

Scripts

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BUYER SCRIPTS

The Buyer Lead Follow-Up Script

Hi, I'm looking for ____... Hi ____ this is ____ with ____.

(Name) I'm doing some follow-up to let you know...I've found some great homes that meet what you were looking for...and I was calling to see ...when would be the best time for us to get together to look at these homes?

By the way... have you seen any homes that you liked since we last spoke? Terrific!

(Name) any changes with your loan... that I should know about?

What would be the best time for us to get together...__ or __?

(If client is unresponsive, go to the "Qualifying Script" for more questions, or plan to call back and confirm this appointment.)

Qualifying Script

Client _____ Date _____

Hi, I'm looking for _____ ... Hi, _____ this is _____ with
_____...How are you today?

I'm calling to confirm our appointment on _____. Does that time still work for you? Great! Before we meet...there are a couple of real important questions I need to ask you Okay? Terrific!

1. I would love to help you buy a home...do you plan to use me to purchase your new home?
2. You're not planning on working with more than one agent for the job of helping you buy a home ... Are you?
3. Have you been looking at homes?
4. Have you seen anything you liked?
5. Have you spoken with a mortgage broker/lender since we spoke last? (Only if yes) ...Tell me...what did they tell you?
6. Based on your meeting...are there any changes in your price range
7. And how much of a down payment will you be working with?
8. You said you wanted (_____) bedrooms and (____) bathrooms with (_____) ...is that still correct?
9. If I can show you the perfect home...are you prepared to move forward and buy it?
_____.
10. Let's confirm again...we'll be meeting at my office at (____) ... will all the decision-makers be there when we meet?
11. Do you have any questions before our appointment?
12. I look forward to helping you buy a home.

Handling Incoming Calls (Call Conversion)

According to the National Association of REALTORS[®], only 10-12% of prospects actually buy the property they called about. Therefore, it is important to shift a caller's focus from the specific property they called about to the best property for their needs. This shift is called "call conversion".

How it Works

- Objective: Get the caller's name...determine their motivation and needs ...get an appointment.
- Technique: "Give a little information – get a little information!"
 - Provide the caller with a willing, friendly, informational, and direct response to their question, then follow-up with a consultative "open-ended question" of your own.
 - The questions you ask will depend on what they already know (ad, sign or internet call).
 - Continue this pattern until you close for an appointment.

"Thank you for calling COLDWELL BANKER (DBA) how may I direct your call?"

Yes, I'm calling about a home in your real estate magazine.

Certainly. Can you please tell me the reference number in the ad and I will look up that property?

Yes, the number is 12345.

Thank you. Let me check to see if that home is still available. May I put you on hold for a moment?
[Pause] I have the information on that property. By the way, my name is Ted Peters...and your name?

Bill Jones.

Thank you Mr. Jones. What can I tell you about that property?

It says three bedrooms, how many baths does it have?

That home has 3 bedrooms and 2 baths. What other features are you looking for in a home?

We do need a family room and two car garage.

Mr. Jones this home does have a family room and 2 car garage. How soon do you need to move?

Well we need to sell our home first.

Uh huh. Is your home presently on the market? (No).

What's the address of this home?

Let's see...that home is located in the Greenbriar Estates Community. In what areas are you looking for a home?

In that general area. We want to be close to schools and recreation.

Great. Mr. Jones, have you been pre-approved for a mortgage?

No. Is that important?

You know, most home sellers today will only work with pre-approved buyers. Let me give you a number to call for a no cost – no obligation pre-approval. That way you'll have a written confirmation when you

find the right home and will be in the strongest negotiating position. That number is xxx-xxx-xxxx. Are there other homes circled in the magazine I can look up for you?

Yes. How about #56789?

OK...That property is also a three bedroom, two bath home but has no family room it does have a large back yard. Just to recap, you're interested in a three bedroom, two bath home with a family room close to schools and recreation. Is that correct?

Yes.

Well, there are several homes in that area that come to mind fitting that description that I'd be happy to show you. Are you available this afternoon to look at a few homes? Would 3:00 be convenient for you?

Buyer Survey

Remember that you're a consultant and not an interrogator

Buyer Name: _____

Address: _____

Date of Showing: _____

Phone: Home/Office/E-mail: _____

- How soon do you need to find a home? _____
- Are you currently working with an Agent? _____
- Do you have an exclusive agreement with them? (If yes, refer them back to their agent.) _____
- Why did you decide to buy now? _____
- How long have you been looking for a home? _____
- Have you seen anything you liked? Tell me about it: _____
- What kept you from buying it? _____
- What type of home are you looking for? _____
- What do you like about [homes like that]? _____
- What price range do you have in mind? _____
- How did you decide on that amount? _____
- Have you been pre-approved for a mortgage? Yes No For how much? _____

Before we meet, let me give you a phone number that you can call to be pre-approved for a mortgage, free of charge, within a matter of minutes. This way, you'll have a written confirmation when you find the right home and will have in the strongest negotiating position. That number is xxx-xxx-xxxx.

- If you found the right home today, is there anything that would keep you from buying it? _____
- What neighborhood are you interested in? _____
- What other areas would you consider? _____
- What other homes have you seen advertised/driven by that you would like information on? _____
- How many will be in your household? _____
- What features do you want most in your new home? _____
- Is your present home on the market? _____
- Would you have to sell it? _____
- Is your present home on the market? _____ With an Agent? _____
- May I assist you in selling your home? _____

Notes: _____

The Eleven Most Common Questions Asked During Sign and Ad Calls

1. Where is the property located?

The property is located in the general area of ___ and ___. Are you familiar with this area? (x) Wonderful is this the area you would like to move to? (x) Great!

2. Could you just 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 is the shopping?

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 great 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 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!

Sample Open-Ended Questions

I'm calling for information on the home located at 2360 Glen Oaks Drive.

That is a popular listing today! Let me obtain the listing information.

- What was it about that home that caught your interest?

I'm calling about a home in your real estate magazine #1111.

Where is it?

That is one of our most attractive homes! Let me find out the location for you.

- What features of that home appeal to you the most?

Can you tell me where it's located?

That home is in the Hilltop School District.

- In what school district do you wish to find a home?

The home is located at 2781 Dane Hurst Drive.

- In what area are you looking for a home?

How many bedrooms and baths does it have and does it have formal dining?

The home does not have a formal dining room. But it does have...

- What other features are important to you?

What's the price?

The price is \$165,000.

- In what price range are you interested?

The list price is coming up on our computer.

- what is it about that particular home that interests you?
- what kind of home are you looking for?
- how long have you been looking for a home?
- what are the key features you are looking for in a home?

Buyer Appointment Objections

I just want to drive by

When Buyers call you about an advertised home, they'll often just want to inspect the location and general appearance of the home. These callers may object to meeting with you, insisting they just want to drive by the home. If they don't like the neighborhood or home when they see it, they probably won't call you back.

Your best strategy is to emphasize that through your office inventory and the Multiple Listing Service (MLS) you have access to many homes and that you can show them any home they are interested in, even if it's listed with another company. For example,

- "I've got some other homes in mind that I think you'd really like, why don't we meet and I'll show you those, too."

I'll have to ask my wife/husband

When a Buyer resists making an appointment because another decision-maker isn't there, ask them to go ahead and make the appointment, anyway. Assure the Buyer they can cancel it if the person they're worried about can't be there.

Sample Objections & Techniques for Handling Them

We want to think it over.

(Pause) it sounds like you're really interested, because you want to think this one over, is that right? (Yes, we are.) Remember a few nights ago when we discussed how, when you found the home you really like, you might be a little scared about proceeding? (Yes.) Well, how do you feel right now? (Well, we're a little nervous, I guess, this is a big decision.) I know, that's why I wanted you to think it over this week; did you get a chance to do that? (Yes, but now that we've found the home, we have some specific things to discuss.) I see. You said, "found the home." Do you feel you've found the home? (Well, it's the best we've seen so far.) It really would allow you the room to grow, wouldn't it? (Mmm-Hmm) You said there were some specifics about this home you wanted to think over. What are some of them?

This is a perfect time to take physical action, and complete a purchase agreement.

