each other's contact information so that we can get started?

Creating referral partnerships with business owners you have not done business with

---

Hi \_\_\_\_\_ (*business owner*), I'm \_\_\_\_\_ with Keller Williams Realty and I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good \_\_\_\_\_ (*dentist, landscaper or other business*), I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

(*If yes, continue . . .*)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(*If yes, continue . . .*)

Excellent! How about we confirm each other's contact information so that we can get started?



## Script For Vendors; People You Pay \$\$\$ To

Hello, this is \_\_\_\_\_ from \_\_\_\_\_ real estate. I know we have been working together for some time now. And I have referred several customers to you ... This thought occurred to me ... I am sure you, like I need new business everyday ... I would like to propose that we work together to refer customers to each other, would you be willing to do this?

Great, who do you know right now that I might be able to help?

What I would like to do is check in with you monthly just to remind us to refer business to each other, would that be OK? Great, in the meantime, if you hear of anyone who needs my help please give me a call and I will do the same for you.



## TELEPHONE – AD CALL / SIGN RESPONSES

1. “Where is the property located?”

The property is located in the general area of \_\_\_\_\_ and \_\_\_\_\_. Are you familiar with this area? Is this an area you would consider? What would be the best time to show you the property, now \_\_\_\_\_ or at \_\_\_\_\_?

2. “Give me the exact address.”

I’d be happy to give you the exact address Mrs. \_\_\_\_\_, however, one of the conditions of the contract with the seller is that we accompany each prospect to the property. I’m free now or would \_\_\_\_\_ be better?

3. “I’ll just meet you at the property”

That would be fine Mr. \_\_\_\_\_. Fortunately, our office is not too far from the home. To avoid the possibility of our missing one another, can you come in now or would \_\_\_\_\_ be better?

4. “How close are the schools?”

I’d be happy to show you the exact locations of the schools. How old are your children? We can measure the exact distance when we see the home. Are you free now or would \_\_\_\_\_ be better?

5. “How far is the shopping?”

I’d be happy to show you the shopping areas Mr. \_\_\_\_\_. Do you prefer to drive or walk to shopping? We can measure the exact distance when we see the home. Are you available now or would \_\_\_\_\_ be better?

6. “We would like to just drive by the property.”

It’s always a good idea to see the exterior of a home as well as the neighborhood. What time do you plan to drive by? Fine – I’m available at that time to answer any questions you might have. Should I pick you up at your home or do you want to meet me at my office?



7. “What are the taxes?”

I think you’ll find the taxes are proportionate to the price of the home. Can I show you the home now or would \_\_\_\_\_ be better?

8. “What is the loan on the property?”

The loan on the property is quite low (or high). What did you have in mind for a down payment? Fine, would now or \_\_\_\_\_ be the best time to show you the home?

9. “Will they sell the home FHA or VA?”

I’d be happy to submit a VA offer. What year were you in the service. (If FHA, I’d be happy to submit.) What would be the best time to show you the property?

10. “What down payment is necessary?”

The sellers are open to various types of financial offers. What down payment did you have in mind? Would now or \_\_\_\_\_ be the best time to show you the home?

11. “Why are they selling?”

I don’t have the file on my desk. I will try to have that information for you when we get together. What’s the best time to show you the home, now or \_\_\_\_\_?

12. “Are there any children in the area?”

I think it would be hard to find an area that did not have some children. How many children are there in your family? Should I pick you up at your home or meet you at the office?

13. “What is the price of the home?”

It’s in the \$\_\_\_\_\_ range. What price range had you been considering? Fine. I’m available now or would \_\_\_\_\_ be better?





## PROSPECTING – SIGN CALLS

Key Point: A high percentage of your sign calls are going to be sellers, not just buyers. When the call comes in, before answering any questions, ask the following:

“Which home in the area do you own?”

# The Lead Follow-Up Scripts

## Hot Lead Script...

Hi \_\_\_\_\_ this is \_\_\_\_\_ with \_\_\_\_\_ how are you doing today?

I'm calling with 2 questions ...

1. When do you want to put your home on the market? Or how soon do you want to find ... & buy your new home?
2. Can we start the process this week?

Hi, I'm looking for \_\_\_\_\_ ... Hi \_\_\_\_\_ my name is \_\_\_\_\_ ... I'm calling to see ... when you plan on interviewing the right agent for the job of selling your home?

1. If you were to move ... where would you go next? That's exciting!
2. And when would that be? (3 months) Fantastic!
3. Obviously ... you realize it could take 1 to 3 months in this market to get a home sold ... did you know that? (No) Terrific!
4. So ... my question is ... do you have to be sold in 1 month ... or do you want to start selling at that time? (Sold) Wonderful!
5. Fortunately ... to get you one step closer to \_\_\_\_ ... all we need to do now ... is simply set an appointment ... so I can help you get what you want ... in the time you want ... won't that be great? Fantastic!
6. Which would be better for you ... Monday or Tuesday at 4pm?

*(If no) Have a great day... good bye... click!*

***“Remember the 3, 3, 3, Concept”- For expireds & hot leads.***

1) Only let the phone ring **3** times. 2) Only call a lead **3** times. 3) Only talk to a lead **3** times.

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### **Script For Lead Follow Up**

When you are doing your lead follow-up, it's important to be as aggressive about moving them forward as you are when you are prospecting to find them.

Ask questions to determine if this is a valid lead that you should be continuing to follow up with and what follow up plan they should be on.

Leads are only useful if they get you paid. They are not like fine wine—they don't age well—so work to convert them quickly!

You will notice the script for follow-up can be very simple. Think about it; they know why you are calling, so just go for it!

Don't repeat back to them what they have told you in terms of their timeframe, because they may not tell you the truth or the situation may have changed. Ask them again.

A good rule of thumb is this: cut in half whatever timeframe they tell you. It's better to call them more often than not often enough.

### **Script**

"Hello \_\_\_\_\_, this is \_\_\_\_\_ from \_\_\_\_\_. I just wanted to follow up to see if you are still planning to sell your home?"

"I have some time at the end of this week; would you like to get together to talk more about it?"

"Not now."

"When will you be ready?" "What's important to you about that time frame?"

"If you thought you could net more money by selling the house sooner, would you be willing to consider it?"

"Will you definitely put the home on the market in the \_\_\_\_\_?"

"If I stay in touch with you, would you be willing to meet with me when the time comes?"

If they say they are not sure and sound like they are brushing you off:

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"Do you even want me to call you back?"

You can use this same script for a buyer; just modify it slightly. Also, you will want to be prepared to sell. Tell them why now is a better time to be selling or buying than waiting. You will want to adjust those reasons to fit the time of year and what's going on in your local market.

If you determine that they are not receptive to you and you are not excited about following up with them in the future, get rid of them. Move them to an email drip campaign and just leave them there. For those of you who have agents on your team, you can delegate the leads that you do not personally want to work. Just be sure that we aren't giving our team members junk that will slow them down.

# Scripts for Working with Sellers



## Pre-Qualifying The Listing Presentation Script

Before I come out ... there are a number of questions I need to ask you ... OK?

1. If what I say makes sense ... and you feel comfortable and confident that I can ... sell your home ... are you planning to list your home with me when I come out on \_\_\_\_\_?
2. Are you planning to interview more than one agent for the job of selling your home?
3. Tell me again ... where are you moving to?
4. How soon do you have to be there?
5. When I see you ... how much do you want to list your home for?

As a professional real estate agent, I study homes and prices every day, therefore I assume you'll list with me ... at a price that will cause your home to sell ... correct?

So ... what price won't you go below?

6. How much do you owe on the property?
7. Have you ever thought about selling it yourself?
8. Will you help finance the home for the buyer ... or do you want your cash out?
9. Would you please describe your home for me?
10. I'll be sending over a package of information ... will you take a few moments and review it?
11. Do you have any questions before I arrive?
12. So you know ... our meeting should only take between five and twenty-five minutes ... is that OK?

I'll look forward to seeing you on \_\_\_\_\_ at \_\_\_\_\_.

# THE MFO LISTING PROCESS

I would like each of you to follow this process verbatim. It will help each of you secure a higher percentage of the listing presentations you go on. Remember, if we can increase our closing percentage we're earning additional income with no more time spent.

Step 1 ... Pre-qualify 100% of all prospects 100% of the time ... no exceptions.

Step 2 ... Mail or Deliver a Pre-Listing Package ... which includes:

- a) Personal references (4 or 5 only)
- b) A copy of your Plan of Action
- c) A complete CMA (3-5 comparable listings, solds & the list price you suggest)
- d) A completed net sheet
- e) A completed contract
- f) All Disclosure Statements
- g) Mike Ferry's Selling the Homeowner DVD

Step 3 ... Call back and confirm that they've looked at the package and are prepared for your appointment.

Step 4 ... Show up physically, mentally and emotionally.

Step 5 ... Use the scripts verbatim.

## The One-Minute Presentation

Hi ... thanks again for having me over ... I'm excited about getting your home on the market ... and getting it sold ...

Do you mind if I take a quick look at your home?

I wrote down three ... real important questions for you ...

1. Do you absolutely have to sell your home? ( ) Fantastic!
2. Will you price your home to sell or do you want to keep it on the market for a long period of time? ( ) Great!
3. Do you ... want me ... to handle the sale for you? ( ) Excellent!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

*Only close for the signature at the end of the One-Minute Presentation  
when you have qualified and know the following:*

- 1. They know you.**
- 2. They want to hire you.**
- 3. They will list at your price.**



# Listing Presentation

## Listing appointment

---

Thank you so much for giving me the opportunity to get your home sold.

*Review the Prelisting Packet you left with the seller.*

*Ask:*

Did you have a chance to review the Guide to Selling Your Home I left you?

*If yes:*

Great! And did you complete the questionnaire at the back? Do you have any questions about anything that was presented?

*If no:*

Well, let's review the packet quickly before we move on. There are some questions at the end for you to answer.

## Goals for today's listing appointment

---

We've got six goals for today's meeting. (*Quickly run through the six goals*)

1. Discuss your motivation for selling
2. Define your 10+ Experience expectations
3. Review what you can expect from Keller Williams and me
4. Explain the selling process from listing to closing
5. Review the three factors that get your home sold
6. Decide to work together

About Goal #6, let me explain that we can expect one of three outcomes from our meeting today:

- You may list your home with me and that would be great!
- You may not list your home with me and, to be honest, that wouldn't be so great
- I may be unable to take the listing.

Is that fair?

---

## Uncover and prioritize the seller's needs

---

*Some rules of communication:*

1. Ask LOTS of questions
2. Listen more than you talk
3. Affirm their responses with: "Great," "That's wonderful," "Yes," "I agree"
4. Don't assume they already know something, they understand what you've told them, or they're done expressing their opinion or feelings. Always ask for clarification.

*Ask:*

Mr. /Ms. Seller, to do a better job of marketing your property and serving your needs, would you mind if I ask a few questions and take notes?

---

## Delivering a 10++ experience

---

I'd like for you to have a great experience selling your home, and that begins with me being very clear on what your expectations are, so I would like to ask you about that Okay?

*Ask each question, allow plenty of time for them to answer, and write their answers in your packet. Allow equal time for both parties if the sellers are a couple.*

Thank you for your honesty. Knowing how to deliver a 10++ Experience helps me serve you in the best possible way.



---

## Why Keller Williams Realty?

---

Let me tell you a little bit about the company I work with—Keller Williams Realty—and why you’ve made a great decision to talk to us about selling your home.

*Quickly cover the selling points about KW - #1 in the world, #1 training company, best mobile property search app, and accessing hundreds of real estate websites globally!*

Any questions?

---

## What you get from me

---

What you’re getting from me is the following ...

*Quickly cover the professionalism and expertise you provide, highlighting each category listed on this page.*

Any questions?

With my technology, we can conduct your entire real estate transaction online. Our paperless transaction management system means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over-faxed contracts, or lost documents.

Having the paperwork online, provides a level of security for your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

## The home selling process

---

*If their answer to the Prelisting Packet question – “Have you ever bought or sold real estate?” was no, you may need to explain the steps more thoroughly. If yes, you can skim over this content.*

I'd like to explain the selling process to you and what services I'll be providing at each phase along the way.

*Cover the three phases listed.*

1. Servicing and Marketing
2. Offers and Negotiations
3. Contract to Close

Any questions?

## A smooth closing

---

*If they've sold a home:*

It may have been a while since you've sold a home, so let's look at what's expected of sellers at the closing table.

*If this is their first time selling:*

Let's review what's expected at the closing table.

Any questions?

---

## Three factors that get your home sold

---

The location and condition of the home are the first things that attract buyers and their agents. You can't change the location, but you can change the condition of your home so that it's as appealing as possible.

Marketing of the home is critical and this is where my expertise comes in. I will review my comprehensive marketing plan with you in a moment.