You know, the best way to think about whether to buy or not is to take each step of the decision, one at a time. I want you to be sure that, whatever home you buy you're happy living there. Maybe this is the one, maybe it's not, only you know that. Would you care to review each of the considerations in buying a home?

We want to see more homes.

You want to see more homes?

We don't know if we're ready to buy without seeing more.

How many more would you like to see to feel comfortable?

I don't know, a few.

How do you feel about this home?

Well we really like it.

What would you hope to find in some other homes that you haven't found here?

Ah, nothing in particular. We just want to make sure that we're doing the right thing.

I sense your concern about making a decision without feeling that you've seen all your options. Just to be sure I understand you completely, tell me, is it that deep down you just don't like this home? Or do you like this one enough to buy it, but want to know that you've seen all your options?

Their response determines your approach here. If they really want to see more homes, then you'll need to arrange that. Re-clarify their needs again to avoid a repeat of this. If they want to buy this home but just feel uncomfortable, give them some quiet time.

We don't think the house is worth the money.

I can understand that this is a large investment, and you certainly have every right to be cautious. To be certain that I understand your concerns, you feel the home is overpriced, is that right?

Well, yes; it seems to be.

The only reason you would hesitate then, is because you feel you are not getting good value for your investment, is that correct?

We like the house, but they're asking too much money?

Let's look at what other buyers, who probably felt just like you do now, have been paying for similar homes in the area.

(Show recent closed sales, and see how this house compares.)

It is reassuring to know that you're getting a good value on the home you like. Shall we start the paperwork?

We Want To Make a Low Offer

Mr./Mrs. Buyer as you know, your best interests is important to me. For that reason, I want to caution you to be careful not to make an offer that's too low. Because it might insult the seller. And once that happens, even if you make a very good offer, overcoming the negativity that's been created is difficult and you may ultimately lose that house, especially if an offer from somebody else comes in.

Let me show you information on recent sales in the area. I'm sure the listing agent has shown the seller the same information. As it stands, your proposed offer is on the low end of the scale for recent sales in the neighborhood and is far below the seller's asking price.

Now I know you really like this home, and I'd hate to see you lose that opportunity to own this home because of a low starting price.

We'd like to have some friends (or parents) see the house.

If they want a third party to see the house they are interested in, you might respond with the following:

You're welcome to have them come see the home. I will arrange a showing for them in the next day or so. Right now, let's see if we can secure it for you.

Try to put off the third party until after they have a contractual agreement. If the buyer insists upon having the third party view the home before they sign anything, then arrange for the third party to see it. Stay out of the way when the third party comes to see the home.

Mr. & Mrs. Olson, I'm glad you could make it today. Rob and Francie are as familiar with the home as I am; so let them show you through. I'll be up here if you have any questions. And Mr. Olson, I want to be sure this home is mechanically sound. I understand you have some experience in this area. Would you like to take a close look at the air conditioning system please, and tell me what you think?

Give them something to do and stay out of the way. If you say anything at all, you may appear to be defending the property.

The 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 a 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. 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 to pay (\$ thousands) more when we find you the same house in a nicer place? Great!

3. The home is too far from the 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...Okay? Great!

4. The taxes are too much.

I understand ...taxes are high today... and I know you're aware that taxes are deductible on your income tax...right? Terrific! Are you also aware you can make payments monthly...or would you like to pay twice a year?

5. 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.

6. The yard is too small.

I agree...and let me ask you...what's more important...the right size yard...or the right home? Obviously...this size yard will be easier to maintain...correct? Is that something you and your family would want?

7. The yard is too big.

I agree... and let me ask you...what's more important...the right size yard...or the right home? Obviously...a larger lot offers you a lot more privacy...correct? Is that something you and your family would want?

8. The interest rate is too high.

I understand what you're saying...and let me ask you...are you aware your interest rate is deductible? Terrific! Would you like to speak with (lender/mortgage broker) again to discuss this more in-depth?

9. 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?

10. 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 worthwhile...okay? So...what did you like best?

11. 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 ...Okay?

12. 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 a 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/her the decision has already been made...which way should we go?

Expired Scripts

Expired Listing

1. Good Morning! This is _____ with _____.
2. The reason I'm calling is two-fold: First, to be sure you know that your home is no longer listed in the MLS... and secondly, to see if you still want to sell your home?
3. May I ask you just a few questions?
4. How long was your home on the market?
5. Did you have any offers?
(If yes) Obviously the offer didn't work out or we wouldn't be talking right now...what happened?
6. In your opinion, what prevented the home from selling?
7. What do you think your former agent should have done differently?
8. Where are you moving?
9. Ideally, when would you like to be there?
10. If your home sold sooner than that, would it present a problem for you?
11. I'd like to meet with you at your earliest convenience to talk with you about how I get a home sold not just listed.
12. Would _____ be convenient for you or would _____ be better?

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

“Mimic your prospect and they will feel comfortable.”

-Mathew Ferry

FSBO (FOR SALE BY OWNER) SCRIPTS

FSBO Conversations

“Hello, this is (I’m) Your Name with COLDWELL BANKER (DBA) in the (Name) office. The reason I’m calling (I’ve stopped by) is...”

“How Long Approach” (In-Person or Phone)

“I noticed that you have your house for sale and wondered if you will be interviewing Realtors if your home doesn’t sell within a certain time?”

“Your Next Home” Approach (In Person or Phone)

“I noticed that you have your house for sale and wondered if someone is already assisting you in the purchase of your next home.”

“I Have a buyer” approach (In-Person or Phone)

I noticed that you have your house for sale and I have a buyer interested in seeing it. I wondered if we could work together if my Buyer is interested in purchasing it?”

“Give You some help” Approach (In-Person)

“I noticed that you have your house for sale and wondered if while I’m here you would like me to give you some ideas on marketing your house that you might find helpful? (Why would you do that?)”

“Well, I learned a long time ago that if I could do something for you now, give you some good, honest tips on marketing your home, then sometime in the future, if you need a broker there’s a good chance you’d consider me. That’s fair isn’t it?”

“Relocation” Approach (In-Person or Phone)

I noticed you have your home for sale. Where will you be moving when your home sells?”

Staying in the area

“Great. Have you started your home search yet? Are you working with a Realtor?”

“I specialize in selling residential properties here and I would welcome the opportunity to assist you in finding your new home. May I stop by to tell you more about our company, the services we provide and how I can assist you in finding your next home?”

Leaving the area

“Have you started your home search in (destination city) yet?”

“The reason I ask is that through our COLDWELL BANKER® International relocation network we have brokers in (destination city) who will assist you in finding a home. *And there is absolutely no cost or obligation to you for this service!*”

“If you are interested, I will have one of our brokers in (destination city) contact you and provide you with maps and housing information for that area. To begin this process I need to ask you a few questions. May I stop by this evening for a few minutes?” (Use outbound referral form)

Your FSBO Campaign

1. Make at least one contact each week
2. Try to be helpful, but don't offer to perform many free services that are being paid for by the owners of currently listed property
3. Distribute selected handouts, as the four week program shows, such as:
 - Relocation packet for their destination area
 - Home price comparison index
 - Let us help you sell your home brochure
 - Home Enhancement Guide
 - Just sold announcements for surrounding property
 - Open house invitation to a property you are holding open
 - National TV ad schedule
4. Always close for another appointment/contact. Follow the 4-week program for results. Be consistent!

For Sale By Owner

After you have identified a new FSBO in the paper, or driven by a new sign:
(Please note, you may decide to use the scripts available if the property has been on the market for awhile and you wish to get an appointment to do a listing proposal for the seller, rather than this “drip” method to establish rapport)

1st Week

1. Call
2. Introduce yourself
3. Express how impressed you are about their intent to sell on their own
4. Ask them if they have had any inquiries
5. Ask permission to drop by and see their home, in the event that you have a buyer. As well you like to keep current with what is for sale in areas you work
6. Set an appointment
7. When you visit the home be certain to have something to give the seller such as a brochure on “Selling your home”
8. Ask for permission to have another contact

2nd Week

1. Call at 7p.m. on the following Monday (after the seller’s weekend)
2. Introduce yourself...again
3. Ask if the brochure (other information) you had left the seller has come in handy
4. Ask if they have had many inquiries
5. Ask if many people have come and seen the house and if they have had any offers
6. Express empathy if they seem frustrated or concerned
7. Ask permission to drop some information off to them that may assist when they need to prepare a contract
8. Prepare a pkg. For the seller that contains a purchase and sale agreement, (stamped DRAFT, information about possible contingencies as well as disclosure and agency relationships
9. Drop information off to the seller. It is not necessary for them to be home. You do not need to engage in any additional conversation when you drop off pkg.

3rd Week

1. Call at the same time and on the same day as your second conversation
2. Introduce yourself...again
3. Ask the seller if they have had a chance to read the material you left them and if they have any questions about it
4. Ask if they have had many inquiries
5. Ask if many people have come and seen the house and if they have had any offers+
6. Express empathy if they seem frustrated or concerned

7. Ask if they would like an evaluation of their property so they can better evaluate its position within the market as it is now. Reminding them that three weeks have gone by and a property is exciting to the marketplace for about the first 30 days. Perhaps there has been a change in the market since they first put a price on their home and this could be helpful
8. Remind them that there is no obligation on their part and this is complimentary
9. Set the appointment
10. Complete CMA
11. Arrive and discuss as required
12. It is at this meeting that you could ask the seller, where they plan to move. Perhaps you could be of assistance with finding them a home. The seller is somewhat surprised that you have asked to help them find a home and not just asked for the listing. Try to resist the temptation to close for the listing. If, however, all things seem to fit...ask. If not, close for another contact.

4th Week

1. Call on the same day and at the same time as your 3rd conversation
2. Say hello...they do know who you are by now, but still introduce yourself
3. Ask how the activity has been on the property since your last conversation
4. Listen carefully
5. Respond to each question as asked by the seller
6. Ask if they have had an opportunity to go over the CMA thoroughly. Do they have any questions
7. Ask them if they are aware of the services that you can now offer and that your negotiating skills could help them close for a contract. Be certain not to offend them as most FSBO believe they have the ability to negotiate on their own behalf
8. Explain that you would like to drop off a package of information which outlines our "Expect More" proposal and services guarantee and tell them that although you will ask for a 90 day commitment from them, if you don't do what you say you are going to do, they can terminate the listing. In fact, "fire you" and go list with another company, or put their own sign back up. Tell them they will be listing with you and COLDWELL BANKER[®]" one day at a time. This helps the seller feel they are maintaining control of their listing and it is an effective close. Drop off the package.

Handling Common FSBO Objections

We Can Sell It On Our Own!

"I see...

- "Are you familiar with state disclosure laws required when selling a home?"
- "Are you requiring that your buyer be pre-approved for a mortgage?"
- "Can prospective buyers find your home on the internet?"

"I was wondering...

- "What are your plans if your home doesn't sell. Will you consider listing?"
- "How long will you be going to try it on your own?"
- "Have you located another home yet??"
- "Will you be staying in the area when your house sells??"

We Want To Save The Commission!

"Mr. Seller, unfortunately, most buyers interested in buying homes that are "for sale by owner" are interested in saving money too. When those buyers come to look at your house they immediately deduct the commission you would have paid from the price you quote them."

"You may ultimately end up netting less from the sale of your home on your own than you think and still have to deal with all the work involved in marketing your home and bringing the sale to a close.

"May I show you..."

We Had a Bad Experience With a Realtor!

"I'm sorry that you had a bad experience with the sale of your last home. Would you be willing to tell me about it? (LET THEM UNLOAD)

"I certainly can see why you are reluctant to list again with a Realtor. However, for the reasons you just described, COLDWELL BANKER developed the Full Service Marketing System and Seller Services Guarantee. This is a guarantee, in writing, that I will perform the services we agree upon for marketing your home for sale or you can cancel the listing by giving my office manager 24 hours notice. Would you at least consider listing your home with me under those circumstances?"

FSBO Script

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

My name is ___with___...I work with a lot of Buyers and Sellers in the area... and I was wondering...how can I help you?

Thanks for thinking about that...let me ask you...how much time will you take...before you will consider...interviewing the right agent for the job of selling your home? () Excellent!

What has to happen...before you will consider...hiring a powerful agent...like myself...for the job of selling your home? () Perfect!

If you sold this home...where would you go next? (LA) That's exciting!

How soon do you have to be there? (3months) Fantastic!

Why did you decide to sell this home? (Too big) Terrific/Ouch!

How would you rate your motivation to move...on a scale of 1 to 10? (5) Good for you!

What methods are you using for marketing your home? (Sign and ads) That's great!

How did you determine your sales price? (Other agents) Fantastic!

(Optional) How did you happen to pick that agent? () Good for you!

If you were to list...what would you expect the agent to do ...to sell your home?
() That's great!

Are you familiar with the techniques I use to sell homes? () You're kidding!

What would be the best time to show you..._____ or _____?

For Sale By Owner – 1st Call

1. Good Morning! This is _____with_____.
2. The reason I'm calling is to see if your home is still available for sale?
3. May I ask you just a few questions?
4. What are you asking for the property?
5. How did you arrive at the price?
6. How long has your home been on the market?
7. Have you had any offers?
8. Where are you moving?
9. Are you looking forward to getting there?
10. Ideally, when would you like to be in _____?
11. If your home sold sooner than that, would it present a problem for you?
12. I have an appointment in your area on _____and again on _____. If it's alright with you, I'd like to take a very quick look at your property. It will take only about five minutes of your time. Would _____be convenient for you or would _____be better?

SELLER SCRIPTS

Owner Survey

Remember that you're a consultant, not an interrogator

Name: _____ Phone: _____ E-mail: _____

Address: _____

Why are you selling? _____

Where are you moving? _____

How soon do you need to move? _____

Who else are you talking with about selling your house? _____

What will you do if your house doesn't sell by then? _____

How do you feel about making this move? _____

How does the family feel about moving? _____

What previous experience have you had in selling a house? _____

What attracted you to this house? _____

What attracted you to this community? _____

How much do you believe your home is worth? _____

How did you arrive at that amount? _____

What is the best way for me to stay in touch with you? _____

What do you expect from the real estate company and sales associate that you select to represent you in the marketing and sale of your home?

Qualifying the Listing Appointment Script

Hi, __, this is__ with __...I'm calling to confirm our appointment on __at__...does that time still work for you? Great!

There are some questions I'd like to ask you that will help me be better prepared for our meeting on ____.

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 ____? Terrific!
2. Do you plan to interview more than one agent for the job of selling your home? (You are) Interesting!
3. Tell me again...where are you moving to ? (LA) Fantastic!
4. Tell me again...why are you moving there? Good for you!
5. How soon do you have to be there? (3 mos.) Great!
6. If I ...sell your home ... in the next 30 days... would that pose a problem for you? Terrific!
7. What would happen if your home did not sell? () Ouch!
8. When I see you ...how much do you want to list your home for, realistically?
9. As a professional real estate agent...I study homes and prices every day...therefore...I assume you'll...list with me...at the price that will cause your home to sell...correct?
10. So...what's the price you won't go below?
11. How much do you owe on the property? (\$100,000) Excellent!
12. Have you ever thought about selling it yourself? (No) Terrific! / Interesting!
13. Will you help finance the home for the Buyer...or do you need your cash out?
(Cash Out) That's Great!
14. Will you quickly describe your home for me?
15. How would you rate your home on a scale of 1 to 10?
16. What would make it a 10?
17. Is there anything...positive or negative...about your home...that could affect the price? (No) Terrific!
18. I'll be sending over a package of information... will you take a few moments and review it?
Thank you...
19. Do you have any questions before I arrive? (No) Great!
20. I've only spoken to you... are there any other decision-makers?
21. Will all the decision-makers...be there...when I arrive? Perfect!

I look forward to seeing you on __at__!

Sales Associate Customized Services: Sample Dialogues

Presentation Approach

List any additional marketing services that you will provide. Have an idea of services you personally will be offering in advance, if possible. You do not want to look as if you're making up things to provide as you go or the Sellers may themselves start creating things for you to do.