We'll also discuss that the price is determined by what buyers are willing to offer and how to price the home so it will get sold.

Buyers are attracted or distracted immediately by the condition of the home. From the curb appeal to every room in the house, to the backyard, it all matters.

Buyers rank condition as one of the top three things they consider when choosing a home. Most want a move-in-ready, model-like home.

Buyers are trying to see themselves in any property they visit. They are trying to imagine a wonderful life inside your house. So our goal is to help them by preparing the house so that nothing distracts them from being able to do this. This means a great curb appeal, a clean interior with as few repairs needed as possible—after all, daydreams don't often come with hammers—and as few reminders as possible that someone else is living here, and that includes not being here during showings.

Once we agree to work together, I'll advise you on how to properly prepare your home with staging to accomplish this. Does that sound good?

*Go over the quick list of tips to improve the appearance of the home.*

Any questions?

Let's review my 14-Step Marketing Plan that's designed to attract buyers quickly.

*Go over each step of the 14-Step Marketing Plan.*

Any questions?

Your home will be advertised throughout the Web, on multiple sites, locally, nationally and globally.

Any questions?

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## Price to sell

---

So, you're probably interested in what your home is worth, right?

Well, the price of your home is determined by the market. That is, what buyers are actually offering and competing sellers are accepting based on recently sold properties. The market fluctuates from state to state, city to city, and even neighborhood to neighborhood. Depending on the number of homes for sale at any given time, the market will either favor the buyer or the seller.

Our current market favors ...

*If a seller's market – inventory less than 6 month supply:*

... sellers. This means there are more buyers than properties for sale, so sellers are emboldened to ask for more than market price. It is easier for sellers to sell a well-priced house, and properties priced right can go fast. Buyers have fewer choices and must act quickly to get the home they want.

*If a buyer's market – inventory greater than 6 month supply:*

... buyers. This means there are more homes for sale than there are buyers for them. In this market, sellers have less options and buyers are in control. Sellers must price their home even more strategically to make it attractive to the few buyers looking. And they must be prepared to negotiate to get the home sold.

Many sellers make the mistake of pricing their homes. You many have even noticed some of your neighbors make those mistakes in the past.

But smart sellers understand...price is determined by the market.

Any questions?

## Comparative properties

---

Prepare in advance several comparable properties—similar size, location, and amenities that sold recently.

*Include this information in the Listing Presentation and go over it carefully with the sellers.*

Mr./Mrs. Seller, the truth is, buyers are very smart and informed about the market, especially those who have been looking for a while. They have been looking online at property websites and will know what similar homes in your neighborhood are listed for. And buyers are always looking for a great home at the right price.

I have done some in-depth research and analysis looking at comparable properties that have SOLD recently, and look at how long they take to sell, and how much competition there is on the market.

So let's take a look at the comparable properties I've included here, and we'll be able to determine the value of YOUR home. Okay?

## Price recommendation

---

After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation.

Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

*Write in the average sales price for the area and the price per square foot. Then write in your recommended price range for their home along with price per square foot. For example: Average: \$250,000 and \$100/sq. ft.  
Recommended: \$245,000-\$255,000 and \$98-\$102/sq. ft.*

After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?

*If Yes:* Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold and get you packing!

---

## Signing the Listing Agreement

---

We're in agreement about the price and it sounds like all your questions have been addressed.

*Ask: (options)*

- Based on everything we've discussed, I feel like we have the makings of a win-win relationship. Would you agree?
- Are we ready to move ahead on this?
- Is there anything we need to do before we get started?
- Would you like me to handle the sale of your home?
- Are you ready to decide to choose me to represent you in the sale of your home?

*If yes: Hand the sellers your Listing Agreement and a nice pen and ask them to sign.*

Thank you, I am looking forward to...

*If no:*

What is preventing you from moving forward? Do you have additional questions for me?

I also have prepared an Estimated Seller's Net Proceeds to give you an idea of what you can expect to receive at the closing. This details various deductions for title and/or escrow companies, insurance payments, HOA dues, real estate commissions, etc.



## Moving checklist and end of appointment

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So you know what to expect, I've provided a What to Expect Next Checklist.

As a bonus, I've included a Moving Checklist for moving day. I know there are so many things on your mind and these little things can be overlooked.

Thank you so much! It's been such a pleasure meeting with you and getting to know you. And I'm so happy that we'll be working together. I promise to live up to your expectations and do everything I've committed to.

Let's set up a time to discuss options for staging your home, and I'll get a sign in the yard right away. Does that work?

Thank you, and I'll be in touch on \_\_\_\_\_ (*insert appropriate day*). Please contact me whenever you have a concern or a question. I'm here for you!



## Powerful Closes for Listing Presentation

1. To give your property maximum exposure ... I am going to recommend we get a lockbox on the property right away ... a sign in the front yard ... and of course ...we'll get it on the internet as fast as possible ... Now ... when would you like us to come by with the sign and lockbox? Sign the contract.
2. Do you feel I can sell your home? Sign the contract.
3. Is there anything else stopping you from listing your home with me tonight? Sign the contract.
4. As a professional service ... and to start our relationship ... I'll call the agents you still have appointments with ... and cancel the appointments for you ... Would you like to know what I'm going to say?

"They thought you were terrific ... They wanted to give you a chance but ... I convinced them to ... list with me tonight! If you have any buyers ... go ahead and bring them by ... the lockbox will be on the door tomorrow morning!"

Let's make a list of who I need to call.

5. Mr. and Mrs. Seller ... Based on your time frame ... what you want for your home ...and the marketing and exposure you need ... I'm the right person for the job ... Put me to work for you right now ... Sign the contract.
6. Have you noticed that all Realtors say basically the same thing? Let me show you how I separate myself from my competition ... (Show track record)

(Name) ... I sell \_\_\_\_\_ homes per year while my competitors average \_\_\_\_ per year ...

If you were going to hire a doctor to perform surgery ... would you hire someone who does it now and then ... or ... the doctor who's done it day in and day out for years?

Why?

I agree! Go ahead and sign the contract.

7. When would you like to receive your first offer?  
All we need to do now is simply ... sign the contract ... so I can help you get what you want in the time you want ... won't that be great?

# Seller Objections

## Seller Objection 1: We need an agent with more experience

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Keller Williams is different. I'm a partner with others in my office. We share in the profit of our office. When one makes money, it benefits the rest of us too. So I have lots of motivated agents and many years of experience working for you.

Is there anything another agent said they would do that for some reason I forgot to mention? Did I cover everything you expected to hear? Sounds like you believe I can get your home sold, so let's move ahead now.

## Seller Objection 2: We need to think it over

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I hear you saying you want to be confident. If you were 100 percent confident in me, you wouldn't bring this up. If you knew I was going to do everything possible, you'd sign. The truth is you can never know that. Let's sign the agreement and know that you can cancel with me any time you are not satisfied.

## Seller Objection 3: Another agent will charge less

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I can appreciate that there's someone who will work for less, but your agent negotiates for you. If they can't negotiate with you about their own money, how likely will they be to fight for your money when buyers make a low offer?

## Seller Objection 4: Why won't you reduce your commission?

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Let's say your boss came to you and said, "I want you to do the same job for less pay and you'll have to work harder." Would you be motivated? No. Well, that's like me. I'll need to work hard for you; that's what you want, isn't it?

You want the most money possible, right? Agents who discount their commission will offer buyer agents less money too. You want to give the biggest incentive possible to buyer agents, don't you?

## Seller Objection 5: Why should we pay?

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Has there ever been a time when you bought something for less, thinking it was a great value - only to find out it was not, and you had to replace it and spend more? Quality lasts. It delivers value. Is this time like that time? It is.

# Handling Objections Scripts

From Sellers

## 1. We want to only give you a 30/90 day listing.

I'm sorry ... I won't do that ... \_\_\_\_ months is our company policy ... therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great? Sign the contract ...

## 2. We were thinking about (X) company or we've never heard of your company.

I can understand your concern ... and I think you realize a company doesn't sell a home ... it's the individual agent's activities ...

Do you feel I can sell your home? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great? Sign the contract ...

## 3. We'll save the commission by selling it ourselves.

I agree you can save the commission by selling it yourself ... are you aware that today over \_\_\_\_\_ homes are for sale ... last month only \_\_\_\_\_ actually sold... that's a \_\_\_\_\_ month supply of homes ... if no other homes come on the market ... and ... last month \_\_\_\_\_ homes went on the market! (Wait for answer)

And what's worse ... is the fact that only 2% of all For Sale By Owners sell themselves ... and 98% are listed and sold by real estate agents ... Can you afford to have only a 2% chance of selling your home?

Let's do the right thing and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract!

4. **Let's list high, we can always come down later.**

I understand you want to list high ... to leave room for negotiating ... and have you considered the problem that creates for you?

Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

5. **We want to think it over.**

That's great ... and since three minds are better than two ... let's think out loud ... together ... tell me ... what are you thinking about?

5A. **We want to sleep on it.**

You're right ... this is a big decision ... isn't it?

Yet ... the decision must be made based upon what you want ... correct?

Let's do this ... sign the contract tonight ... contingent upon your approval within 24 hours ... that way we both win ... can I tell you how?

You have 24 hours with no pressure ... so you can ... feel comfortable ... and sleep on it tonight ... then I'll call you in the morning ... and you simply ... tell me yes ... or no.

If you say no ... I'll rip up the contract ... and you have no obligation ... if you ... say yes ... I'll begin marketing your property immediately ... either way ...

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

**6. I have a friend in the business.**

I can appreciate that ... and almost everyone does ... so let me ask you ... do you absolutely have to ... sell this home ... or ... are you just looking to do your friend a favor?

Obviously ... you had me out for a reason ... right?

Do you feel I can sell your home? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

**7. Another agent said they could get me more money.**

I can appreciate that ... and what you probably don't understand is this ...

An agent that will ... list your property ... overpriced ... assumes they can take the listing now ... and then start beating you up on the price ... week after week after week after week ... is that what you want ... Who would!

They're afraid to tell you the truth ... up front ... \_\_\_\_\_ ... do you want the truth? Of course you do?

Let's do the right thing ... and simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

8. **You haven't sold any homes in my area.**

That's a valid concern ... the obvious reason you'll ... choose me now ... is that my company has homes for sale all over the community ...

Meaning ... when you ... sign the contract tonight ... we can expose your property to potential buyers from all over the area ... do you realize how important that kind of exposure is?

Now ... isn't that what you want ... of course it is ...

Therefore ... all we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.

9. **What do you do to sell homes?**

That's a valid concern ... and let me ask you ... are you aware ... that there are two kinds of real estate agents?

There are passive and active ... I am an active agent ... meaning ... when you ... sign the contract tonight ... I will spend all of my time actively marketing your home ... and ... to the other active agents in town ... isn't that what you want?

You want someone ... who will work actively ... and aggressively ... to get your home sold ... right? Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

Sign the contract.



10A. **We want you to cut your commission.**

No ... any other questions? Sign the contract.

10B. **The other agent said he/she would.**

I can appreciate that ... can I tell you why that makes me nervous?

If other agents do not have the courage ... to stand up to you ... regarding their own worth ... how strong could they possibly be ... defending you ... and the price we set for your home ... \_\_\_\_\_ I have that courage ... do you feel I can sell your home?  
(YES) Terrific!

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?  
Sign the contract.

## 40 REAL ESTATE OBJECTIONS HANDLED

1. **“If I list my home with you and buy my next home from you, will you cut your commission?”**

“You know, I can appreciate that, and I want to be up front with you and say NO, I will not cut my commissions, and for one very simple reason”.

“As a professional my time has a certain value and I only work with people, like you, 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, up front, how tough I am going to be for you...Therefore, cutting my commission is not an option...does that make sense?”

2. **“I have to keep my promise to the agent from which I originally bought the home.”**

“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 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?” (YES)

“Well, I think you might find that this time is just like that time, and with that in mind, I’m sure you can see the importance of having me over to give you a second opinion...that wouldn’t hurt anything, would it?”

## 40 REAL ESTATE OBJECTIONS HANDLED

3. **“I have seen this marketing plan from many different agents....what makes yours different?”**

I'd level shift..."You know what? You're right! There are only a certain number of things any agent can do to get a home sold and I think the final decision is not based on what I do differently...

“I think the real issue is how you feel about the agent representing you...So tell me, what qualities are you looking for in an agent? Did you see how I shifted from “What do you do different”, to “What qualities are you looking for?”

Top agent alternative:  
“My results”!

4. **“Why is your price so much lower than the other agents that we have talked to? ... I mean, they have comps that show higher prices than yours”?**

“It's kind of confusing isn't it? I mean, you interview four agents and you get four different prices ... right”? (Yes, why is that?)

“You are probably thinking why did this person come in with such a low price? Doesn't he or she want to get our 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 that most agents operate. Most agents manipulate the computer to show figures that they think you want to hear. Why?