Opening Dialogue

Customized Marketing

- The next level of my marketing proposal involves customized services and skills that I personally contribute to our marketing plan. In addition to the standard and exclusive services we've already covered, I propose

Home Preparation/Merchandising

- The marketing ideas I've been sharing with you require that the condition of the property be comparable or superior to the other properties it will be competing with on the market. I think you'll agree that the condition of the property can have a dramatic impact on how quickly it sells, and at the price you desire.
- The COLDWELL BANKER® Home Enhancement System, consisting of our Home Enhancement Guide and video, is the standard reference work we turn to for advice on preparing a property for sale. (Give copy to Seller) It is packed with ideas that will help your house sell for top dollar in the shortest possible time. I would suggest that we go through your house prior to putting it on the market to see what suggestions the Home Enhancement Guide has?

Skillful Negotiation

- My skillful negotiating is a major contribution to my effectiveness for you. This skill alone can mean 1-2% more to you in the sale of your home. My negotiating skills are worth more to you.

Transaction Management

- From contract to closing, I will monitor the progress of the contract and manage the closing process including...

Realtor Tour

- Every one of the (number of associates) sales associates in my office will have access to information about your house, so that they will know about it when they have likely Buyer prospects.
- I will immediately distribute information about your property to our office sales team, and next (Tuesday) at our staff meeting I'll make a presentation so each one will be aware of it.
- Next (Wednesday) morning is our office preview of new listings. I'd like my colleagues to see your property first hand so they will be prepared to show it to their Buyers. Shall we include your house on our tour?

- I will personally follow-up this office preview by discussing your property with our sales team for additional marketing recommendations.
- Do you have any questions about how a COLDWELL BANKER® sales associate can help sell your house?

Broker Open House

- We will schedule a time for agents from other companies to visit your property so they will appreciate its features and be prepared to show it to their Buyers.
- (Optional) Periodically real estate sales associates with listings in the same area coordinate a day when all their homes are held open for Realtors® from other companies to preview. If that opportunity should arise, I will check with you immediately to see if you are interesting in participating.
- How does that sound?

MLS Sharing Session

- During our local Association (Board) of Realtors weekly meeting, there is a segment for Realtors to talk about new listings. I will be attending the next meeting to distribute property flyers and personally promote your home to the Realtors in attendance.
- Is this a service your interested in?

Progress Reports

- I know from our discussion earlier how important it is to you to be kept informed. Communication is a priority with me, and I will call you (every Tuesday) (at least once a week) to keep you up-to-date on the results of marketing activities, keep you current on trends in prices, interest rates and sales, and I'll share suggestions from other agents as to how we can boost our marketing efforts.
- I will follow-up this communication (each week) (once a month) with a written Marketing Activity Report.
- Communication is a two-way street. Please feel free to contact me whenever you have a question or concern.
- Are you comfortable with the communication plan I've described?

Advertising

- In addition to our local and national company advertising I will also be personally advertising your home in __every__.

COLDWELL BANKER® Exclusive Services – Sample Dialogues

Exclusive Real Estate Buyer's Guide

- Our Real Estate Buyer's Guide is a compilation of all COLDWELL BANKER listings currently available for sale. Published in six regional editions, it has become the areas and states most informative and effective real estate sales tool. This free publication advertises properties to more than ___potential home Buyers in our area each issue.
- Our Buyer's Guide has proven to be one of our most powerful marketing tools, and far more effective than conventional newspaper advertising because it advertises your house "every day until it's sold".
- I'd like to suggest we showcase your home in our Real Estate Buyer's Guide.
- This will give us important exposure to local Buyers, wouldn't you agree?
- Would you like to take advantage of this service? Or Is this something you want included in your marketing program?

Comprehensive Internet Marketing

- No other real estate company gives properties greater exposure to potential Buyers using the Internet than COLDWELL BANKER. Information on your property-complete with color photo-will be available to millions of Internet users worldwide, 24 hours a day, 7 days a week.

www.coldwellbanker.com

- COLDWELL BANKER Online, located at www.coldwellbanker.com is our own easy-to-use Internet site featuring more than 200,000 property listings internationally. Approximately 100,000 consumers a week visit the site to search for homes and take advantage of value-added services such as mortgage rate quotes, neighborhood information, virtual tours and the Personal Retriever® program, a revolutionary program which 'fetches' listings according to consumer personal preferences.

National Advertising And Promotions

National Television Advertising

- Our marketing expertise puts the power of advertising to work for you. Our national television advertising, on network and cable television, reinforces the COLDWELL BANKER name and our position as the premier real estate company in North America.
- Have you seen our ads on national television? Let me show you where our ads run. (show national ad campaign flyer)

National Theme Promotions

- Throughout the year, COLDWELL BANKER holds national theme promotions specifically designed to generate Buyer leads. These leads contribute to the size of our local Buyer pool which directly benefits us.

- By putting your house on the market with us now, we will be able to take advantage of the increased Buyer leads that will be generated during our upcoming (next promotion) called _____. This will take place during the period _____.
- Last year, we generated _____ Buyer leads during this promotion that resulted in a _____% increase of our own listings sold over the previous month.
- How do you feel about your house being promoted as part of the _____ promotion?

Local Newspaper Advertising

- On a local level, we create eye-catching ads in the areas most popular newspapers and mail high-impact promotional materials to ensure that a property is seen by the largest pool of potential Buyers. I'd like to show you an example of our advertising in the_____.

Just Listed Targeted Mailing

- To be successful in reaching Buyers for your property, we need to ask who they are likely to be. A property profile for your Buyer could be someone who from out of town or maybe your next door neighbor! Neighbors can be an excellent source of Buyer leads, so I will blanket the immediate neighborhood with high impact postcards using our 'just listed direct mail system' announcing that your property is on the market.

International Relocation Services And International Referral Network

- As broker of choice for Cartus, the world's largest relocation company, we enjoy a high level of corporate transferee activity in this area which can ensure that properties receive additional exposure to out-of-town home Buyers.
- Cartus represents more than 60 percent of the relocation industry transferees and more than 1,700 corporate clients.
- Additionally, the System's international network of sales associates consists of nearly 3,000 offices and more than 70,000 sales associates, creating more connections and referrals to help sell your home. No one else can help you find the right out-of-town Buyer faster.
- Is there anything else you'd like to know about our relocation or referral capabilities?
- Does our corporate relocation program look like it might be an advantage to you in the sale of your house?

Previews International Exceptional Properties

- To meet the needs of the discriminating home Buyer or home Seller of luxury properties, COLDWELL BANKER developed the Previews® Exceptional Properties Program. Our Previews program exclusively dedicated to marketing exceptional properties, provides maximum exposure by advertising in high-profile publications such as Unique Homes magazine, DuPont Registry magazine, and The Wall Street Journal. In fact, COLDWELL BANKER Previews sells more million-dollar properties than any other real estate company in the world.

Mortgage Services

- Through our affiliation with COLDWELL BANKER Mortgage, home Buyers are offered timely mortgage pre-approvals at competitive rates. The advantage of this service to you is during the negotiation of a sale. We can suggest or even insist that a Buyer be pre-approved before you enter into a contract with them. This can be done at no cost resulting in the elimination or reduction of wasted in the home selling process.
- They can also assist us in the marketing of your property. They will create financial fact sheets which will help us to better position and negotiate the price that we will be seeking.
- Would you like them to provide mortgage marketing on your home? What do you think of this service?

Title And Closing Services

- We are fortunate to have our own title company called ____
- The benefits to you of using our title company extends beyond competitively priced title insurance rates. They also manage the contract to closing process for us including...