“Well, most agents don't do much or get much business. Getting your listing makes them feel like they are accomplishing something...

“Whereas, I, on the other hand, sell homes, non-stop, all day long. Do you want to know why?” (Sure)

“I tell nice people like you, the truth. Did you know that only \_\_\_\_% of the homes that are listed for sale actually sell?” (No, I didn't know that)

“There's a very simple reason, do you want to hear it?” (Yes)

## 40 REAL ESTATE OBJECTIONS HANDLED

“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 over priced...Does that make sense?”

Top Agent Alternative:

“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 the listing to my price in 30 days. I would rather see you turn down 10 offers than never get one.”

Top Agent Alternative:

“They emphasize listed prices. All I am concerned with is what is sold and has closed escrow. You wouldn’t want to base your price on erroneous info, would you?”

Top Agent Alternative:

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

### 5. **“I’ll sell my home when the values go up!”**

If a prospect has no reason to sell their house then that is a condition. You can’t overcome conditions.

### 6. **“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?” (No?)

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

## 40 REAL ESTATE OBJECTIONS HANDLED

“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 and call 10, 25, and 50 even 100 people 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 house...”

“Do you know why I ask them if they would like me to sell their house?” (Why)

“You see, the more signs I have out in the community, the more buyers that will call on those signs. The more buyer calls I get, the more people I can show your house to...”

“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?”

Top Agent Alternative:

“I advertise to the brokerage community; it has the qualified buyers for which we are looking.” (Passive vs. active etc.)

7. **“You’re too busy, you have so many listings, and we want someone that can give us the attention we deserve.”**

I’d level shift this one, I’d say...

## 40 REAL ESTATE OBJECTIONS HANDLED

“I can appreciate that and you probably haven’t had a chance to think about the advantage I have over my fellow agents in town...

“You see, the more listings I have, the more signs I have on the street. The more signs I have on the street, the more calls I get from buyers...and, of course, most of those buyers don’t buy the house they call about and many of them will be very interested in our house.

“Can you see the advantage of listing with an agent that has 20-30 signs on the street working for you?”

Top Agent Alternative:

“It’s funny you should say that...Benjamin Franklin said, “If you need something done, ask a busy person.”

### 8. **“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 three months for your home to sell. Then it will take another two months to get all of the paper work done and, by that time, any home that you would have found would already be sold.

“Let’s get the listing agreement signed right now and get to work on getting your home sold tonight, so you don’t have to wait any longer than is necessary to get moved into your new home...sound good?”

Top Agent Alternative:

“I understand your concern about your new home. I’ve brought you a list of current listings that fit your need. Check these out and we will start looking. Once this house goes under contract, we will put a contract on your #1 choice – Close both homes the same day – One move for you! You are in good hands. I will take care of you.”

## 40 REAL ESTATE OBJECTIONS HANDLED

Top Agent Alternative:

“Terrific! Have you seen a home or are you ready to make an offer on one?” (No)  
“Great, let me go ahead and schedule a time with my lender and buyer/showing agent. They can handle that for you. Let’s go ahead and write up the contract now.”

### 9. **“You don’t handle homes in our price range.”**

I’d level shift...

“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 client’s homes, a great many of them move up to your price range, therefore, it only makes sense...that the next logical step for me is to start to sell your price range as well, considering I already have a relationship with many of the buyers that will be interested in your home...does that make sense?”

### 10. **“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 new home if I take a loss.”**

“I can appreciate the position that 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 our head down, grit your teeth and go for it...”

“But you found that 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)

## 40 REAL ESTATE OBJECTIONS HANDLED

“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 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 a couple of years until property values go back up?”...Help your prospects to see that they have probably been in tough places before and made it through...and this time is no different.

### 11. **“If I have to sell at that price, then I will sell it myself.”**

“I can appreciate your frustration with the market place and I was wondering, what specifically causes you to believe that you can sell this home yourself, when less than \_\_\_% of the home listed for sale with Real Estate Agents are selling?” (I don’t know...but, I can’t afford to sell at that price)

Ah-ha! The real objection comes out! Now dig more, find out the true motivation and handle the objection the way I have already taught you.

Top Agent Alternative:

“No matter what you ask for, the homeowners are trying to save money by selling their homes themselves. I can create more competition through the brokerage community.”

Here’s a derivative of the same one...

### 12. **“If we have to sell that low we will sell it ourselves and pay 3% to the agent that sells it.”**

“I completely understand your point of view Mr. And Mrs. Seller and it sounds like you haven’t been involved in this kind of transaction in a while...can I tell you why?” (Sure!)

“Agents work with buyers because it is easy. You show the house, the agent writes an offer and the agent on the listing side handles the next three months of legal paperwork trying to get the deal closed...Does that make sense?” (Yes)



## 40 REAL ESTATE OBJECTIONS HANDLED

“If you list it for sale yourself, who will follow up with the three months worth of legal paperwork...you? If so, what agent will want to risk the fact that you have never 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?”

“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?” (Yes)

“Your idea sounds valid. It just doesn’t fit into today’s “lawsuit-happy” reality...I’m sorry. Are there any other questions I can answer before you sign the listing agreement?”

Top Agent Alternative:

“That may sound good, but then nobody is pushing your property. If nobody pushes it, nobody shows it. If nobody shows it, then I guess it won’t sell.”

### 13. **“We don’t want to list at a price that will get it sold in one week.”**

First of all, why would you tell them that it was going to sell in a week, unless they told you they needed to be gone in a week?

The only reason you would get that objection is if you were getting overly egotistical and ambitious and bragging...I’ll sell your home in a week...

It is more important to listen to when they want to be gone and tell them that your price will get them there on time and maybe even a week or two sooner!

You created that objection yourself, so I’m not going to handle it.

Top Agent Alternative:

I’d rather turn down 10 offers than never get one...I’ll work with you to get the right price for your home.

## 40 REAL ESTATE OBJECTIONS HANDLED

What about this one...

14. **“We can always come down in price 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 shoot 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?” (Sure)

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

“Now, a non-motivated seller means, that even if you come down in price later, two things will happen.

Most agents won’t even realize your home has been reduced. Now, you might say, can’t we send them a flyer telling them that it’s been reduced?

“Yes, we could send everyone a flyer telling them that the prices have been reduced, but agents get 500 flyers a week and there is a good chance it will go unnoticed.

If they see that you had the home priced real 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.”

Top Agent Alternative:

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

15. **“We aren’t quite ready yet, we need to finish a couple of projects around the house before we put it on the market.”**

## 40 REAL ESTATE OBJECTIONS HANDLED

I would say..."I agree that making sure the house is up to par is important and you probably didn't realize how little effect it will have on getting your home sold..."

"Let's get your home listed for sale, get some of the top brokers in town to show the house to prospective buyers and get their feedback..."

"The good news is you'll find that maybe only one or two of your projects actually need to get done....if any at all..."

"It sure would be nice to not have to spend a dime to get out of this place...wouldn't it?" (Yes)

"Great, which would be better for you, tonight at six or 7:30?"

Top Agent Alternative:

"Great! Why don't we complete the paperwork now and while you are doing your projects I'll get the flyer done and paperwork processed so when you are ready I will be ready too! We'll show it in 2 weeks."

"How much money will you spend on those? You'll probably not make that money back. Let's just sell as is and save you the time and money okay?"

16. **"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?" (Yes)

"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 any 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?"

## 40 REAL ESTATE OBJECTIONS HANDLED

“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?” (No)

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

Here’s on for the top producers, I have to say something before I give it to you.

The more conviction you have the less you will get objections like this.

In fact, this objection is purely a function of a weak presentation...If you sound hesitant; your prospect will 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.”

Top Agent 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 your price, particularly at the negotiating table.”

Top Agent Alternative:

“Commissions aren’t negotiable with agents that sell homes daily. They are only negotiable with realtors who don’t believe in the services 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?”

Here it is...

17. **“It seems like 7% should be enough to cover your expenses without paying an additional \$250 transaction fee.”**

I would level shift from money to peace of mind...I’d say...

## 40 REAL ESTATE OBJECTIONS HANDLED

“I can understand your concern. It is a lot of money...so, I want you to look at it this way...Don't look at the money. It's really the peace of mind you will experience when you use my service...

“Unfortunately, most agents don't run their business like a business.

“That means they don't have all the support necessary to guarantee your home will sell...and what is even more important than that is having staff necessary to get the deal closed.

“Did you know that only \_\_\_\_% of the homes listed for sale actually sell?” (No)

“Well, even worse is this, did you know that only \_\_\_\_% of the homes that get offers actually end up closing?” (No)

“The reason you are going to pay me more is simple. Every house I list for sale sells, and my staff gets them closed so you walk away with a nice big check in your hand...I mean, that's what you want isn't it?”

Top Agent Alternative:

“I have a licensed specialist who does nothing but track your transaction on a daily basis. You can lose more than \$250 by not having someone watching your deal daily. One agent can't do it all, it's impossible.”

Top Agent Alternative:

“I understand. Remember I get 3% of the 7%, which I split with my company – then I take off for my expenses. The transaction coordinator is an insurance policy that your home will close escrow, but if you'd rather take a chance...”

Top Agent Alternative:

“When you get a loan you pay points and a processing fee. It's the same thing. Isn't it worth \$250 to have me and my six assistants working for you?”

Here's one on the list that is pretty hard...

## 40 REAL ESTATE OBJECTIONS HANDLED

18. **“Why don’t you advertise? Everyone else we talk to says they do the same things as you plus they advertise.”**

I’d say...”Obviously that is a valid concern and I’m glad you brought it up...You see, I want you to realize that if an agent tells you that he or she does the things that I say I’m going to do, which is to...

“Actively prospect daily every single day to get your home sold...

“Then he or she is more than likely stretching the truth a little. Can I tell you why I think that?” (Sure)

“Agents that advertise a lot don’t want to work. So, what these individuals will tell you is that they actively prospect every day to impress you...

“But, let me ask you a question...”If you could sell a home without spending 50% of your money...would you?” (Yes)

“I mean, all smart business people would...wouldn’t they?” (Yes)

“Either they are not smart, or they aren’t telling you the whole truth...does that make sense?”

Here’s another one on the list...

19. **“You don’t hold open houses...Why?”**

I would say exactly the same thing I said about advertising and talk about passive versus active marketing.

Here’s one...you were guaranteed the last interview and after all is said and done they say....

20. **“We still need to interview one more agent.” (Even after they promised you would be last)**

Okay? First of all...that is not the real objection...they are just saying to you...

## 40 REAL ESTATE OBJECTIONS HANDLED

“We don’t see why we should pay you money to sell our home...that’s why you should leave.”

So, what we need to do is flush out the real objection.

Use the “What specifically causes you to believe” but, only if you are in good rapport, otherwise it might be a little too strong...

For a less direct version that will still flush out the real objection try something like this...

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

“Do you want to know what it is?” (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 signing the listing contract with me tonight?”

Now, you’re going to get the real objection and you can use one of the patterns I taught you to handle it...

Top Agent 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. I’ll be happy to call the other agent, cancel your appointment and it will be one less delay in getting your home sold.”

Top Agent Alternative:

“Agents work together. I will call \_\_\_\_\_ and tell him/her your home is listed and they can bring their buyers anytime.”

Here’s another objection for those of you trying to convert your real estate business into a real business. This means you are asking your prospects to come into the office for appointments.

## 40 REAL ESTATE OBJECTIONS HANDLED

What if the person says...

21. **“It is important to us that you see our home, even though you don’t think it will make a difference in price. We want you to see it. We will only meet with you at our home.”**

The only time you get this one is if you are using the Mike Ferry “Appointments in the Office” strategy. Here’s how I would handle it.

“I understand that seeing your home is important to you and that’s why I’m willing to make an exception for you...under one condition...

“If I decide to come over to your house and I present something that makes sense to you and you understand exactly how I’m going to get your home sold, and you feel comfortable with it...are you going to list your home for sales with me at that point?”

If the answer is yes, go!

If the answer is maybe, then you need to decide what you want to do.

Top Agent Alternative:

“Why don’t I come by on my way to the office tomorrow morning, I’ll look at it then, and see you here at 5:00 p.m. tomorrow night. That way I can show you our office set-up?”

Top Agent Alternative:

“I will see your home once it’s listed. You see I spend all my time out in the field looking for buyers to sell my listings. So, when your home is listed, I will be doing the same thing.”

What if they say this one...

22. **“We want to have an exclusion in the listing contract in case our company, friend or neighbor wants to buy it.”**



## 40 REAL ESTATE OBJECTIONS HANDLED

I'd say...

"I agree that it's important to be thorough when we are filling out this contract and let me ask you this..."

"Why haven't you already sold the home to your company, friend or neighbor?"  
(No one has made us an offer)

"Your personal marketing hasn't worked and that's why you're hiring me...is that right?" (That's right)

"So, I'm curious as to why I should waive my commission. If my marketing works well enough to convince your company, friend or neighbor to buy it...isn't that what you are paying me for in the first place?"

"Aren't you hiring me to let the public know your home is for sale and convince people that they should buy it?"

"So, why would I cut my commission if my marketing works?"

Top Agent Alternative:

"You have 24 hours to let them know you're listed. Call them. They do or they don't."

Here's one...

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

I'd use the what specifically pattern.

"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

## 40 REAL ESTATE OBJECTIONS HANDLED

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.

Next one on the list...

### 24. **"Why should we choose you?"**

The only way to answer this one is to know what makes you different from other agents. Since that is different with every agent...I'll leave that one up to you.

Next one on the list...

### 25. **"We want to think it over"**

I would force them to make the general more specific.

"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?"

Now, they will give you the real hidden objection and you can handle it using the patterns you have already learned.

Next one on the list...

### 26. **An expired listing says "The last agent never showed our home himself and neither did anyone else from his office."**

"Did they promise you that they would be showing your home non-stop?" (Yes)  
"Well then, I can appreciate what you're telling me...you see I promise you I will not be showing your home! Do you want to know why?" (Yes)

"The agents in my office are not part of the top 100 agents in the area that sell 88% of the homes listed for sale.

"I'm curious...Did you want me marketing your property to the people that sell the homes or the agents that just do okay?" (The agents that sell the homes)

## 40 REAL ESTATE OBJECTIONS HANDLED

“That’s why I promise to market your home to the agents that sell homes and not to the agents that don’t...is that okay with you?” (Yes) “I thought so.”

Top Agent Alternative:

“You’re kidding!”

Next one on the list is from a FSBO...

27. **“We will only list with agents that have brought clients by while we were selling on our own.”**

“I can understand why you might think that is a smart thing to do...I mean it only seems logical...doesn’t it?” (Yes)

“You’re right, it does seem logical, unless you know how the real estate business works...can I let you in on a little secret?” (Sure)

“Well, there are two types of agents...listing agents and buyers agents. Of course both listing and selling, but let me ask you this...

“You want to list your home for sale and get it sold, right?” (Right!)

“Then you want an agent that knows marketing...does that make sense?” (Yes)

“Agents that take buyers to FSBO’s aren’t marketing agents, they are buyers agents...They specialize in selling one-on-one.”

“So, I’m curious, which do you think is going to get your home sold...An agent that tries to sell people one at a time or an agent that sells to the masses trying to pinpoint that one perfect buyer for your home?

“I’m sure no other agent even took the time to explain that to you...did they?” (No)

“Do you see why it makes sense to list with an agent like myself that spends all day marketing your property on a mass scale?”

Next one on the list is from a potential FSBO...

## 40 REAL ESTATE OBJECTIONS HANDLED

### 28. “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.

“Do you know why I ask if they would like to sell their home? Because the more signs I have the more buyer’s calls I get to show your home...does that make sense?

“Now...which way passive or active do you believe will get more homes sold?

## 40 REAL ESTATE OBJECTIONS HANDLED

“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?”

Top Agent 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 an agent or the real estate industry wouldn't be here.”

Top Agent 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. I bring you top dollar. I close the deal.”

Next one on the list...

### 29. **“We have a good friend in the business.”**

I'm going to have to steal my Dad's brilliant one...

“I can appreciate that, almost everybody does, so when would you like to see how 85% of the homes I list for sale sell and why only 40% of the homes listed with other agents sell...tonight at 6:00 or tonight at 7:30?”

Top Agent Alternative:

“Your friends will want the very best for you. I will be happy to call them for you.”

Top Agent Alternative:

“Are you willing to jeopardize your friendship?”

## 40 REAL ESTATE OBJECTIONS HANDLED

Top Agent Alternative:

“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?”

Now, this is an unusual one, but very relevant for big Mike Ferry Offices...

30. **“10 other agents from your office have called today; I wish you would just lay off.”**

I’d say...

“I can understand your frustration and are you beginning to realize that our office gets the job done?” (Yeah, but you’re driving me crazy)

“I agree...it’s a living nightmare isn’t it?” (Yes)

“And I’m sure you can see that when you list your home for sale with one of the agents in our office, you are putting one of the most powerful real estate teams in the area to work for you.”

“I’m curious, did you want a group of wimpy, non-aggressive agents working to sell your home or would you rather have hard-core, aggressive agents like those in our office?”

Top Agent Alternative:

“Our company wants to be sure your home gets sold, as you can see we are the most aggressive agents in town. When today can we get together?”

How about this one...

31. **“We told you we weren’t going to list our home until next year! Why don’t you stop calling, we will call you when we are ready!”**

Well, my friend, this is a condition that you have created!

## 40 REAL ESTATE OBJECTIONS HANDLED

If you write a follow up letter that prospects find valuable, then you can call them every month and talk to them about what you wrote.

But, since you send your regular old real estate stuff that everyone sends and on one cares about (especially your prospect) you just look like a pest and there isn't much you can do about it!

Top Agent Alternative:

"People's plans change quite often and you may not have my name handy if you're needs change. This aggressive approach is what you will need to find the right buyer for your home."

Top Agent Alternative:

"Because we find people's plans change we like to keep in touch. Who do you know who is ready now that I can contact?"

Next one...

### 32. **"Your office is not close to our home."**

This sounds like a smoke screen, so I'm going to flush them out...

"I agree, it's not right around the corner from your home and tell me, why is that important to you?"

Now you'll get the real objection...more service, less cost, whatever.

Another one...

### 33. **"We'll list after the holidays."**

I'd say...

"I think that's perfectly valid and tell me, how many days during November and December are you going to want all to yourself?" (About five) "Five, that's great."

## 40 REAL ESTATE OBJECTIONS HANDLED

“Now, did you know that exactly \_\_\_\_% of the homes listed for sale actually sell?”  
(No)

“Did you know that right now there are \_\_\_\_\_ homes listed for sale?” (No)

“Did you know that the Board of Realtors showed that last year, more homes came on the market in spring than any other time of the year?” (No)

“So, I guess my question is this...if I promise to keep everyone out of your hair for those five days...would you still want to compete against potentially 6,000 homes for sale in the spring or the 2,000 homes for sale now...if you knew that nobody or nothing would disturb you at your request?”

Top Agent Alternative:

“Let’s get a jump start on our competition. Why not complete the paperwork now, I’ll get the flyer made and paperwork processed and will line up buyers. So when you are ready we’ll be ahead of the others who are just getting started.”

We’re getting close...only 8 more on my list...

Here’s one you get from Expireds all the time...

34. **“We’re already committed to another agent.”**

I’d say...

“Great! So, you have already signed a listing agreement?” (Well, no)

“So, you are not committed, you are just promised...right?” (Right!)

“You know...I really don’t care if you list your house with me...

“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...

“You don’t want to get burned again...do you?”



## 40 REAL ESTATE OBJECTIONS HANDLED

“So let me ask you this...Do you know the difference between passive marketing and active marketing?” (No) “You don’t!”

“Passive marketing is basically sitting around doing nothing like, holding open houses, sending out flyers or 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 your problems...right?”

“Do you understand what I mean by passive...basically, sitting around with you’re 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 house...”

“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...that makes sense...doesn’t it?”

“Now, which way passive or active do you believe will get more homes sold?”

“And you understand that I am doing active marketing on you as we speak, right?”

Got them!

I don’t think I have explained what I’m doing when I give the comparison between passive and active marketing.

That’s what we call a future pace...basically what my objective is...is to cut the other agents off at the knee caps by educating the customers to the realities of the market place.

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?”

## 40 REAL ESTATE OBJECTIONS HANDLED

Top Agent Alternative:

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

Here’s one off the list...what is this, an objection or a condition?

35. **“We want to wait for the market to come back before we try and sell it again.”**

Can you get around the fact that they don’t want to sell? No!

But, and I mean BUT, you may want to keep digging and see if they have an underlying motivation that we don’t know about that is forcing them to sell now!

The fact is...if you don’t know how to match peoples’ communication patterns, they oftentimes won’t feel comfortable telling you the truth and so you need to dig more!

Top Agent Alternative:

“In today’s economy the market is going to do one of two things; either remain the same or continue to go down, so you see waiting just doesn’t help does it?”

Here’s one from a FSBO...

36. **“I’m getting a lot of interested buyers through my house; I think I’ll be able to sell it in a week. So, what do I need you for?”**

You tell me...Objection or Condition?

CONDITION!!! If they can sell it themselves...what do they need you for?

All you can say is this...”If you don’t sell it, when will you be interviewing agents for the job of selling your home?”

Find out when and keep following up!

## 40 REAL ESTATE OBJECTIONS HANDLED

Here's one you get during a negotiation...

37. **“This offer is too low; we’re going to wait for a more reasonable offer.”**

Use the “What’s Important About” questions that you learned in the Over the Phone training or off my Telephone Sales in the 90’s tapes.

Top Agent Alternative:

“99% of the time your first offer is your best. Are you willing to roll the dice for a 1% chance?”

Top Agent Alternative:

“We are lucky to have an offer in today’s economy. We could wait, and maybe there will be another offer, but it may take 4 months, 6 months, maybe even more, and even then the offer could be even lower.”

38. **“You’ve lowered our price three times already and it’s still not sold. How can you ask us to drop our prices again?”**

I’d say...

“Your frustration is valid. I mean the marketplace is slipping out from underneath you...So, let me ask you this...”

“When your neighbor’s home, which is exactly the same model as yours, sells for \$5,000 less than you are asking...Who would pay more?

“Even more importantly there are 3 other properties on the market, just like yours.

“One property is listed for \$1,000 less than yours, another is \$2,000 more than yours and the last one is \$1,500 less than yours.

“If anybody is going to buy a 3 bedroom, 2 1/2 bath with a 2 car garage, it will be the home that is priced the lowest.”

## 40 REAL ESTATE OBJECTIONS HANDLED

“You hired me to tell you the truth and get your home sold. If I could sell it for more, don’t you think I want a higher commission? I’m sorry reality is so painful?”

“If you would like, we could cancel our listing agreement and I could give you the names and numbers of a couple agents that specialize in overpriced homes that never sell.”

“Is that what you want or do you still want to work with someone that is on your side and tells the truth?”

At which point they may throw out the next objection on our list...

39. **“If we lower the price any lower, we won’t have enough equity to move.”**

Which again we must resort to touching their motivational buttons...

Let me demonstrate the “What’s Important About” questions for you.

“What’s important about moving?” (I’ve got that new job I have to get to) A new job, that’s great!

“So, how’s that important to you...you know, the new job, I mean, what will that do?” (Well, I’m going to make more money and I’ll be able to give my family the life that it wants.)

“So, you’re going to make more money and give your family a better life...that’s exciting, isn’t it?” (Yes)

“So, ultimately, you’re working at your new job, making lots of money, you are providing a great life for your family. What will all of this do for you?” (I don’t know, I guess it will just make me happy) “Isn’t that a great feeling?” (Yes)

“So, fortunately, to get you one step closer to...Just being happy, your providing a great life for your family and your making lots of money at your new job, all we need to do now is simply make the sacrifice...and lower your price, so then I can help you get what you want in the time you want...won’t that be great!” (Yes, I guess that’s what we have to do)”

## 40 REAL ESTATE OBJECTIONS HANDLED

Top Agent Alternative:

“If you really need to move, you will have to adjust your expectation level for your new destination. I can help you find something suitable. By the time your equity flows in your current home, prices will be higher everywhere else and you have the same problem.”

Top Agent Alternative:

“Buyers don’t care what you are going to net. Will you be concerned about what the seller nets when you purchase.”

Now...we made it! The last objection on the infamous list! It’s a price reduction objection, they say...

40. **“We have a unique home; the right buyer just hasn’t come through yet!”**

Okay, here we go...I’d say...

“You’re right! You do have a unique home and I hate to tell you this...but at this price, we will probably never get the right buyer in here...can I tell you why?”  
(Yes)

“Because 90% of all buyers are represented by Real Estate Agents...and Real Estate Agents will qualify the buyer to find out how much they want to spend, how many bedrooms, how many bathrooms, what amenities they want and so on...

“The problem is the unique qualities of your home do not show up on the computer where the Real Estate Agents get their information...

“Meaning that based on your price, the number of rooms, baths and amenities you will not get anybody through here...no matter how hard I market to these agents. In their mind, it isn’t the best buy on the market, they feel they are not serving their clients...do you see my point?”

Top Agent Alternative:

## 40 REAL ESTATE OBJECTIONS HANDLED

“That’s the very reason you need me to maximize your exposure and get enough buyers through that will ferret out the buyer looking for something different.”

Top Agent Alternative:

“Buyers aren’t looking for a unique home; they’re looking for the best priced homes.”

Are you getting the picture...You can handle almost any objection that you come across if you simply practice using the patterns...