The COLDWELL BANKER Home Protection Plan

- A home warranty builds Buyer confidence and peace of mind and can go a long way toward enhancing the marketability of your property by helping it stand out from the competition.
- A home warranty can also more than pay for itself by saving you unexpected repair bills and potentially allowing you to obtain a 2.2% higher sale price than without one. Additionally, the odds of selling your home are 29% greater and the sale time can be reduced by up to 15%. (Show the Seller samples of home warranty marketing and advertising materials.)
- However, not all home warranties are the same. It is important that you consider a plan that insures the payment of repair claims and offers you a choice of contractors to use. The COLDWELL BANKER Home Protection Plan, offered as one of our customized marketing services, offers you this protection.
- The COLDWELL BANKER Home Protection Plan can sell your house faster and for a higher price. Let's look at what the plan offers. (Show application/advertising materials.)
- What questions do you have about home warranties?
- Do you think it would be an advantage to offer a home warranty with your house?

COLDWELL BANKER Concierge

- At COLDWELL BANKER, we know that many details, both large and small, go into selling or buying a home. COLDWELL BANKER Concierge® was created with your needs in mind. Designed exclusively for COLDWELL BANKER customers, COLDWELL BANKER Concierge can assist you with home warranty, mortgage, and title services. Our Concierge customer representatives can also assist in handling the details of making your house sale go smoothly. From securing moving company bids to utility disconnects and everything in between, we'll take care of the details of moving so you can focus on closing the sale.

- To receive information about the services available through our Concierge program just visit www.coldwellbanker.com and click on the Concierge Service button. NOTE: Your job is not to sell the individual Concierge services to the Seller but sell the benefits that can be derived from the program. Then direct them to our Concierge department for Information regarding available services.

Standard Real Estate Services – Sample Dialogues

Multiple Listing Service (MLS)

- When you select us, you select all the companies in our area and actually the state. It doesn't matter to you who sells your property does it? You just want your property sold. The MLS allows us to multiply our efforts in selling your home by enlisting the support of real estate professionals throughout this market.
- It's a computerized resource that allows us to share information on your property with all (number) members of the local Association (Board) of Realtors. This is important because it allows agents to match their Buyers' needs with the prices and features of available properties on the market.
- Do you have any questions about how the Multiple Listing Service works or how we work with other brokers?
- Do you agree that the MLS could be an important ingredient in the marketing plan for your property?

For Sale Yard Sign

- The COLDWELL BANKER[®] yard sign is an important marketing tool for us. It is a 'silent salesperson', at work 24 hours a day.
- The COLDWELL BANKER sign is a good example of how the name recognition works. Buyers driving by your house instantly recognize the COLDWELL BANKER name, and they tend to be more comfortable calling us than a company they've never heard of.
- A sign also lets neighbors know your house is on the market. No one likes the area better than those living there, and they may have friends, relatives or business associates who they know would want to live near them.
- How do you feel about having a sign in your front yard?
- Can you see how the sign is vital to our marketing plan?

Internet Property Marketing

- I'm sure you are aware that the Internet is a powerful medium for advertising real estate. So it is important that information about your home be made available to consumers on as many quality real estate internet sites as possible.
- Every property placed in the MLS of our local Board is also automatically placed on two of the most widely know and accessed real estate internet sites in the country, the National Association of REALTORS[®] internet site "REALTOR.COM" and the ____ This means no matter which company you list with, as long as they belong to the MLS, information on your home will be made available on the internet. (Note: If your board puts your listings on other web sites, list those as well.)
- Would you agree that it's important for us to have your home advertised on these real estate internet sites?

- Additionally, by listing with me, your home will also be on two exclusive COLDWELL BANKER Internet sites. We'll discuss this opportunity in our Exclusive Services section.

Open House

- Open houses have been a very successful marketing tool for us in this area. Through advertising and strategically placed signs, we have the opportunity to make direct contact with prospective Buyers. I will also invite you neighbors, who frequently are good sources of Buyer leads.
- I suggest we schedule our first open house for a week from Sunday, from 1:00 to 3:00. How does that work for you?

If the Seller insists on an unreasonable number of open houses.

- It would really not be in your best interest to wear out the effectiveness of open houses by holding too many of them. We've found that (one per month) is a good pace to maintain Buyer interest. Are you comfortable with that?

Property Feature Sheet

- My property flyers have been very effective in communicating the best features of a property directly to Buyers.
- Here are some samples of flyers I am using with my current listings. (If you have an example of a property that actually sold as a result of a flyer, you might add): In fact, the property in this flyer sold last week as a direct result of the Buyer seeing the flyer.
- We'll keep a supply of flyers here at the property for Buyers and their agents to pick up at open houses and showing. In addition, I'll distribute flyers to other real estate offices in our immediate market area as well as ...(describe other methods you will use to distribute property flyers).
- What do you think about this idea?

Competitive Market Analysis

- A competitive Market Analysis gives us a solid foundation for realistic, effective pricing by telling us what Buyers are willing to pay in today's market.
- I've researched and prepared a Competitive Market Analysis for us to review this evening when we develop a pricing strategy for marketing your home.

Required Seller Disclosures

- Each Seller is obligated to disclose to a Buyer all know facts that materially and adversely affect the value of the property being sold and that are not readily observable. The Seller's Property Disclosure Statement is designed to assist you in complying with this disclosure requirement.
- Complete written disclosure helps make your property more appealing to Buyers by building their confidence and peace of mind and also helps reduce misunderstandings that could otherwise lead to delayed closing, renegotiation, and even law suits.
- Do you have any questions about Seller disclosure?

Closing For A Commitment

Before presenting your CMA, use a conditional close to see if you should go further. The Sellers' response to the following will determine your next move.

Summary Close

- Tom and Sue, let's quickly review the customized marketing plan that we have created to sell your home. Now, in addition to the customary services for marketing your home including (review Customary Marketing Services), you also wanted me to include (review Coldwell Banker exclusive and local Marketing). Is that correct? (YES)

Trial Close

- Is there any marketing service that we haven't included that you think should be included as part of The Marketing Action Plan? (No) "Great!"

When the Sellers say "yes":

- If their ideas are realistic to incorporate, agree to add the service and again ask – "Is there anything else?"
- If their ideas are unrealistic, don't be afraid to say "no" because it will be in the context of them seeing everything else you are doing for them.

Note: Experience shows that most Sellers will not come up with anything additional, especially if they were already asked at the beginning what they expected.

Final Close

- Tom and Sue, can I ask you a question? Based on my COLDWELL BANKER[®] Marketing Action Plan and what we've discussed this evening, in your opinion, do you feel (we) can do an effective job of getting your home sold? (Yes)
- Then if we could agree on the price this evening, is it safe to say that you will allow me to represent you in the marketing and sale of your home?
- (YES) Great, now that we have decided on the marketing, all we need to do now is decide on the right price.
- (No) May I ask what part of my presentation or services you are uncomfortable with?

Handle the objection and close again. If after working through the objection handling process you are not able to obtain a commitment, wish them good luck, leave your card and move on.

Pricing Your Home

Presentation Approach

1. *Prepare the Seller to be realistic about list price and expected proceeds by helping them define their home sale goals.*
2. *Use a Competitive Market Analysis and related information to help the Seller reach a sound pricing decision.*

Opening (Dialogue)

- *It is very important that you realize that neither you nor I will set the selling price for your home. That price can only be determined by thoroughly and aggressively testing the market – challenging the competition for the attention of the right Buyer who is ready, willing, and able to make a decision now.*
- *The highest price you can hope to realize is the best price obtainable from the best Buyer available in the present market. Therefore, the list price needs to attract attention and generate activity*

Presenting Your CMA (Dialogue)

- *I've done a lot of research on the market and the information is summarized in this Competitive Market Analysis. This report focuses on properties, similar to yours, that have recently sold, are currently on the market, and that were offered for sale and for some reason did not sell. All of this information will help us to determine the best price at which to list your home for sale.*
- *Let's begin by looking at homes that have recently sold, revealing what Buyers have actually paid for houses similar to yours.*
- *The Currently for Sale group shows the properties that will be competing with yours for the attention Buyers.*
- *Did Not Sell properties demonstrate what Buyers have not been willing to pay for similar properties,*
- *Based on what you see here, where do you see your property fitting in?*
- *(If the Sellers need a push) "We've seen on the CMA that it looks like we can expect a selling price in the range of (\$157, 500 to \$163,500). Would you agree? I would suggest we test the market at the high end of the anticipated selling range, at. Are you comfortable with that?"*

Preparing The Seller's Estimated Expenses (Dialogue)

Mr. And Mrs. Seller, most home Sellers are more concerned about the amount they will net from the sale or their home and less on asking price. Let's take a look at an estimate of what you can expect to net from the sale of your home at this price. (Keep the Sellers focused more on the amount they will net from the sale and less on asking price.)

Making a Convincing Listing Presentation

Develop a listing presentation that addresses the following Seller concerns:

What will you do to get my house sold?

How to address: Present your Marketing Action Plan.

- Interactively with the Sellers go over your marketing proposal.
 - Discuss standard services offered by most companies that you will provide.
 - Present specialized or exclusive services available only through COLDWELL BANKER®.
 - Present the additional customized services you will personally provide
- Discuss the Seller's role in the sale process

How much is my house worth and what will I get (net)?

How to address: Using a CMA, discuss the strategic pricing of their home.

- Go over your CMA and Competitive Price Lines.
- Discuss the importance of pricing their home competitively.
- Discuss current market conditions and their impact on price, terms and time on market.
- Present a price range and let the Sellers set the price.
- Show the Seller what they will "net" from the sale using a Sellers Estimated Expense form.

How long will it take to sell my house?

How to address: Use graphs or data to show days on the market for their market area.

Why should I list with you and COLDWELL BANKER?

How to address: Demonstrate the advantages of listing with you and COLDWELL BANKER.

- Company Profile – facts and performance statistics
- Office Profile – facts and performance statistics
- Your Personal Profile – resume, performance statistics, accomplishments, awards, etc.

How much is your commission?

How to address: Show value by making a thorough and convincing presentation.

- Learn and practice dialogues on "protecting your commission."
- Stand firm.

Handling Seller Objections Scripts

How Long Have You Been In The Business?

- Mr./Mrs. Seller, I've not been in the business very long and that's probably the very best reason why you should list your home with me.
- I have just completed the most comprehensive training program offered by any real estate company in the country. I have committed myself to succeed in real estate sales, and the fact that I'm just starting out means I have more time and energy to work on marketing your home than I'll ever have again. Besides that, you're not just hiring me, you're getting the entire COLDWELL BANKER® team and it's that teamwork that gets the job done.

We May Sell Our Home Ourselves And Save The Commission.

- Mr./Mrs. Seller, if you knew that you could actually lose money by selling your home on your own rather than listing with me, would you still sell your home yourself?
- May I show you some statistics.
- Mr./Mrs. Seller, unfortunately, most Buyers interested in buying homes that are "for sale by owner" are interested in saving money too. When those Buyers come to look at your house they immediately deduct the commission you would have paid from the price you quote them. You could end up struggling to save that commission and still have to deal with all the work involved in marketing your home and bringing the sale to a close.
- You may ultimately end up netting less from the sale of your home than you would by listing with me and paying a commission. I'd be happy to show you what you would net after the costs of selling your home through a Realtor® would be in order to demonstrate to you that enlisting the services of a Realtor is in your best interest.

We Have A Friend In The Real Estate Business That We May List With.

- I see. Mr./Mrs. Seller, I think your friend would be the first one to agree that there are many differences among brokers and salespeople. And because he or she is your friend, I'm sure they would agree that the sale of your home is a very important business decision involving one of your most valuable assets.
- Because of that, I'm going to suggest that you make a comparison between the services I can offer through my company and the services your friend can offer. Again, if they can come even close to us in benefits to you, I'm sure they would want you to have those advantages.
- May I take a few minutes to show my Marketing Action Plan for selling your home?
- If after we've met this evening, you discovered that I could do a better job for you than your friend, would you still be committed to listing with him or her?

I'm Going To Talk With Other Brokers Before I Decide.

When you talk with other brokers, make sure they have prepared a marketing plan

56 Real Estate Objection Handlers

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 commission, and for one very simple reason.

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

If an agent is willing to cut his or her commission, just like that, how 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 we 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

3. I have seen this marketing plan from many different agents...what make yours different

(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?

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 see. Can I tell you why?

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 65% 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)

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 won't be happy with them at all because no Buyer will look at a house that is overpriced...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 day, 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 that 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.

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

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

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

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

I will be on the phone every single day calling 10, 35, 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?

7. You're too busy, you have so many listings, we want someone that can give us the attention we deserve.

(Level shift) 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 your 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:

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.

(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 clients' 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.

Help your prospects to see that they have probably been in tough places before and made it through ...and this time is no different.

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 your 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.)

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 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?

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 homes listed for sale with real estate agents are selling? (I don't know ...but, I can't afford to sell at that price.)

(The real objection comes out! Now dig more, find out the true motivation and handle the objection.)

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)

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 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!)

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.

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 experiences...

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 flyers telling them that it's been reduced?"

Yes, we could send everyone a flyer stating that the price has 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 that 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.

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 6:00 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 two weeks.

Top agent alternative:

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 commission? 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.)

Would 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 real estate sales associate, then I'm confused.

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

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

Is that the type of person you want to represent you in the most valuable transaction of your life? (no)

Good. If that were 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?

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?

17. It seems like __ should be enough to cover your expenses without paying an additional \$250 transaction fee.

(Level shift from money to peace of mind.)

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 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 __\$ of __%, which I split with my company, and 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...

18. Why won't you advertise? Everyone else we talk to say they do the same thing as you plus they advertise.

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 he or she does the things that I say I'm going to do which is to ...actively prospect 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?

19. You don't hold open houses...why?

Exactly the same thing I said about advertising and about passive vs. active marketing.

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

(This is not the real objection...They are just saying to you...)

We don't see why we should pay money to sell our home. (That's why you should leave.)

(You need to flush out the real objection.)

(Use "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 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?

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 qualification 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.

To agent alternative:

Agents work together. I will call ___ and tell him/her your home is listed and they can bring their Buyers anytime.

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.

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 sale 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 PM 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.

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

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 has not worked and that's why you're thinking of 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?

23. We want to compare what you are saying to other real estate sales associates.

Great! I think that is one of the best things that you could do and before I go...Tell me, what is it specifically that is stopping you from picking up that pen and signing your home with me?

(We're just a little shocked by the price.)

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

(Then simply go back through the CMA and convince them.)

24. Why should we choose you?

(The only way to answer this one is to know what makes you different from other agents.)

25. We want to think it over.

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

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

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 to market your property to the people that sell the homes or the agents that just do okay? (The agents that sell the homes.)

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.

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 can do 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 For Sale By Owners 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?

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 marketing.

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? (Yes.) 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 Buyers; 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?

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:

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.

29. We have a good friend in the business.

I can appreciate that, almost everybody does. So when would you like to see how 85% of the homes I list for sale sell and why only 40% of the homes listed with other agents sell...Tonight at 6 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?

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?

30. Ten other agents from your office have called today. I wish you would just lay off.

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 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.

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?

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!

People's plans change quite often and you may not have my name handy if your 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 is ready now that I can contact?

32. Your office is not close to our home.

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...)

33. We'll list after the holidays.

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.

Now, did you know that only ___% of the homes listed for sale actually sell? (No.)

Did you know that the Board of REALTORS® showed that last year, more homes came on the market in the 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 no one 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.

34. We're already committed to another agent.

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

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

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?

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? (Yes.) 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 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, or 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 Buyer's 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? I don't think I have explained what I'm doing when I give the comparison between passive and active marketing.

(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?")

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.

35. We want to wait for the market to come back before we try to 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 often times won't feel comfortable telling you the truth and so you need to dig more!)

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?

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!)

37. This offer is too low. We're going to wait for a more reasonable offer.

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 2 months, 3 months, maybe 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 price again?

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 homes 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 ½ bath with a 2 car garage, it will be the home that is priced the lowest.

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 would 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 of 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 you the truth?

39. If we lower the price any more, we won't have enough equity to move.

(Demonstrate the "what's important about?" questions for them.)

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, ultimately, you're working at your new job, making lots of money, and 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, providing a great life for your family and 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.)

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'll 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?

40. We have a unique home, the right Buyer just hasn't come through yet!

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 98% 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 have will not get anybody through here...no matter how hard I market to these agents. In their mind, if 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:

Buyers aren't looking for a unique home, they're looking for the best priced home.