Always, always, always agree with your prospects that their concern is valid using...

I can appreciate that

I agree

I understand

That’s a valid concern

Tell them things like, “Most of my customers bring up that same exact point just before they list their homes with me.”

Then, remember ... never, never, never use the word “But”

It basically tells the prospect that they are wrong and if you tell them that they are wrong, then they will naturally look for how you are wrong and that’s the last thing you want to happen...

Use the word “And” to transition into your objection handling patterns.

That way, after you tell the prospect that their concern is justified or basically okay, they will look for how you are justified in what you say to them...

Always remember to use basic human nature to your advantage.

So, now that you have validated your prospect and used the word “And” to transition, you can use one of these three patterns to handle the objection...

## 40 REAL ESTATE OBJECTIONS HANDLED

First of all, always break the generalization down to the specifics using reverse inductive logic or anti cause and effect language...

Use the pattern “What specifically causes you to believe?”...

Especially when they say things like...”Your office is so small, we were thinking of listing with a larger office with more agents.”

You can say “What specifically causes you to believe that a larger office has a better chance at selling your home than a smaller one?”

This way your prospect can tell you what they are really thinking and you can gently show them how they have been misinformed.

The second pattern we need to review is how to use your prospects’ past experiences to your advantage.

You say...Has there ever been a time when...

Then, explain a similar situation...

Get agreement that they have, in fact, been in that similar situation before.

Tell them “This time is just like that time” basically tying the past and the future together for them.

And finally, explaining just how this time and last time are the same.

The last pattern we can use is level shifting which is basically telling the prospect something like “I hear what you’re saying about the price being a little low and I think what we’re really talking about here is freedom.”

Then you go on to show them how you can provide them with that freedom and how the freedom overshadows the pricing difference.

Well, with that, I have to say “See you soon” and I hope to see you again at one of our future Mike Ferry Events!

## Pricing

### Pricing to sell is based on understanding what is selling

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Mr./Ms. Seller, some of the things you can control during the selling process are the condition of your property, the availability of your home for showings, and your positioning in the market. In the end, value is determined solely by what a buyer is willing to pay in today's market, based on comparing your home to others currently on the market for sale. I don't determine value and neither do you. The market determines value. Does this make sense?

### Address pricing honestly

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Do you want me to tell you the truth, or do you want me to tell you what you want to hear?

*If a seller insists on a higher than market price, get agreement now that if you have not had a bona fide offer in a reasonable (short) time period, you will reduce the price to your recommended price.*

The first few weeks your home is on the market are the most critical and will attract the most serious buyers. If we don't get a bona fide offer in this time, the market is telling us the home is overpriced. If after three weeks this is what's happening, do you agree to reduce the price to my recommended price to meet market demands?





## Powerful Closes for Pricing Presentation

1. If I had a Cadillac that was worth \$15,000 ... and I was advertising it for \$25,000 ... under what conditions would it sell?
  - A. Only if there were no other Cadillacs available ... right? Or ... if there was something incredibly unique ... that could be valued as being worth \$10,000 more than a normal Cadillac ... does that make sense?
  - B. Have I shown you other homes on the market similar to yours? So buyers have other options ... don't they?
  - C. So the only issue is ... Are your extras so incredible and unique ... that someone would be willing to pay \$\_\_\_\_ more ... when they could buy the one down the street and upgrade it to their own personal taste ... for the same money ... Does that make sense?
  - D. Did you buy this home with all the extras? ... Or did you add them for your own comfort and enjoyment?
  - E. Based on that ... what price is the obvious choice?
2. I'd rather receive 10 offers and give us the power to negotiate ... than list at your price ... and not receive any offers at all ... (Name) ... let's start tonight at \_\_\_\_ ... Go ahead and sign the contract.
3. I'll put the home on the market ... at that price ... for the next two weeks as an experiment ... If we have lots of showings and no offers ... the market is telling us it's priced too high ... If we have no showings and no offers ... then the market is telling us this price is waaay too high!
  - A. So let's do this ... Sign an automatic price reduction form ... and I'll only submit it ... after we agree ... the market says it's too high ...
  - B. Go ahead and sign the contract.

# CMA Scripts

## Explaining the CMA

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Mr./Ms. Seller, would you like to obtain the highest price possible for your property?

*If “no,” dig deeper. If “yes,” continue.*

To achieve the highest price possible, you must have maximum exposure to the marketplace. The most important decision you will make in this respect is where you decide to price your property. The way most sellers establish their listing price is with a Comparative Market Analysis, what we call a CMA. *(take out your CMA pages)*

As you can see from this CMA, the average market time in our area is 60 days\*. This means that if you want to sell your property in less than 60 days, you have to be in the top 50 percent in terms of price and property condition. To sell in 30\* days, you’ll have to be in the top 10–15 percent in terms of your price and property condition.

*\*You will need to find out the correct numbers for your marketplace and customize this script.*

## Determining the list price

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Mr./Ms. Seller, the most important decision you will make is where you will price your property. Pricing your home at fair market value will attract more buyers. Attracting more buyers normally results in a higher purchase price. Overpricing your home results in a longer market time and possibly a lower price.

Would you like to price your property to sell quickly, or will you price your property where it could take longer to sell? The choice is yours. What would you like to do?

## THE C.M.A. PRESENTATION

4. (Name) at the end of my presentation tonight ...one ...of three things will happen...
  - 1 ...You'll have the opportunity to ... list your home with me ... or ...
  - 2 ...You'll decide not to ... list your home with me ... or
  - 3 ... I'll decide not to take your listing ... any one is fine ...
5. Let's quickly take a moment and review the questions I asked you over the phone...
  - A) You said you were moving to \_\_\_\_\_ right?
  - B) You said you were moving because \_\_\_\_\_?
  - C) You said you had to be there by \_\_\_\_\_ ... correct?
  - D) You would like to price your home at \_\_\_\_\_ ... right?
  - E) And ... you said you owe \_\_\_\_\_ ... is that right?
  - F) Now ... you weren't planning on selling it yourself, were you? Terrific!
  - G) You did (did not) want your money out ... correct? Wonderful!
6. Now ... there are only two issues we have to look at tonight ... number one ... your motivation to ... sell this home ... and ... number two ... the price we set on your home ...
7. I've prepared what we call a Comparative Market Analysis ... There are two parts to this research ... Part one ... we call ... fantasyland ... what homeowners list homes for ... part two ... we call ... reality ... what Real Estate agents list and sell homes for ... We're going to have to ... decide tonight ... where you're going to spend your time ...
8. The purpose of the Comparative Market Analysis ... is to determine the value of your home ... in the eyes of a buyer ... Do you know how buyers determine value?
9. Buyers determine value by comparison shopping. They look at the price of your home based on its features and benefits, and compare it with the features and

## THE C.M.A. PRESENTATION

benefits of similar homes that have sold recently or are currently on the market.  
Does that make sense?

10. For example ... if you were going to purchase a new car ... and one dealership had a car for \$20,000 ... and another dealership had the same car for \$20,000 ... but ... it had a CD Player and fancy rims ... Which car would be more valuable? ... why?
11. What if the first dealership ... put the car with NO CD player and rims ... on sale for \$5,000 ... Which would be a better value then? ... why?
12. So ... you can see ... that if you want to increase value:  
A) Lower the price ... or ...  
B) Have more features and benefits ... for the same price ... Does that make sense? Good!
13. So ... unless you are planning to add more features and benefits to your home ... Are you? ... (No ... ) price is the only issue ... Can I show you what I mean?  
  
A) This home is just like yours ...  
B) How many bedrooms?  
C) How many baths?  
D) How many square feet?  
E) Do you know this neighborhood?  
F) Have you seen this house?

(Based on the features and benefits of the home tell them)

1. Your house is better
  2. This house is a little better than yours
  3. This house is very similar to yours (Justify why you said that by comparing their features and benefits)
- G) What price are they asking?  
H) Look how long it's been on the market?  
I) You need to be in \_\_\_\_\_ by \_\_\_\_\_ ... right?

## THE C.M.A. PRESENTATION

14. What price do you feel we should use ... to create value in the eyes of the buyer ... and get someone to decide to buy your home versus the competition?
15. Now that you've seen these prices ... I'm going to recommend a price of \$ \_\_\_\_\_ ... will you (name) ... list your home with me ... for that price tonight?
16. All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?
17. \_\_\_\_\_ what price do you absolutely have to have? ( ) Ouch!
18. Based on that ... there are a couple of real important questions I need to ask you ...
19. Specifically ... why do you feel your home is worth \$ \_\_\_\_\_ more than your neighbor's?
20. (Name) in today's market place ... that means you've simply brought your home up to selling standard ... right?
21. All homes need \_\_\_\_\_ ... right?
22. Let me ask you a question ... If a buyer wants to buy your home ... but ... they plan to get rid of \_\_\_\_\_ ... the moment they buy your home ... how much is it worth then? Exactly!
23. Did you add that to your home for the next buyer ... or ... for your own enjoyment?
24. If you were purchasing a home ... and two similar homes were for sale ... one for \_\_\_\_\_ ... and one for \_\_\_\_\_ ... which would you, buy?

## THE C.M.A. PRESENTATION

- 25. Wouldn't you want to use the extra \_\_\_\_\_ ... to do what you wanted to the home?
- 26. Don't you think most buyers would feel just like you? Of course they would.
- 27. That's why ... I'm going to recommend ... a price of \$ \_\_\_\_\_ ... based on what we know ... do you want to ... list your home ... for that price tonight?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?

## Pricing Objections

Objection 1: We need a certain amount from this sale to buy our next home.

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Will you as a buyer pay what the seller wants because that's the price they need? No, you'll pay what it's worth, right? That's what your buyers will do too.

Objection 2: Can we price a little higher and come down later?

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*Option 1:*

Here's what frightens me about pricing higher. People who have seen many houses will find yours, but they won't look at it because of the price. We don't want to drive buyers away; we want to attract buyers. We want them to make offers. Does that make sense?

*Option 2:*

The greatest number of showings comes in the first three weeks. If they see the house is overpriced, they walk away and we don't get them back. Let's get one or more people to make an offer right away. If more than one likes your price, they might even compete and drive it higher. Wouldn't that be great?

Objection 3: How can we be sure the price you're recommending is the right price?

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Real estate is a market-driven commodity like stocks. If you have ever bought a stock, how do you know what it's worth? When you sell a stock, although you know what you paid for it, the market doesn't care. Like that, the market says what your home is worth. Why would a buyer pay more than the market says it's worth



## The Price Objection Script

1. \_\_\_\_\_ what price do you absolutely have to have? ( ) Ouch!
2. Based on that ... there are a couple of real important questions I need to ask you ...
3. Specifically ... why do you feel your home is worth \$\_\_\_\_\_ more than your neighbor's?
4. (Name) in today's market place ... that means you've simply brought your home up to selling standard ... right?
5. All homes need \_\_\_\_\_ ... right?
6. Let me ask you a question ... If a buyer wants to buy your home ... but ... they plan to get rid of \_\_\_\_\_ ... the moment they buy your home ... how much is it worth then? Exactly!
7. Did you add that to your home for the next buyer ... or ... for your own enjoyment?
8. If you were purchasing a home ... and two similar homes were for sale ... one for \_\_\_\_\_ ... and one for \_\_\_\_\_ ... which would you, buy?
9. Wouldn't you want to use the extra \_\_\_\_\_ ... to do what you wanted to the home? ...
10. Don't you think most buyers would feel just like you? Of course they would.
11. That's why ... I'm going to recommend ... a price of \$ \_\_\_\_\_ ... based on what we know ... do you want to ... list your home ... for that price tonight?

All we need to do now is simply ... sign the contract ... so I can help you get what you want ... in the time you want ... won't that be great?



## Closing the Deal Script

After studying the comparables, taking into account the unique characteristics of your home and its setting, and using my knowledge of the averages in your neighborhood, I have prepared my recommendation.

Remember that my primary goal is to net you the most money possible. And I believe this pricing plan, matched with my 14-Step Marketing Plan, will draw agents and buyers to your home and position it as a highly appealing and highly competitive property.

After looking at everything I've presented about condition and price, what are your thoughts? Do you agree with this price recommendation? Is this what you'd like to list your home for? Are you ready to make a decision to work with me?

*If Yes:*

Great, it sounds like we've got a price and are ready to put a sign in the yard. Let's do it and get this house sold!

## Staging Objections

### Objection 1: I don't see why this is so important.

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If we want to sell faster or for more money than your competing sellers, then we need to stand out in terms of condition.

### Objection 2: Do we really have to make this repair?

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We can sell it just the way it is, but it's likely to take longer and we probably won't get as much money. My recommendation is to have it repaired so that we can get the best price possible in the shortest amount of time. The choice is yours. What would you like to do—make the repair or take longer to sell?

### Objection 3: Why can't we sell the house "as is"?

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Would you prefer to pay a few hundred dollars to paint a room, or do you prefer to deduct \$500 to \$1,000 from the sales price? Since buyers use outstanding repairs to negotiate a lower price, it's usually in your best interest to make repairs rather than have to negotiate with the buyer.



## PRICE REDUCTION SCRIPT

1. \_\_\_\_\_ ... I made a terrible mistake when I listed your home ... can I explain?  
When I listed your home I wasn't strong enough on the price ... so ... I wrote down four solutions ... OK ... ?
  - 1) Reduce the price tonight by ( )% ( ) Great!
  - 2) Add an additional 1 to 2% commission for the selling agent! ( ) Fantastic!
  - 3) Extend the listing agreement to its original term ... ( ) Terrific!
  - 4) I'll have to give you the listing back ... \_\_\_\_\_ I know this is tough ... which of the four is better for you?
2. *Mr. and Mrs. Seller ... based on my knowledge ... it seems you're still the highest bidder for your home ... we need to go ahead and reduce the price by \_\_\_\_\_ ... tonight!*
3. *Hi \_\_\_\_\_ ... I'm calling in with your weekly update ... in the last 7 days, we've had \_\_\_\_\_ showings ... and \_\_\_\_\_ offers ... As we've discussed... it's time to ... reduce the price ... so we can create some activity and receive some showings.*
4. *On a scale of 1 – 10 ... 10 meaning ... We must move now ... 1 meaning we'll move only if we get our price ... where would you rate yourself in terms of your motivation to sell this home?*

# Scripts for Working with Buyers

## **Quick Tips For Converting Sign & Ad Callers To Appointments**

1. Approach the call with energy and enthusiasm; build rapport by asking questions about things that are important to them.
2. Don't give out too much information too fast, or they will rule the property out and hang up....give a little information, then ask a question. Keep it conversational, not interrogational.
3. Preview property daily, this will give you product knowledge and switch properties to talk to them about.
4. Close for an appointment, as soon as possible, during the call.
5. Get them to the office ASAP! Each day that goes by they are less likely to show up.
6. Make sure to ask if there are any other properties they want you to research for them.
7. Sell them on the benefits they will get when they keep the appointment.

## MFO Setting The Buyer Appointment Script:

1. How long have you been looking for a home? (x) Wonderful!
2. How soon do you have to be moved into your new home? (x) Good for you!
3. (Name), will you need to sell an existing home...to buy the next one? (x) Terrific!
4. Have you seen any homes you're interested in? (x) Great!
5. Are you working with any other agents? (x) Interesting/Perfect!
6. What price range are you looking in? (x) Prefect!
7. How much of a down payment are you working with? (x) Excellent!
8. I'd love to help you...buy a home... are you aware it could take 1 to 2 months in this market to buy a home...and move in? (x) Great!

9. So...my question is...do you have to be in your new home in (time)...or do you want to start the process then? (x) Wonderful!
10. Fortunately...to get you one step closer to (location)...all we need to do now...is simply...set an appointment...so I can help you...get what you want...in the time you want...won't that be great?
11. What would be the best time for us to get together...and start the process...  
\_\_\_\_\_ or \_\_\_\_\_?

## The 11 Most Common Questions Asked During Sign & Ad Calls:

**Note:** Be sure to follow each question with the “Setting the Buyer Appointment Script”

1. “Where is the property located?”

The property is located in the general area of \_\_\_\_\_...

Are you familiar with this area? (x) Wonderful! Is this the area you would like to move to? (x) Great!

2. “Could you give me the exact address?”

I understand that you want the address...and one of the conditions of the contract with the seller is that we accompany each person to the home. Before we meet...there are a couple of real important questions I need to ask you...

3. “I’ll just meet you at the property.”

That would be great...and fortunately, our office is not too far from the home. To avoid the possibility of us missing one another...can you come in at \_\_\_\_\_ or would \_\_\_\_\_ be better for you? (x) Terrific!



***Before we meet...there are a couple of real important questions I need to ask you...***

4. "How close are the schools?"

Great question...I'd be happy to show you the exact location of the schools.

By the way, how old are your children? (Restate ages) Great! (Name), we can measure the exact distances when we see the home...okay?

Before we meet...there are a couple of real important questions I need to ask you...

5. "How far are the shopping centers?"

Great question...I'd be happy to show you the exact location of the shopping. By the way, do you prefer to drive or walk to shopping? (x) Great! (Name), we can measure the exact distances when we see the home...okay?

Before we meet...there are a couple of real important questions I need to ask you...

6. "We would like to just drive by the property."

(Name)...that's a good idea...it's always a good idea to see the exterior of the home, as well as the neighborhood. What time do you plan to drive by? (x)

Terrific! Fortunately, our office is not too far from the home. To avoid the

possibility of us missing one another...can you come in at \_\_\_\_\_ or would \_\_\_\_\_ be better for you? (x) Great! Before we meet...there are a couple of real important questions I need to ask you...

7. "What are the taxes on that home?"

Great question...I think you'll find the taxes are proportionate to the price of the home. What price range of homes are you looking for? (x) Great!

8. "What down payment is necessary?"

The sellers are open to many types of financial offers...how much money are you working with? (X) Terrific!

9. "Are there any children in the area?"

Great question...and I think it would be tough to find an area that didn't have some children...Tell me, (name), what kind of neighborhood are you looking for? (x) Great!

10. What is the price on that home?"

It's listed at \$\_\_\_\_\_...what price range are you considering? (x)

Excellent!

11. “Will they sell the home FHA or VA?”

Most sellers are open to several financing options...how much money are you working with? (x) Great!

## Scripts:

### **Create Urgency On The Phone & Set Expectations:**

(Use this script on the phone or in person, with the 1<sup>st</sup> meeting/conversation, after booking an appointment)

“(Name), I will look forward to meeting you tomorrow at 3:00 p.m. Before I let you go, can I share a few thoughts with you about what’s happening in our market right now? Great!

### **Hot Market:**

“The market right now, as you have probably heard is really hot. There is actually very little inventory and when a good property comes on the market it sells almost immediately! So, what you need to be prepared to do is act quickly when we find a home you love.”

Let me ask you a question ... If we find the perfect home when we get together tomorrow at 3:00, is there anything that would stop you from making an offer? Terrific... then (Name)...you need to bring your checkbook, with enough money in it to make a deposit...just in case.

**Slow Market/Lots Of Inventory:**

“As you have probably heard, or noticed, the market has changed a little and there are a lot of properties currently for sale...you know, there’s also an awful lot of junk on the market that’s just not selling. However, (Name), even in this market there is still a small percentage of great quality homes for sale.

And (Name), I know you are looking for a great home right? So, what that means is that you will be competing with other sophisticated buyers for the really terrific properties!

This means that if we see a great home, you need to be prepared to act quickly and make a good competitive offer.

Let me ask you something...if we find the perfect home, when we get together tomorrow at 3:00, is there anything that would stop you from making an offer? Terrific... then (Name)...you need to bring your checkbook, with enough money in it to make a

**Note:** If they say, “we might need to think it over”, isolate this objection and make sure that there are no others.

“Other than the fact that you might need to think it over, would there be anything else that would stop you?”

### **Create Expectations Of Finding A Home Quickly:**

“(Name), since the greatest properties sell so quickly, as we shop for your home, it may be necessary for me to reach you at a moments notice...what are the best numbers to reach you? Also, you will probably want to let your boss know that you are shopping for a home and may need to leave work early, or take a longer lunch, to see a great home.”

“This shouldn’t inconvenience you for long, since I find most of my buyers a home in the first week or two. Won’t that be great?”

### **Convince To Pre-Qualify:**

“(Name), can I ask you a question? Have you been formally pre-qualified by a lender?”  
If no...

“Terrific, then what we need to do is get you together either by phone or in person with a lender I work with. There is no obligation to use him if you are not satisfied. I work with him so often that I know I can trust him to really tell you the truth about what you qualify for. Also, he usually has great tips on the hottest loan programs on the market. When can he call you?”

**Objection:**

**Client:** “Why don’t we do that after we meet with you?”

**Agent:** “That’s a thought, and yet here’s something, if you talk with him first then that insures that I don’t run properties that are not right for you. Also having a formal pre-qualification gives us a better edge when negotiating. I can have him call you tonight, what time would be good?”

**Objection:**

**Client:** “We have our own lender”

**Agent:** “I can appreciate that. Do you have a written pre-qualification and/or approval letter? What is their name and number? Can you call and tell them I will be calling and will need their cooperation?”

“Also, in something as important as your mortgage, don’t you owe it to yourself to get a second opinion? Great, let me do this then, I will have the lender I work with and trust contact you to give you a second opinion. Once you’ve talked with both we’ll go from there. Can he call you tonight?”

## Schedule the Appointment for the Buyer Consultation

*If this buyer lead came to you based on the buyer calling in on a certain property and the home happens to be in their price range, make an appointment for them to see the property and have a consultation.*

The property at 123 Maple Street is listed at \$249,000. Let's schedule an appointment to see if 123 Maple Street is the perfect home for you. Would today at 4:00 p.m. or Saturday at 10:00 a.m. be better for you?

Great. Let's meet at my office so while we are out you can also review other properties on the multiple listing service that you might be interested in if Maple Street isn't right for you. Does that work for you?

*If you have called a referral and the buyers have been willing to answer questions and stay on the phone with you, they have the potential to be serious buyers.*

Mr./Ms. Buyer, I'd like to invite you to come into my office so we can discuss what you are looking for in your next home, and use my MLS to review properties. This way, we can search for homes that fit your criteria.

When we meet at my office, we can work together to make the most of your time. I can use the tools I have to find the best matches for you and check for any contingencies and other details that would not be apparent from a property visit alone.

Are weekends or weekdays better for you?



## Confirming The Appointment To Show:

Hi, I'm looking for \_\_\_\_\_...Hi \_\_\_\_\_ this is \_\_\_\_\_...I'm calling to confirm our appointment on \_\_\_\_\_...does that time still work for you? Great! Before we meet...there are a couple of questions I need to ask you...okay? Terrific!

1. If I find you the right house...and you feel comfortable and confident...that it's the right property...do you plan to...use me...to purchase your new home? (x) Great!
2. You said you've been looking for \_\_\_\_\_ months/days/weeks...right?
3. You'd like to be moved into your new home by \_\_\_\_\_...correct?
4. And...your price range is?
5. Tell me again...how much of a down payment are you working with?
6. Describe the house you would like to buy.

7. What area are you most interested in?
8. Tell me again...why are you buying a new home?
9. How soon would you like to be in your new home?
10. How would you rate your motivation to move on a scale from 1-10?
11. Have you spoken with a mortgage broker? (x) Great!  
If Yes ... get lender information and try to set them up for a 2<sup>nd</sup> opinion with your preferred lender.

## BUYER SCRIPT

1. “Mr. and Mrs. \_\_\_\_\_, may I take you through the buying process I use when assisting a buyer in purchasing a home?”

**If yes, continue. If no, the interview is over.**

2. “I’m going to ask my lender ... (lender’s name) to call you as soon as possible and discuss with you all the financing options available. This should answer all of your questions, as well as give you the confidence you’ll want in purchasing a home today. Can I have them call you in the next several hours?”

**If yes, continue. If no, move on.**

3. “Once you and the lender have designed a financing agreement for yourself, I’m going to ask you a lot of questions regarding the type of home you want to buy ... have you outlined, in detail, the type of home you want to purchase?”
4. “Once we’ve determined the type of home you want to purchase, I will select the three to four absolutely best homes in that range for you to look at ... I don’t want to confuse you by showing you a lot of homes ... do you understand?”

**If yes, continue.**

5. “Once we have looked at these properties, I will ask you to select one and write an offer to purchase that property. Are you prepared to write an offer if we find the right property?”
6. “Once we’ve written an offer to the seller, I will negotiate that contract for you. If accepted, we’ll work together each day toward the closing.”
7. “Based on the process that I use in helping folks like you find a home, do you still want me to proceed by having a lender call you, or would you prefer to work with another agent?”

# Explain the Benefits of Preapproval

## *Option #1*

Mr./Ms. Buyer, it's important that you are preapproved for a loan before you begin your home search. Preapproval is really just a lender's determination of how much money you will be eligible to borrow.

You'll know exactly what price range you can afford.

When you find the home you love, you'll be able to take action quickly.

Sellers will be more likely to accept an offer from a preapproved buyer.

And, finally, you can see if there are any errors on your credit report and you can resolve them right away.

Would you like to have one of my lenders call you to help with your preapproval? When is the best time?

## *Option #2*

Let's just assume for a moment that you are the seller.

You have been transferred by your company and need to sell your home in 3 weeks. The first thing you do is call your real estate agent and let them know that you need to sell this home and you need to sell it now. You end up listing it below fair market value because you are under time pressure, so of course the first day you receive two offers. The first offer is for cash, and it is \$2,000 less than your request price. The second offer is for full asking price because those buyers really want it—however, they haven't been preapproved, so you do not know if they can qualify, even their agent doesn't know if they can qualify! Knowing you are under time pressure, which offer are you going to take? Are you really going to take a chance for an extra \$2,000?