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 house with me."

Then, remember...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...

First of all, always break the generalizations 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 are 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 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 the 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 too 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.

41. _____ company/agent has a Buyer for my property.

(The Pause)

I appreciate you mentioning that.

(The Isolation)

_____, would you agree in order to get the highest price possible we should market your home to as many Buyers as possible? I mean the more people bidding on your home would raise the price, correct?

(The Answer)

Maximum exposure is the key to getting you the best price in the shortest amount of time. Our company is the only company in town that can expose your home to the most qualified Buyers. Do you feel I can sell your home? (Or), Do you see how listing with me is the best choice?

Options: _____ were you aware that over 60% of Buyers come from outside the _____ area? We are the only company that can expose...etc...

(The close)

Let's go ahead and get your home on the market. (Or) With your signature here...

42. Why is the price that you're recommending lower than what the other agents are saying?

It's confusing isn't it? You are probably thinking, "This agent must not want my listing." Mrs. Seller, I do want your listing and I want to get it sold. The price I recommended is the price which will cause it to sell. The price(s) you got from the other agent(s) will cause it to sit on the market. Let me ask you a question, do you want to be talking about a contract in 30 days or a price reduction?

Mr. Seller, are you aware that the first three to five weeks on the market are the critical times for getting your home sold? During that period, there is the "fear factor" in effect if the home is

priced to sell; agents and Buyers are afraid that if they don't move quickly, they may lose the home to another Buyer. If the home is overpriced, we lose that selling advantage-something that is not regained with a price reduction. With over ___ homes on the market today, and your desire to be in (Texas, your new home, etc.) do you think that is a risk that we can take?

I'd be more concerned about why the other agent gave you such a high price. Have you ever heard of the term "buying a listing"?..."Buying a listing" is a term used when an agent tells a Seller what they want to hear in order to get the listing. They do this even when they know there is no chance of selling it at that price. It is a reprehensible practice, and unfortunately we see it all too often in this tough market. Sellers mistakenly think that, since agents only get paid when a property sells, no agent would knowingly take an overpriced listing. May I share with you why some agents engage in this practice?...They do it with one of two objectives in mind: First, they figure, "I'll humor them for a few weeks and then start reducing the price". Secondly, they know that at least in the first few weeks of the listing there will be a lot of inquiries from Buyers. They can simply take those Buyers to another property (one that is well priced) and sell them the other property. In other words, use your home to sell someone else's. So even if your home never sells, the agent has made money. I don't think that is what you want your agent to do, is it?... That is why I have given you the fair market value for your home, not the price that I think you want to hear in order to get your listing, does that make sense?

Mrs. Jones, some agents are so eager to get business that they will take a listing at any price. My job is to get your listing sold and pricing it properly is a big part of my job. Are you ready to list today?

So you've decided to list with the agent who was willing to do it at the higher price? Great! I wish you luck and I truly hope you can get it! Let me ask you something. The minute that agent tells you she was wrong on the price- or that the price is too high- and suggests a price reduction, will you ask what was wrong with the price? Then, will you ask for a release and call me? All you have to do is tell her you'd rather switch to the agent who told you the truth in the beginning.

Let me ask you, when you buy your next home will you consider yourself to be a serious Buyer? Will you rely on finding your next home by pouring through hundreds of open house ads, or will you rely on the services of a real estate professional? Don't you want your Buyer to be as qualified and serious as you?

43. I have a friend in the business.

Why would you want your friend to know all your personal finances?

Most people have a friend in real estate...However, I am the best agent to market your home...I'll be happy to call your friend for you.

Are you willing to jeopardize your friendship? (What do you mean?) Sometimes a contract will run into problems. Are you going to feel comfortable dealing with a close friend if that happens?

I can appreciate that, almost everyone has a friend in real estate. Mr. Mrs. Seller, selling your home is a business decision. Probably the biggest business decision you'll make. Let me ask you this: If you were having surgery, would you want the best surgeon, or would you use a friend? I'm sure you'll agree that my qualifications will be tough to beat. Is there any doubt in your

mind that I am the best agent to sell your home? This probably the biggest investment you have...you owe your friend friendship. You owe me nothing, but you owe yourself the very best. Please sign the listing agreement and I will be happy to call your friend and give him/her the opportunity to bring his/her Buyers to see your home.

44. If I can't get my price I'll rent it.

Okay, let's look at the cost of renting your home. What is your PITI? Most leases are a 1 year period and you expect about a one month vacancy each year while trying to rent it, so that will cost you _____. If it rents for _____, that will give you a (positive/negative) each month of _____. You will likely have to repaint after the tenant vacates, that could cost _____. If you do not want to manage it, the typical cost is 8-10% a month to manage it so that is _____. Do you think that your home will appreciate more in the next year than the cost associated with renting it?

You can try. About 3% of the people do. It is like going to Las Vegas. Millions of people go, and every now and then, someone hits the jackpot. But, the majority of the people lose money or Las Vegas wouldn't be there. Every now and then, a Seller hits the jackpot but the vast majority need a Realtor or the real estate industry wouldn't be here. Does that make sense? So, all I need to get started selling your home is your signature.

I understand your wanting to try to sell it yourself. However, please keep in mind that as agents we pre-qualify customers before bringing them into your home. We have a record of their name and phone number before meeting with them. In selling your home yourself, you have to remember that you will have many people just coming to your door and you will need to show them your home without really knowing who they are and whether they are truly qualified Buyers. Unfortunately, in the world we live in today, it is not always advisable to open your home to strangers.

I can appreciate that. Would you agree that your home is (or, is one of) your most important financial assets? Do you have any other investments that you would consider selling on your own? Statistics show that real estate professionals actually save money for owners. With less than a 2% success ratio for For Sale By Owners are you willing to take such a serious risk with this very important financial asset?

May I share a story with you about a recent sale of one of our office listings? A Buyer had narrowed their choices to two homes-one listed with us; the other a for sale by owner. They wanted to go back through the homes one last time and they were excited about buying a home and making their decision. Their agent called the home listed with our office and made an appointment. Unfortunately, the for sale by owners were out of town for the weekend and had instructed the babysitter not to let anyone in the house. Can you see how much unforeseen risk there can be?

May I ask you a question? When you were looking for homes, how comfortable were you when the owner was present? And were you even more uncomfortable if they followed you all over the house? Why was that? You couldn't honestly look at the house through your own eyes

because the owner kept pointing out what was important to them, not knowing your needs or wants. Don't you think most Buyers feel just like you?

May I share something with you? Remember when we talked about how important it is to price your property so that real estate agents won't ignore it? Well, with ___ homes on the market, an agent has to narrow the field of properties with the strongest indication that the Seller is serious and the transaction will be smooth. In order to make the list manageable, the agent is going to eliminate properties that for example, are over-priced, difficult to show or present potential problems because the agent will not be working with another real estate professional. Do you want to put up any obstacles for selling your home?

That may be the right thing to do. Let me ask you something. Why would an agent show yours and get 3% when they can sell their own and get 6 or 7%? Does that make any sense? Let me ask you something else. If an agent walks in tomorrow with a contract at your price and the commission is 6% instead of 3%, what are you going to do? So therefore, you'd be better off listing it for 6% right now, don't you agree?

45. My home is different (better) than the other homes in the neighborhood. Why can't we price it higher?

Mr. Seller, I know you want \$ ___ for your home, but you can't have it! Today's market will not give you that price. Today's market will bring you \$___. Are you ready to get started at that price?

Your home is wonderful, and I wouldn't change a thing. Did you know that every home is a redo for Buyers?

Many of my transactions are with Buyer agents and their clients, and they claim they are looking for the best buy. With so many homes on the market and so few selling, pricing your home too high will actually help one of your neighbors sell their home. Do you really want to help the competition?

I know this is a very personal transaction for you, however we must step back and look at this as a business decision. Most purchasers will need to obtain a mortgage in order to buy your home, and that means the lender will hire an appraiser to establish the value on which they will a loan. While the many extras your home offers will help attract a Buyer to your home, the appraiser has very narrow guidelines they must use in comparing it to the most recent comparable sales in your neighborhood.