When you are preapproved for financing, you essentially become that cash buyer. Can you see the benefit of that? So when is the best time for one of my lenders to call you? Is it weekends, weekdays, or in the next 15 minutes?

## Buyer Closing Costs

Mr. /Ms. Buyer, before we tour homes, let's discuss closing costs. Generally, if you put 20% down on a house, you can expect your closing costs to be an ADDITIONAL 3% of the purchase price. So, if you were purchasing a \$200,000 house, the down payment would be \$40,000 and the closing costs would be an additional \$6,000, for a total of \$46,000. If you put down less than 20%, your closing costs may be as high as 4%.

## Buyer – Close For Agreement

### Ask for the business

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*The following script details a simple way to obtain an exclusive agreement:*

All I ask in exchange for my superior customer service promise is that you agree to work with me exclusively. Does that sound fair?

Okay, can we sign and shake on that?

*(Provide the buyer with the Buyer Representation Agreement, explain it, and have them sign it. Then, shake hands.)*

### Closing the Buyer Representation Agreement #1

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What we're going to do now is sign the Buyer Representation Agreement which puts me to work for you. You're giving me the tool I need to represent you in your purchase. With this tool, I have the opportunity to negotiate for you and get you the best deal. And getting the best deal is important to you, isn't it? Perfect, then let's do the right thing, sign the Buyer Representation Agreement, and put me to work for you.

## Closing the Buyer Representations Agreement #2

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Can you see how it would benefit you to have a professional looking out for your best interests as you search for the best home and negotiate to get the best deal?

Great! This form allows me to represent you and look out for your best interests. Here's how we take care of that. You just need to okay this agreement right here.

## Closing the Buyer Representation Agreement #3

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We call this agreement our loyalty agreement, where I agree to be loyal to you and take no action detrimental to your best interests. It's a reciprocal agreement in that I ask you to give me your loyalty in exchange for me working nonstop to find you the best home, at the lowest price, in the least amount of time.

## Handling Objections to Exclusivity

*If a buyer objects to signing, use the script below:*

Mr. /Mrs. Buyer, because of the level of service I provide, I can only work with buyers who work exclusively with me. Let me remind you that by signing you are NOT agreeing to pay me a fee.

You are agreeing to have me represent your best interests and to use my knowledge and expertise to find you the best home at the best price. That is what you want, isn't it—to find the best home for the best price?

Objection 1: I don't want to sign anything. I want to be free to work with other agents.

---

When you engage me as your real estate sales representative, you give me the tool that I need to represent you. If you sign the Buyer Representation Agreement with me, I am contractually obligated to share any information about the seller's situation that I find out; for example, if it is a divorce, relocation, or estate sale. Without that agreement in place, I am actually a sub-agent\* to the seller. That means that I do not represent you, and I cannot share that information with you. I want to be your advocate, not theirs. So let's do the right thing and sign the Buyer Representation Agreement today.

*\*Ask your Team Leader whether your state has sub-agency, dual agency, and/or designated agency.*

Objection 2: What if I change my mind during this 30-day period?

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I understand completely. Think of this agreement as a form of going steady, not marriage. If you decide at any time that you do not want to go steady anymore, we can just break up. There's no need for a divorce. And you can break up with me if I'm not meeting your expectations! If you feel comfortable with that, you can just okay the agreement with your initials.

Objection 3: I don't need to work with an agent because I can find a home on my own through the Internet.

---

Searching for homes is the fun part, and we will certainly use the Internet to find your home. Finding your dream home is not why you hire a buyer agent. You hire an agent to help you get the house you find. My job is to protect your interests throughout the home-buying process, and negotiate on your behalf to get you the best price and terms.

Know When to let a buyer go

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Mr. /Ms. Buyer, I appreciate your decision. Since I can only work with buyers who work exclusively with me, I'll have to just wish you luck in your home search. Thanks again for coming in to meet with me today, and let me know if you change your mind.



## Present the Buyer Needs Analysis

Mr. /Ms. Buyer, thank you for letting me help you. My goal is to give you a 10+ customer experience. To do that, I'd like to get a clear idea on what you are looking for in your new home. So, with your permission, I'd like to spend the next 10–15 minutes exploring what the right home for you would be like. We'll call this your 10+ home.

It may seem like a lot, but I'd rather ask you 500 questions and show you the right 5 homes than ask you 5 questions and waste your time showing you the wrong 500 homes. Does that work for you?

## Three Questions Deep

*Here is an example of how to move three-deep when asking questions.*

Where are you moving?

How soon?

Why is moving to that part of town important to you?

Why will that do for you?

What are you looking for in a new home?

Why is a large yard important to you?

What will that do for you?

What will that ultimately do for you?

## Conclude the Buyer Needs Analysis

*When you wrap up the needs analysis portion of the buyer consultation, let the buyer know that they are unlikely to find a home with 100 percent of the features they are looking for.*

Mr./Ms. Buyer, there is no such thing as a 100 percent house. It will have your five must-haves, and possibly some of your nice-to-haves. When we find a house that has your five must-haves—that is, a 90 – 95% house — I’m going to suggest you write an offer. Does that work for you? What are the five must-haves for the home you buy?

### Five Must-Haves

1. What are the top five things your home must have?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

2. Beyond those five things, what is something else you really must have?

3. If you could have something else, what would that be?

4. If you could have one last thing to make this your dream home, what would that be?

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# Buyer Informational Scripts

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## Average Days on the Market

The reality is, we have to evaluate each home you like and decide if it is the home for you, whether it has been on the market for a day or a year. A great home always sells, and it usually sells fast. So while the average days on market is (\_\_\_\_), that number does not represent all the homes, because some of them sit on the market for 365 days and some of them sell in 1.

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## List Price to Sales Price – When your buyer wants to make a low offer

The average list price in (\_\_\_\_) is (\_\_\_\_), but the average sales price is (\_\_\_\_). That means that sellers are coming down / going up approximately (\_\_\_\_ dollars). The reason I share this information is that I would prefer to turn you down now rather than disappoint you later, if you think you could offer \$25,000 less than the list price and actually expect to get it.

So let me ask you a very direct question. If we found you the perfect home and the seller is only willing to come down about (\_\_\_\_ dollars), how would you feel about that?

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## If your list-price-to-sales-price ratio is better than the average agent's.

So, you are looking for a \$350,000 home, aren't you? The average list-price-to-sales-price ratio is (\_\_\_\_), and mine is (\_\_\_\_). I am going to save you (\_\_\_\_%) over and beyond what the average agent is doing right now. Let's do the math (take out calculator), on a \$350,000 home I am going to save you (\_\_\_\_ dollars). Can you see the benefit of that?

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## Home is out of the buyers' price range

Well, that home is a tad above/below your price range, but I have three other properties right here in front of me that are in your price range that I would love to share with you.

## Objections to Setting Buyer Appointment

Objection 1: I don't have time to come to the office; can't you just meet me at the house?

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Because your time is so valuable, that's exactly why we need to get together at the office. See, the 25 minutes we're going to spend at the office is literally going to save you 5 to 10 hours of looking at houses. When we get together at the office, I'll be able to pull up every property that matches your specific criteria, we'll be able to view the photos and virtual tours in my office before taking your time to drive by them or' even better than that, spending your gas to drive by them. So when is the best time to come to the office — is it weekends or weekdays?

We will also be able to see if there are any contingencies or other issues that will not be apparent by just doing a tour. If there is something that would eliminate the home, better to know upfront.

Objection 2: Let me talk to my spouse and I will call you back.

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I understand that, let me ask you this. Let's do this: let's go ahead and pencil in a time that works best for both of you and then I am going to call you back the day before the appointment to simply confirm. If it works, fantastic; if it doesn't, then we just need to reschedule the appointment. When do you think it is going to work best, is it weekdays or weekends? Great, I'll call you Friday. What time specifically would you like me to call you? Two o'clock. Great, what number would I have the best chance of catching you on?

Objection 3: I've already seen the house online. I just need to see it to know if I want to buy it.

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I completely understand. The home you are calling about is amazing. However, the sellers request that I meet with all buyers prior to showing them the property. This will allow me to cover any financing issues in case you need a loan, and to give you further information about the property and also the neighborhood. Would you be able to come to my office today at 5:00 p.m. or would tomorrow morning at 9:00 a.m. work better?

## A note on “no”

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*All is not lost if the buyers say no to the appointment. As long as they are not committed to another agent, “no” in this case really means “not yet.” You still have a good chance to ultimately capture their business by setting them up on a BINS (Buyer Instant Notification System) which would prompt them to do their search from the IDX search tool on your website.*

## Offer online access

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Would you like online access to every home on the market that matches your criteria? You’d also receive instant notifications every time a home that matches your criteria comes on the market. I’d be happy to sign you up for free on my Buyer Instant Notification System.

## Make follow-up calls

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Over the last week, we have sent you 5 listings. I am just calling to update my files and see if you are still in the market to buy a home, if you have already purchased a home, or if not, to review the 5 homes I sent you to see if you would like to go tour the inside of any of them.

# Making it Great for the Buyer

## Present the eEdge Advantage — online transactions

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When you work with me, you'll have the opportunity to conduct your entire real estate transaction online. I use a paperless transaction management system called dotloop.

You'll reduce your environmental impact because online transactions are 100% paperless. Negotiations and closings can happen faster because signatures can be obtained without having to meet in person. Online transactions are also more convenient because no travel is required.

## If they are not sure what online transactions mean:

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When you conduct your transaction online, it means no more faxing papers back and forth or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, over faxed contracts, or lost documents. With dotloop, the traditional paper trail is online, and all parties to a transaction can collaborate in one space. You can be out of town and still keep the negotiation or closing process moving as long as you have Internet access.

## If they are concerned about the security of online transactions:

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Do you bank online? Do you file your taxes online? Dotloop offers the same level of security with your confidential real estate transaction documents. Every change, initial, and signature is stored and available for up to 7 years.

## Establish your showing process:

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*To make the showing process as efficient as possible, set the expectation with the buyer before looking at homes. Use the script below.*

Mr./Ms. Buyer, we'll be looking at about 5–6 homes when we go out. After you see each home, I'll ask you if you want to buy it. If the answer is “no,” I'll ask you to tell me what it was that didn't work for you, so that I can refine our search and provide a better customer experience for you. Does that strategy work for you?

As we view homes, there are two things I want you to keep in mind. One, that the 100% house does not exist. A 90%–95% house is really a 100% house. And two, I want you to keep your five must-haves in mind, because these will be your determining factors.

### Keep the focus on the best homes

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Mr./Ms. Buyer, when we do find the right home, we'll need to act quickly, and I know you are going to have that feeling of “Well, is there something better out there?” But I have to tell you, the best homes sell right away because they are the best homes.

Do you want to see all the homes, or do you want to find the right one quickly?

### Set the next appointment

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Mr./Ms. Buyer, before we part company, let's get out our calendars and set up our next meeting to look for that home you want to buy. If nothing worth seeing has hit the market by Friday, I will call you, and we'll reschedule for the next Saturday.

# Common Objections During Home Viewing

## Objection 1: We love it, but we haven't seen enough properties yet.

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Mr./Ms. Buyer, my role as your buyer specialist—and the reason why we met for a consultation—is to sort through the homes that meet your criteria and only show you the best available homes, the cream of the crop. And the best homes on the market go fast, usually in one, maybe two, days. If you love this home, chances are someone else does too! Are you willing to lose the perfect home for you, your WOW home, the one you will absolutely love, just so you can see everything out there?

## Objection 2: We really want a formal dining room.

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Mr./Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (Refer to the Five Must-Haves sheet.) We identified \_\_\_\_\_ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (If yes, you will need to begin a new search.)

## Objection 3: We don't like the carpet/paint color/landscaping.

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I hear what you're saying and this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for the seller to make the changes or just re-do this one thing yourself to meet your specific needs? Great!



# Most Common Buyer Objections

## 1. “We don’t feel like this is the time to buy!”

I understand ... There’s never a “perfect time” to buy a home ... let me ask you ... what specifically is stopping you from making the decision to buy this home?  
(The summary close is for follow-up to all objections)

(Name) ... you told me you wanted (x) ... correct?

You also said you wanted (y) ... is that right?

Is it the price?

Is it the monthly payment?

Is it the home?

Based on that ... let’s do the right thing ... and BUY THIS HOME ... it starts with a signature.

## 2. “The area is too new”

I can appreciate that ... of course you realize this gives you a chance to gain much of the appreciation that newer homes often experience ... does that make sense? Great!  
Do you have any other concerns?

## 3. “The area is too old”

I can appreciate that ... and the advantage of that is you’re seeing the area in its most developed stages ... does that make sense? Great! On the flip side ... would you be willing to pay more for a newer area?

## 4. “I don’t like the neighborhood”

I understand ... many times we find the home we’ve always wanted in a neighborhood that’s not totally appropriate ... In this particular case, are you prepared to pay (thousands) more when we find the same house in a nicer area? Great!

**5. “The home is too far from schools”**

I understand ... May I ask, “Do your children prefer to walk or ride the bus? Fine ... let’s measure the exact distance to the schools ... then decide which is the best for them ... OK? Great!”

**6. “The taxes are too much”**

I understand ... taxes are high today ... and I know you’re aware that taxes are deductions on your income tax ... right? Terrific! Are you also aware you can make payments monthly ... or would you like to pay twice a year?

**7. “The home is run down”**

I hear what you’re saying ... and ... this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for a more complete home or just re-do this one to meet your specific needs? Great!

**8. “The yard is too small”**

I agree ... and let me ask you ... what’s more important ... the right size yard ... or the right home? Great! Obviously ... this size yard will be easier to maintain ... correct? Is that something you and your family would want?

**9. “The yard is too big”**

I agree ... and let me ask you ... what’s more important ... the right size yard ... or the right home? Great! Obviously ... a larger lot offers you a lot more privacy correct? Is that something you and your family would want?

**10. “The interest rate is too high”**

I understand what you’re saying ... and let me ask you ... are you aware your interest is deductible? Terrific! Would you like to speak with (lender/mortgage broker), again to discuss this more in-depth?

**11. “The price is too high”**

I can appreciate that ... realistically what price would you like to pay for the home? (If way too low) (Name) we can submit that offer ... and we should expect a counter ... now ... do you absolutely want to buy this home?

**12. “The payments are too high”**

I can appreciate that ... and how much did you originally plan to spend monthly? (Name) let's look at what you like best about this home ... then decide if the extra (\$) is worth while ... okay? So ... what did you like best?

**13. “We want to think it over”**

I agree ... this is a big decision isn't it? So ... let me ask you ... do you want to buy a new home? Great! How soon would you like to move in? Terrific! So let's do the right thing and write up the offer ... OK?

**14. “My relative must see it first”**

Great idea ... I agree it's important to get your \_\_\_\_\_ approval. Will they be living with you or making part of the monthly payment? Then there are two ways to go with this ... One, we make this offer contingent upon your \_\_\_\_\_ approval ... or two ... Surprise \_\_\_\_\_ and show him/him the decision has already been made ... which way should we go?

# Overcome Buyer Reluctance

## Objection 1: What if prices drop?

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Mr./Ms. Buyer, are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So let's do the right thing and make an offer today before interest rates go up.

## Objection 2: We want to sleep on it.

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You're right. This is a huge decision. However, I have to give you fair warning with as little pressure as possible. If you are ready to write an offer on this home, other buyers may also be ready to write. Being first to write will make a difference in negotiating the best possible price for you.

Is there something specific holding you back? How can I assist you with your decision?

If they still want to wait...

That sounds good. I will call the listing agent first thing in the morning to see if the home is still available and then I'll call you. Do you have any questions on the property I can get answered for you?

Do you have any other purchasing concerns I can assist you with?

## Get to the bottom line with your buyers

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*If you have shown more than the average number of homes and your buyers have not made an offer, it is time to go back to the drawing board.*

Mr./Ms. Buyer, what you are looking for doesn't exist. So, we have to make a decision:

1. You can step into a higher price point.
2. You can adjust your expectations.
3. You can step away from the home buying process for a year and see what happens.

What is the best course of action for you?

## Script To Close Buyer On Making A Reasonable Offer

Buyer: “What do you think they will take for this home?”

I know that they will take the price they are asking...below that, I am not sure.

What is the most you would be willing to pay for the home?

Buyer: “I want to offer a lot less.”

I can appreciate that, and yet it is always possible that there could be more than one offer. If that were to happen, the seller could choose not to counter and you could lose it. How would you feel if that happened?

Buyer: “Not too good but I still think I should go in low.”

(Name), do you realize that when you do that, often a seller doesn't take you seriously, and either rejects your offer or gives you a counter that is not really their bottom line. I would recommend we go in at the price you are truly willing to pay, then if by some chance we get outbid, you know you did the best you could.

Buyer: "But I want to get a good deal"

I understand, here's a thought...if you were buying a white Ford pickup with tan interior, you could go virtually to any dealer and get exactly the same truck right? So if you were buying a truck, you really could bargain because in the end you end up with the white truck with tan interior that you got the best deal on.

Right?

Buying a home, though, is really not like buying a truck....this home is unique and special, and fits your family's needs. If you lost it over a few thousand dollars which really amounts to pennies per day, it wouldn't be easily replaceable.Would it?

Buyer: "It's a big risk to take, don't you think?"

Let's do the right thing and make a reasonable offer ...it's our best chance to get the home you love!

## Script To Close Listing Agent To Let You Present Your Own Offer

Agent: "Hello, \_\_\_\_\_ this is \_\_\_\_\_ from \_\_\_\_\_  
Realty. I wanted to let you know that I wrote a terrific offer on your property at  
\_\_\_\_\_. I have a large deposit and  
a pre-approval letter, as well as verification of funds. I was wondering when I  
might be able to have 10 minutes to present it to your seller."

Listing Agent: "Just fax it."

Agent: "I could do that, however, my Buyer feels that part of my job is to negotiate on  
their behalf and have requested in writing that I present the offer myself.  
If you could set me up with a brief appointment, I think both you and the seller will  
be very happy with what I have. I will be very quick and very professional...when  
could we meet?"

Listing Agent: "I just normally do it that way."



Agent: "I understand ... In the long run it might actually be a little more efficient. I mean since I know what the Buyers are willing and not willing to do, I can certainly answer any questions you or the seller may have. When could we get together, \_\_\_\_\_ or \_\_\_\_\_ at \_\_\_\_\_?"

## Script To Prevent Buyer Remorse

Mr. Buyer, congratulations on your purchase! I know you are going to be so happy with the home!

I just want to warn you about something though. Buying a home...like many things you will do in life, is a big decision. It's normal to be nervous when making a big decision, isn't it?

It's also common for well meaning friends and family to give you advice and opinions, that can actually make you even more nervous.

So when you get nervous, have a headache, and can't sleep...just remember, it's all normal.

Think about it....you guys did your homework, studied the market, looked at all the choices, and made a careful decision. Don't doubt yourself!

If you get scared, call me. I will help you through it.

**Note:** If they do call you, and say they want to back out....be calm...reassure them that you are on their side and simply want to help. Don't beat them up on the phone, but rather suggest that they should see the house again, before making a final decision.

Remember they buy on emotion. If they see it again, it's going to be easier to move them forward. They are just scared. Be patient!

# Making and Receiving Offers

## When the buyer wants the seller to make repairs

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Mr./Ms. Buyer, until you have a physical inspection, we will not know how much these items will cost, and we could find additional repairs we may want to negotiate. Consequently, you have three choices:

1. You can offer the seller less money now to compensate for these items.
2. You can ask the seller now for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

## When the buyer wants to make a low offer

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Mr./Ms. Buyer, there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?

## Buyer wants to re-counter

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*When your buyer's offer is countered and your buyer wants to re-counter, it is important that they have the proper perspective.*

Mr./Ms. Buyer, by countering the seller has essentially just sold you the home for \$200,000. If we counter at \$195,000, it allows the seller to walk away from you or accept another offer in the interim. It is the risk of selling away your dream home for only \$5,000. Are you OK with that risk?

## Present the initial offer to your seller

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Good morning/afternoon, it's \_\_\_\_\_ (name) with Keller Williams Realty. We have an offer here for your review. I'm going to go through the offer with you — is this a good time? Now, the offer they came in with is \$\_\_\_\_\_ (offer price). They're putting \$\_\_\_\_\_ as earnest money and \_\_\_\_\_% as the total down payment. They want to close on \_\_\_\_\_ (date) and they're asking for \_\_\_\_\_% in repair limits. What do you think?

## Present a low offer to your seller

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*Never criticize or show a negative attitude about a low offer. Present all points of agreement first before discussing pricing or other disagreements.*

Now, that's lower than our asking price, but it is an offer so we need to decide what you would like to do.

## Recommend that your client accept the offer

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I will urge you to consider this offer very carefully and consider the value of meeting your moving goals; in the long run, meeting your overall goal of selling your home is the more critical need, correct?

Your property has been on the market now for \_\_\_\_ days, and the average time on market for this area is \_\_\_\_ days.

Buyers are going to look at this same data, they're going to see that your neighbor's house sold for only \$\_\_\_\_, and the house around the corner sold for \$\_\_\_\_. They're going to want to pay fair market value compared to these other sales.

If you accept this offer, the probability of closing and meeting your goal is 100 percent. You want to meet your goal, right?

## Recommend that your client make a counteroffer

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We look at any offer as a positive thing, initially. We always recommend a counteroffer instead of rejecting an offer. It may be that we can negotiate this up to where we need it to be. Let's put together a solid counteroffer. We need to get it back to them quickly to keep things rolling and see if we can make this offer work.

I think the thing to focus on here is the price you want to get for your house. Putting this offer aside, if you could get this home sold and closed in thirty days, what would you feel comfortable selling it for today? Let's put together a counteroffer that would put us in the range where you feel comfortable.

Remember, not all offers are going to work, but it is a good sign that we're getting an offer. You've made this person's list as a house that they thought was one of the best homes for the money. I'll call the other agent, and ask them how they came up with that price.

## Presenting a counteroffer to the buyer agent

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Good morning/afternoon, \_\_\_\_\_ (*buyer agent*). This is \_\_\_\_\_ with Keller Williams Realty. Thank you for your offer—we appreciate it. It was quite a bit lower than what the seller had hoped.

*Pause and see if you can get them to agree with you.*

The sellers have come back with a reasonable counteroffer that should work. The seller is countering back for \$ \_\_\_\_\_. The rest of the terms in your offer are fine except for \_\_\_\_\_. This is something that will work for everybody — your buyer is getting a home within market, the seller is selling at a reasonable price, and we can all move forward to get this closed, wouldn't you agree?

# Negotiation Scripts

## Handle your buyer's request for inclusion of seller's personal items

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I'd be more than happy to write that into the contract for you. I feel when you start involving people's personal property it becomes more emotional. When you're asking for their antiques and their furniture, it's different than asking for their refrigerator or their washer and dryer. I don't like to get involved in personal property. If those are items that you want, let me call the other agent and see if the sellers are even willing to part with the items before we actually put it in the contract. If the other agent says, "They might consider including the items for the right price," then we can throw it in there. How do you feel about that?

## Clarify the inspection report for your buyer

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I understand you are a little concerned about the inspection report. I recommend that we negotiate for a dollar amount so we can be in control of who addresses these issues. We need to focus on the big items — heating, air-conditioning, and the roof—discover what amount of money we'll need to accomplish these repairs, and counter that amount back to the seller. If there are really big issues, it may be that we do need to walk away, but you shouldn't be alarmed just because the list is long. The seller is required by the Real Estate Commission to point out all items. But we'll have to determine whether the items will affect the house long-term for you.

## When your buyer wants the seller to make nonessential repairs

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I understand this is important to you. In my experience, repairing this item typically costs about \$700. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?



## Recommend that your seller counter a low offer

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I pulled up the information on what has sold in your price range since I put your house on the market. Ten (insert correct number for your scenario) houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out, but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2–4 times.

## Prepare your seller to negotiate high-cost repairs

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We've received a repair request. The buyers have had a structural engineer take a look at the house, and the engineer is recommending that eight piers be put underneath the home. What I know from my experience is that piers cost approximately \$XXX apiece. I can recommend to you some people who can give you bids within the next several days, then we can get back to the buyer within their option period to let them know whether you think this is something you can take care of. And then we can get this house sold. We don't have to listen to the structural engineer, but the fact that we have a structural engineer report means that it has to go with the seller's disclosure. If you decide not to put in any piers, perhaps you'll want to get your own structural engineer out there and get his opinion. Then if we can compromise with the two structural engineers' recommendations, we can call the buyer back and try to negotiate this—maybe you pay half and they pay half. Somehow, try to work this out with the buyer. If this contract does terminate, then you must amend your seller's disclosure because now you have a report in hand stating that you are aware of foundation issues. This will have to go to any potential buyers from here on out.

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## Counsel your seller when the buyer requests personal items

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You know, the buyer in this offer is asking that you leave that stove that you're kind of attached to, and that light fixture in the dining area. I know those are items you'd like to take with you when you leave. Are you willing to replace that light fixture in the dining room? We could put something else up there that is a comparable light fixture, or give the buyer a credit back for that. Let me go back to them and tell them you really want to keep those pieces of personal property, and see if we might keep this deal together that way.