Being the most expensive house on the market in your neighborhood can be a real deterrent to getting your home sold in a timely manner. The age-old wisdom most Buyers are very aware of is that it is best to buy the least expensive home in the most expensive neighborhood. Therefore, pricing your home higher would only serve to help the less expensive houses sell first.

Mrs. Wright, may I share some statistics with you? Most homes sell within ___% of the final list price. Nine percent of the homes on the market sold last month, and they took on average ___

days to sell. Do you want to be talking about a contract in 30 days or a price reduction? So you can see it is important to price your home competitively with the market at \$___. Lead in with nice things about the house, statistics, etc...There are two places you can price your house. You can list it where it sits and sits (along with the rest of the homes), or you can price it where it sells. Which is better for you?

Let me ask you something...Mr. Seller, did you make those improvements for your own personal enjoyment or for the next purchaser? When you bought the home, was it perfect for you or did you make some changes to it? Don't you think the next Buyer will do the same? Your home is absolutely beautiful and fits your lifestyle and taste perfectly. However, when the next owners come in, they are going to want to put their own personal touches into the home. In that sense, every home is a redo. Do you know the only factor which really adds value? It's additional square footage. Why don't we go ahead and get it on the market at a price which will cause it to sell rather than to sit.

46. How many homes have you sold in my neighborhood?

Mr. Seller, let me ask you this, why is that important to you?...Everyone who works and lives in this neighborhood will know when the sign goes up in your yard that your home is for sale. I sell homes and prospect for Buyers all over ____. That is the commitment and service I provide my clients every day. Is this a service that interests you?...My marketing plan will work in getting your home sold because I don't limit myself to working in any one area. The Buyer I find for your home probably doesn't live in this area. Where did you move from when you bought this house?...So you see with over ___ homes on the market and only ___ selling each month, it is vitally important in getting your home sold that we reach prospective Buyers from all over the area. Does that make sense to you?... Great! Let's price it at ___ and I'll get to work finding a Buyer.

I've sold a few houses in your neighborhood, and the methods I use to market property work in any neighborhood. Your home will be marketed to agents and Buyers in your neighborhood, as well as to agents from outside your neighborhood. That way, we can cast the widest possible net to find the best Buyer for your home. Doesn't that sound like a good idea?

47. We're going to wait until spring.

You know many people feel just the way you do. Let me suggest something to you. Our real estate market is typically slow between now and the end of the year, and you can easily use that to your advantage. Those Buyers who are out looking now are serious Buyers and consider this...Inventory is also lower now. Come spring, the market will be nearly double the inventory we have now. Twice the competition. All those people like yourselves who have decided to wait until spring. So, you see your chances of getting that one Buyer and to sell are so much greater than they'll be in the flooded "spring market". Make sense? Let's get started tonight...I'm going to find your Buyer.

You know many of my clients have felt that way. However, in the spring more homes go on the market yet the ratio of Buyers to homes is the same. Let's look at the pluses and minuses of

waiting until spring.” (Do Ben Franklin columns with loan rates, more supply, less demand, declining market, etc.)

48. I have to interview one more agent.

I understand that the conventional wisdom is to interview a number of agents before making a decision. My years of experience have taught me that the most important thing is that you work with an agent with whom you are on the same wavelength and in whom you have confidence. There are many very good agents and companies to choose from. Throughout our discussion this evening I have felt that we would work very comfortably together to get your home sold. Don't you think we could ? Would you like me to call the other agent and explain that you've already made your decision on marketing your home?

49. I want to try it at a higher price. We can always come down later.

That is a strategy that some Sellers use. Did you know there are almost ___ homes on the market today? And did you know that there is a very serious buying community just waiting for new homes to come on the market? However, with less than ___% of the inventory selling each month you may lose the most eligible, qualified and eager Buyers for your home. Are you willing to take that risk? I want you to be included in that ___% and statistics show that we will get the most money for your home by pricing it correctly at the beginning, creating a sense of value and excitement as well as a fear of loss in the buying community. In the next 30 days wouldn't you rather be signing a contract than a price reduction?

50. Why didn't you show my home when it was on the market? I'm only interviewing agents who showed it.

Why is that important to you? (Wait for answer.)

Did any of the agents who showed your home bring you a contract? (No).

So they were "showing" your home, not selling it, weren't they? I am not interested in listing your home. My job is to SELL your home. That is what you want, isn't it? I'm ready to start selling your home, all I need is your signature...

Do you want to hire an agent who spends their time showing other agents' listings, or do you want an agent who will work hard, everyday to sell your home?

51. Just send a card or some information.

I'll be happy to do that...because I specialize in homes that should have sold...but didn't. Let me ask you, why do you think that your home didn't sell? (Answer) You know, before you consider selling your home again you ought to find out if your home fits the parameters of those homes that are actually selling...I'll do that for you... I'll stop by at 4 or would 6 be better?...See you then!

52. I'm not going to give it away.

I can appreciate that. I guarantee you, you won't be giving your home away; someone is going to pay your for it. That's what you want isn't it?

I can appreciate that. You do want to sell, don't you? Well then, we have to take the price that the Buyer is willing to pay. We have a choice. You can either sell the property at the market price now and walk away with little or nothing, or you can wait a year or two and be faced with a potentially bigger loss? Which is better for you?

53. What are you going to do differently than the last agent?

I'm going to get your home sold. I am going to spend three to four hours every day talking to potential Buyers for your home, as well as talking to those agents working with qualified and motivated Buyers to buy a home today. Is that something you would like me to do? When we get your home priced right and do this type of marketing, we get your home sold. That way, when we go to buy your next home, we'll be in the driver's seat for negotiating the best possible price. Does that make sense to you?

54. I want to think it over.

What specifically is it you want to consider?

Is it my marketing approach?

Is it the price?

Is it me?

Do you like the plan I presented? Does it look like what you are looking for?

Do you believe you will find a more well thought out plan to sell your home?

Have I provided you with enough thoughts on preparing your home for sale?

Based on what we have just discussed it doesn't sound like there is much to think over. Why don't we get the listing agreement signed so I can get started? All I need is your signature...

55. I want a lot of open houses.

So would I, if open houses worked. If all I had to do was place an open house ad in the paper, and sit in your home for 4 hours on Sunday to sell your home, don't you think I would fall all over myself to do that? My statistics reveal that only 1-2% of homes are sold from an open house.

If we price it higher than market value, I'm afraid an agent will use your home to sell another one which is priced lower. She'll show yours for an example of how they can improve the one they buy for several thousand less.

You know, I have yet to see a Buyer in this market who says "If I really like the house, I'm willing to pay above market value."

56. How much advertising will you do?

I will be advertising everyday! (Pause to see if Seller asks a question.) Not only will your home be in the Multiple Listing Service offering it to over ___ agents, I will also be systematically calling every day, advertising your home to the top agents, your neighbors, and the near-by-move-up neighborhoods. There will not be a day that goes by that I will not be advertising it.

I understand that advertising is a concern...Are you familiar with the difference between active and passive marketing? (No.) Passive marketing is holding open house, sending out flyers and advertising it in the newspaper. I agree you can get a home sold that way...However, you can't guarantee it. Active marketing is much more aggressive and predictable...I will be on the phone everyday asking people if they would like to buy your home...We will advertise your home to the top agents in the area who work with Buyers and will advertise when necessary. By pricing your home properly and marketing aggressively we should have your home under contract and to settlement long before the six months are up.

Are you familiar with the difference between active and passive marketing? May I explain those differences to you? Passive marketing is basically sitting around waiting for the Buyer to come to you? Passive marketing is basically sitting around waiting for the Buyer to come to you. The agent will do open houses, send out flyers, and advertise in the newspaper hoping that the right Buyer will come along for your property. Active marketing is aggressively working with the top agents in ___ who have qualified Buyers to make them aware of your home, as well as getting on the phone every single day and personally contacting as many people as I can. 25, 50,100 a day and asking them if they would like to buy your home. Which approach do you think gets results in today's tough market?